



# NVQ CERTIFICATE AND DIPLOMA IN MARKETING **7712**

Working with you to deliver  
the skills employers need

# NVQ CERTIFICATE AND DIPLOMA IN MARKETING

## 7712

Qualification	Credit	Funded	GLH	QAN	City & Guilds number
Level 2 NVQ Certificate in Marketing	21	yes	min = 82 max = 129	600/0925/1	7712-02
Level 3 NVQ Certificate in Marketing	25	yes	min = 78 max = 119	600/0935/4	7712-03
Level 3 NVQ Diploma in Marketing	37	yes	min = 115 max = 207	600/0926/3	7712-04

### QUALIFICATION AIM

Created by industry experts to meet employer needs these qualifications provide learners with the unique opportunity to develop and officially recognise their skills and competence in marketing without having to undertake study outside the workplace. However learners can take this qualification without being in employment.

### QUALIFICATION LEVELS

At level 2 learners focus on developing and having their skills and competence recognised in core marketing activities such as marketing research and building customer relationships. To keep pace with the latest developments in marketing learners also focus on areas such as digital marketing and understanding the crucial relationship between sales and marketing.

Level 3 builds on the skills acquired at level 2 allowing the learner to demonstrate their ability to complete tasks independently, organise activities and contribute to decision making and to have their success in these competencies recognised.

### PROGRESSION ROUTES

Learners can confidently progress at their own pace through Level 2 to 3 in Marketing. They may also wish to take these NVQ Certificates as part of the Marketing apprenticeship alongside the Level 2 and 3 Certificates in Principles of Marketing. Additionally learners may opt to enrol on a complementary programme offered by City & Guilds such as Business and Administration, Sales, Customer Service, ITQ, Finance, Management and Team Leading.

### PRODUCT INFORMATION

#### KEY FEATURES

Available as standalone qualifications or as part of the Marketing apprenticeship framework  
Each Marketing qualification consists of mandatory and optional units.

#### KEY BENEFITS

The choice of units, the different sizes of qualification plus the opportunity to take this alone or as part of an Apprenticeship provides ample opportunities for all calibres of learners to reach their potential.  
The optional units offer learners' a wide range of choice to meet their personal development needs and interests, while also meeting the demands of employers.

Structure

Assessment is carried out in the workplace or a realistic working environment.  
Learners must submit a portfolio of evidence.

As assessment may take place in the work place or a realistic work environment learners need not be in employment to achieve the qualification.  
Evidence may include professional discussion, e-observation, IT assignments or producing work materials such as a presentation.

Assessment

Learners, tutors and assessors benefit from an extensive pool of support services.  
These include: a qualification handbook and e-portfolio.

City & Guilds e-portfolio solution provided by Learning Assistant allows assessors to plan and review their learners' progress, and provide the support learners need to successfully complete their qualifications. For more information please go to [www.learningassistant.com](http://www.learningassistant.com)

Support

### REASONS TO CHOOSE CITY & GUILDS

#### Relevant to industry demand

With 99% of employers hailing our name as a mark of quality, no other UK awarding body provides candidates with such widespread recognition. Learners are supported by this strong brand presence throughout their careers.

#### We provide the skills employers need

In collaboration with key training providers and employers, these qualifications were developed by experts in the marketing field, to provide learners with relevant training which is straightforward yet exciting to deliver.

#### Comprehensive range and scope of qualifications

City & Guilds offers an extensive range of qualifications within Sales, Marketing, Business Support Skills and related areas, so centres can seamlessly deliver up-to-the-minute, on-demand training through one awarding body.

For more information call 0844 543 0000, email [centresupport@cityandguilds.com](mailto:centresupport@cityandguilds.com) or visit [www.cityandguilds.com](http://www.cityandguilds.com)