

Pearson BTEC Level 3 Certificate in Principles of Marketing (QCF)**Qualification Number: 600/3576/6****What is the purpose of this qualification?**

The Pearson BTEC Level 3 Certificate in Principles of Marketing is designed to provide learners with a specialised set of occupational skills and knowledge to work within a marketing environment including undertaking a range of activities such as collecting market research data, analysing competitor activity, contributing to marketing campaigns, planning and organising an event or exhibition and using a range of digital technologies.

Achievement of the qualification prepares the individual to enter the Marketing sector including cross-sector marketing roles and performing marketing functions. It is also appropriate for individuals who are looking to re-enter the sector or for those intending to return to work within a marketing environment through the development of specialised marketing skills and knowledge.

What does this qualification cover?

This qualification is based on the National Occupational Standards for the Sales and Marketing sector as defined by Skills CFA, the Sector Skills Body.

Learners will complete mandatory units in Principles of Marketing and Evaluation, Understanding Legal, Regulatory and Ethical Requirements in Sales or Marketing, and Principles of Personal Responsibilities and How to Develop and Evaluate Own Performance at Work. Learners will then choose from a range of more specialist marketing units that align to the duties of their role or aspiring role such as Principles of Digital Marketing and Research, Principles of Market Research, Principles of Marketing Stakeholder Relationships and Understanding the Relationship Between Sales and Marketing.

Who could take this qualification?

This qualification is for all learners aged 16-18 and 19+ who are capable of reaching the required standards. Learners do not need any prior qualifications, knowledge or experience before starting the qualification however it is likely that they have some prior experience in a marketing role and may be seeking work within the marketing sector, or they may already be employed in a marketing role or performing marketing function.

What could this qualification lead to?

Learners could progress on to further Level 3 Marketing qualifications designed to develop relevant occupation competence including the Advanced Apprenticeship in Marketing. Alternatively learners could progress on to higher level leadership and management qualifications that enable the learner to build upon their existing experience to progress their career within a marketing environment such as:

- Pearson Edexcel Level 3 NVQ Diploma in Marketing (QCF)
- Pearson BTEC Level 3 Diploma in Management (QCF)

- Pearson BTEC Level 4 Diploma in Management (QCF)
- Pearson Edexcel Level 4 NVQ Diploma in Management (QCF)

Potential job roles for those working towards this qualification are:

Marketing Executive
PR Officer
Marketing Officer

Marketing Manager
Market Research Executive
Advertising Account Executive

Who supports this qualification?

This qualification is supported by the Sector Skills Body for Sales and Marketing, Skills CFA.