

Level 3 Diploma in Multi-Channel Retail (QCF)

About the course

The Diploma in Multi-Channel Retail at QCF level 3 will help existing staff working in the retail sector who are involved in online retail sales, particularly staff whose job role involves generating online retail sales, for example by promoting products via their organisation's trading website. Although learners can undertake all Multi-Channel Retail Units to achieve this Diploma, there are also optional Units in areas such as forecasting trends, developments, sales, negotiating with suppliers, stock analysis/management, marketing/promotions and processing returns, which will allow staff to focus on their specialisms.

Structure of Course

The Diploma in Multi-Channel Retail at QCF level 3 consists of one mandatory Unit (8 QCF credit points) and 29 additional credits from the optional Units. A minimum of 29 credits must be at QCF level 3. Learners must achieve a minimum of 37 credits

Assessment

The purpose of assessment is to ensure that effective learning has taken place to give learners the opportunity to:

- Meet the standard determined by the assessment criteria and
- Achieve the learning outcomes.

Learners who achieve the minimum eligible credit value specified by the rule of combination will achieve the qualification at pass grade. Each unit within these qualifications have specified assessment criteria. Learners who achieve the minimum eligible credit value specified by the rule of combination will achieve the qualification at pass grade. To achieve a 'pass' a learner must have successfully passed all the assessment criteria.

Contact us

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Course Modules

Group A Units

- Working productively and effectively in a multi-channel retail business

Optional Units B

- Working with colleagues to encourage innovation in a multi-channel retail business
- Updating product information on a trading website
- Analysing customer behaviour on a trading website
- Providing support to individual customers of a trading website
- Analysing the feedback from customers of a multi-channel retail business
- Maintaining a social network as part of multi-channel retail
- Specifying the content and layout of pages for a trading website
- Maintaining a library of materials for use on a trading website
- Creating copy for a trading website
- Working collaboratively to produce page layouts for a trading website
- Organising the production of photographs or videos for use on a trading website
- Selecting visual assets for use on a trading website

Remaining units can be found on the providing qualification board's website



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