



Laura Hall  
Business Manager for Vocational Business and Enterprise  
Pearson  
190 High Holborn  
London  
WC1V 7BH 26

January 2018

Dear Laura

**Letter of support for the Pearson BTEC level 2 Technical Certificate in Marketing**

As an employer in the business sector, we recognise the following qualification, and in Wales, as being fit for purpose:

**Pearson BTEC level 2 Technical Certificate in Marketing**

We confirm that this qualification will provide learners with the specialist knowledge, and give them the opportunities to develop the skills and behaviours that we are looking for.

The qualification ensures that the learner can demonstrate relevant skills, behaviours and knowledge of the industry to progress to employment in a range of job roles across the organisation including the following areas:

- Marketing and branding assistant
- Marketing and communications assistant
- Sales executive

The qualification, also in Wales, will also support the individual, should they choose to progress into further training, via a level 3 qualification or an apprenticeship, which we fully support.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "S. Hall". The signature is stylized and fluid.

Stephen Hall  
Chief Executive Officer  
Infrared