Rules of Combination Handbook for Sales and Marketing

9866 Level 2 and 3 Sales and Telesales apprenticeship
6801-01/7711-02 and 6801-4/7711-03

9890 Level 2 and 3 Marketing apprenticeship
7712-02/7734-02 and 7712-03/7734-03

Level 2 NVQ Certificate in Sales
6801-01
600/0930/5
Level 2 NVQ Diploma in Sales
6801-02
600/0933/0
Level 3 NVQ Certificate in Sales
6801-03
600/0934/2
Level 3 NVQ Diploma in Sales
6801-04
600/0927/5
Level 2 Certificate in Principles of Sales
7711-02
600/0661/4
Level 3 Certificate in Principles of Sales
7711-03
600/06
Level 2 NVQ Certificate in Marketing
7712-02
600/0925/1
Level 3 NVQ Certificate in Marketing
7712-03
600/0935/4
Level 3 NVQ Diploma in Marketing
7712-04
600/0926/3
Level 2 Certificate in Principles of Marketing
7734-02
600/0928/7

Nov 2012 Version 2

Apprenticeships at a glance

Sales and Telesales

	Level 2 Intermediate Apprenticeship	**Level 3 Advanced Apprenticeship**
NVQ	6801 City & Guilds Level 2 NVQ Certificate in Sales (600/0930/5) (22 credits)	6801 City & Guilds Level 3 NVQ Diploma in Sales (600/0927/5) (37 credits)
Technical Certificate	7711 City & Guilds Level 2 Certificate in Principles of Sales (600/0661/4) (18 credits)	7711 City & Guilds Level 3 Certificate in Principles of Sales (600/0667/5) (16 credits)
Key Skills/ Functional Skills	Application of Number/Mathematics Level 1 Literacy/English Level 1	Application of Number/Mathematics Level 2 Literacy/English Level 2
PLTS	PLTS has been mapped to the mandatory Units in the competence (NVQ) qualification and Can be downloaded from **www.cfa.uk.com**	PLTS has been mapped to the mandatory units in the competence (NVQ) qualification and can be downloaded from **www.cfa.uk.com**
ERR	ERR embedded in Level 2 Certificate in Principles of Sales (600/0661/4)	ERR embedded in Level 3 Certificate in Principles of Sales (600/0667/5)

Marketing

	Level 2 Intermediate Apprenticeship	Level 3 Advanced Apprenticeship
NVQ	7712 City & Guilds Level 2 NVQ Certificate in Marketing (600/0925/1) (21 credits)	7712 City & Guilds Level 3 NVQ Diploma in Marketing (600/0926/3) (37 credits)
Technical Certificate	7734 City & Guilds Level 2 Certificate in Principles of Marketing (600/0928/7) (15 credits)	7734 City & Guilds Level 3 Certificate in Principles of Marketing (600/0929/9) (19 credits)
Key Skills/ Functional Skills	Application of Number/Mathematics Level 1 Communication/English Level 1 ICT Level 1	Application of Number/Mathematics Level 2 Communication/English Level 2 ICT Level 2
PLTS	PLTS to be mapped Mandatory units mapped by CFA, will be added to their website	PLTS to be mapped Mandatory units mapped by CFA, will be added to their website
ERR	No ERR required for the Business qualifications as embedded in TC Legal and Medical require ERR workbook available on the CFA website or complete the 4255 C&G	No ERR required for the Business qualifications as embedded in TC Legal and Medical require ERR workbook available on the CFA website or complete the 4255 C&G Award in ERR

Qualifications at a glance

Title and level	City & Guilds	Accreditation
Level 2 NVQ Certificate	6801-01	600/0930/5
Level 2 NVQ Diploma	6801-02	600/0933/0
Level 2 NVQ Certificate	28/02/2015	28/02/2017
Level 2 NVQ Diploma	28/02/2015	28/02/2017

Structure

Qualification	Min. no. of overall	Group A Mandatory	Group B Optional	Group C Optional
Level 2 NVQ Certificate in	min of 13 credits must be at Level 2			
Level 2 NVQ Diploma in	min of 23 credit must be at Level 2			

NB: Candidates can take a maximum of 8 credits from optional Group B.

6801 Level 2 NVQ Certificate / Diploma in Sales Units

***Excluded combination** – indicated unit(s) cannot be taken together within any one qualification

Group Key:

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		Unit title					
202	A/502/8561		2	2	13	A	
206	D/502/8584		2	2	15	C	
208	T/502/8588		2	3	20	C	
211	Y/502/8597		2	3	22	C	
212	H/502/8599		2	2	15	C	
213	R/502/8601	Meeting customers' after sales	2	3	14	C	
217	H/600/9724		2	3	10	C	
302	R/502/8615		3	3	24	C	
303	H/502/8618		3	3	18	C	
305	T/502/8624		3	4	26	C	

Title and level	[illegible]	[illegible]
Level 3 NVQ Certificate	6801-03	600/0934/2
Level 3 NVQ Diploma	6801-04	600/0927/5
Level 3 NVQ Certificate	28/02/2015	28/02/2018
Level 3 NVQ Diploma	28/02/2015	28/02/2018

Structure

Qualification	**Min. no of credits**	**Group A Mandatory**	**Group B Optional**	**Group C Optional**
Level 3 NVQ Certificate in	min of 15 credits must be at level 3			
Level 3 NVQ Diploma in	min of 22 credits must be at level 3			

NB: Candidates do **not** have to take units from optional Group C.

***Excluded combination** – indicated unit(s) cannot be taken together within any one qualification

6801 Level 3 NVQ Certificate / Diploma in Sales Units

Group Key:

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		Unit title					
202	A/502/8561		2	2	13	A	
301	F/502/8612		3	4	22	A	
		Meeting customers' after sales nee					
217	H/600/9724		2	3	10	B	
302	R/502/8615		3	4	24	B	
303	H/502/8618		3	3	18	B	
305	T/502/8624		3	4	26	B	
307	L/502/8631		3	4	28	B	
308	D/502/8634		3	3	22	B	
309	K/502/8636		3	2	11	B	
		Assessing customers' credit status					
311	A/502/8639		3	4	26	B	
314	L/600/9586		3	4	20	B	
401	D/502/8651		4	3	20	B	
402	M/502/8654		4	5	32	B	
404	F/502/8657		4	5	34	B	
405	L/502/8659		4	5	35	B	
313	F/502/8643		3	3	15	C	

		Unit title					
316	Y/601/1230		3	6	40	C	
407	R/600/9587		4	4	25	C	
408	M/600/9676		4	5	25	C	

Support materials	Qualification handbook Assessment pack

Title and level		
Level 2 Certificate in Principles of Sales	7711-02	600/0661/4
Title and level	**Last Date**	**Last Date**
Level 2 Certificate in Principles of Sales	31/08/2015	31/08/2017

Structure

To achieve the Level 2 Certificate in Principles of Sales (7711-02), learners must achieve 14 credits from the mandatory units and a minimum of 4 credits from the optional units available. Units 206 and 207 cannot be taken together.

	number	**Unit title**	**value**		**GLH**
T/502/8204	201		3		20
A/502/8205	202		5		40
F/502/8206	203		2		15
L/601/7638	209		4		32
L/502/8208	204		2		13
R/502/8209	205		2		11
L/502/8211	206		2	This unit cannot be taken with	15
A/502/8219	207	fairs and exhibitions	2	This unit cannot be taken with	18

F/502/8223	303	[illegible]	3		21
[illegible]	305	[illegible]	2		16
M/502/8234	306	[illegible]	2		20

Support materials	Qualification handbook Assessment pack

Title and level		
Level 3 Certificate in Principles of Sales	7711-03	600/0667/5

Title and level	**Last Date**	**Last Date**
Level 3 Certificate in Principles of Sales	31/08/2015	31/08/2018

Structure

To achieve the Level 3 Certificate in Principles of Sales (7711-03), learners must achieve 12 credits from the mandatory units and a minimum of 4 credits from the optional units available. A minimum of 2 credits at Level 3 must be taken from the optional units.

Unit accreditation number	**Unit number**	**Unit title**	**Credit value**	**Excluded combination of units (if**	**GLH**
F/502/8206	203	Understanding legal, regulatory and ethical requirements in sales	2		15
J/502/8207	301	Understanding the	2		15
J/502/8210	302	Understanding sales techniques and	4		30
D/601/7644	307	Principles of personal responsibilities and how to develop and evaluate own	4		32
L/502/8208	204	Understanding sales	2		13
R/502/8209	205	Understanding business awareness in	2		11

L/502/8211	206	Principles of presentations and demonstrations in	2		15
A/502/8219	207	Principles of selling at trade fairs and	2		18
J/502/8224	208	Customer service in	3		25
F/502/8223	303	Understanding the relationship between	3		21
Y/502/8227	304	Principles of online	3		24
H/502/8232	305	Understanding customers' creditworthiness for	2		16
M/502/8234	306	Competitor analysis in	2		20

Title and level	[illegible]	[illegible]
Level 2 NVQ Certificate	7712-02	600/0925/1
Title and level	**Last Date**	**Last Date**
Level 2 NVQ Certificate	30/04/2015	30/04/17

Structure

Qualification	**Min. no. of credits overall**	**Group A Mandatory (credits)**	**Group B Optional (credits)**	**Group C Optional (credits)**
Level 2 NVQ Certificate in Marketing		12	3 (min)	6 (max)

7712 Level 2 NVQ Certificate in Marketing Units

***Excluded combination** – indicated unit(s) cannot be taken together within any one qualification

Group Key:

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[illegible]	[illegible]	Unit title	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
201	F/502/9923		2	3	12	A	
202	L/502/9925		2	4	21	A	
203	Y/601/2474		2	3	10	A	
204	L/601/2469		2	2	6	A	
205	J/502/9924		2	3	12	B	
206	R/502/9926		2	2	7	B	
207	D/601/2508		2	3	20	B	322
105	A/502/4378		1	3	20	C	214
209	T/601/1526		2	6	40	C	
214	F/502/4379		2	4	30	C	105
329	M/601/2531		3	4	25	C	

Registration/	See City & Guilds website for details

Title and level		
Level 3 NVQ Certificate	7712-03	600/0935/4
Level 3 NVQ Diploma	7712-04	600/0926/3
Title and level	**Last Date**	**Last Date**
Level 3 NVQ Certificate	28/02/2015	28/02/2018
Level 3 NVQ Diploma	28/02/2015	28/02/2018

Structure

Qualification	**Min. no. of credits overall**	**Group A Mandatory (credits)**	**Group B Optional (credits)**	**Group C Optional (credits)**
Level 3 NVQ Certificate in Marketing	(min of 21 credits must be at level 3 or above)			
Level 3 NVQ Diploma in Marketing	**37**	13	12 (min)	12 (max), of which a max of 4 can be at

NB: Candidates do **not** have to take any units from optional group C.

7712 Level 3 NVQ Certificate / Diploma in Marketing Units

***Excluded combination** – indicated unit(s) cannot be taken together within any one qualification

Group Key:

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		Unit title					
302	R/502/9957		3	3	12	A	
303	F/601/2520		3	3	22	A	
304	R/601/2523		3	4	12	A	
206	R/502/9926		2	2	7	B	
	H/502/9932						
307	T/502/9952		3	3	17	B	
311	D/502/9962		3	3	12	B	
312	K/502/9964		3	4	12	B	
313	M/502/9965		3	5	15	B	
330	R/502/9960		3	4	10	B	
401	M/502/9934		4	6	25	B	
402	A/502/9936		4	4	16	B	
315	A/601/2547		3	4	30	C	

		Unit title					
319	Y/601/2524		3	3	12	C	406
323	Y/600/9669		3	5	25	C	
403	K/600/9661		4	4	20	C	
406	H/601/2560		4	4	24	C	319

Subject area	

Subject area	
Assessment	Assessment will be task based
Support materials	Qualification handbook
Registration/	See City & Guilds website for details

Title and level		
Level 2 Certificate in	7734-02	600/0928/7
Title and level	**Last Date**	**Last Date**
Level 2 Certificate in	31/08/2015	31/08/2017

Structure

To achieve the Level 2 Certificate/Diploma in Principles of Marketing, learners must achieve 10 credits from the mandatory units and a minimum of 5 credits from the optional units available.

	number	**Unit title**	**value**	**GLH**
F/502/8206	202		2	15
L/601/7638	203		4	32
Y/502/9930	204		3	18
F/502/8223	306	between sales and marketing	3	21

Assessment	Assessment will be task based
Support materials	Qualification handbook
Registration/	See City & Guilds website for details

Title and level		
Level 3 Certificate in	7734-03	600/0929/9
Title and level	**Last Date**	**Last Date**
Level 3 Certificate in	31/12/2013	31/12/2016

Structure

To achieve the **Level 3 Certificate in Principles of Marketing**, learners must achieve 13 credits from the mandatory units and a minimum of 6 credits from the optional units available.

Unit accreditation	**Unit number**	**Unit title**	**Credit value**	**GLH**
F/502/8206	202	Understanding legal, regulatory and ethical requirements in sales	2	15
T/502/9935	301	Principles of marketing and	7	50
D/601/7644	302	Principles of personal responsibilities and how to develop and evaluate own	4	32
F/502/9937	304	Principles of digital marketing	7	50
J/502/9938	305	Principles of marketing	3	16
F/502/8223	306	Understanding the relationship	3	21

Useful contacts

UK learners **General qualification**	**T: +44 (0)844 543 0033** **E:**
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