



Pearson LCCI Introductory Certificate in Marketing (VRQ) (ASE10140)

Specification

First teaching from 2007

Issue 2

Edexcel, BTEC and LCCI qualifications

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This specification is Issue 2. We will inform centres of any changes to this issue. The latest issue can be found on the Pearson website: qualifications.pearson.com

Acknowledgements

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Introduction

LCCI qualifications

LCCI qualifications are widely regarded by employers to prepare students for key functions of modern international business. The qualifications are recognised worldwide by employers, universities and professional bodies.

This qualification is not regulated by any regulatory authority in the UK. It exists on Pearson's self-regulated framework (SRF).

Pearson LCCI offers a wide range of qualifications, which are available at Levels 1 to 4 across the following subject areas:

- English Language
- Marketing and Customer Service
- Business, Administration and IT
- Financial and Quantitative.

This specification is part of the Marketing and Customer Service suite of LCCI qualifications.

Please refer to the Pearson qualification website for details of other qualifications in the suite.

Purpose of the specification

This specification sets out:

- the objectives of the qualification
- any other qualification(s) that a student must have completed before taking the qualification
- any prior knowledge and skills that a student is required to have before taking the qualification
- any other requirements that a student must have satisfied before they will be assessed or before the qualification will be awarded
- the knowledge, understanding and skills that will be assessed as part of the qualification
- the method of assessment and any associated requirements relating to it
- the criteria against which a student's level of attainment will be measured (such as assessment criteria).

Qualification aims

The aims of the Pearson LCCI Introductory Certificate in Marketing (VRQ) are to enable students to understand:

- the principles of marketing
- marketing as a business function
- the basic techniques used in the marketing of products and services.

This qualification is intended for students who wish to:

- gain some relevant basic marketing knowledge and skills before progressing to the Pearson LCCI Level 2 Certificate in Marketing
- use the qualification to complement and extend their business studies knowledge
- gain basic marketing literacy in a short time period.

Further progress can be made through the suite of Pearson LCCI Marketing qualifications which include the Pearson LCCI Level 2 Certificate in Marketing and Pearson LCCI Level 3 Certificate in Marketing.

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Specification at a glance

The Pearson LCCI Introductory Certificate in Marketing (VRQ) consists of one externally-examined paper.

Title: Pearson LCCI Introductory Certificate in Marketing (VRQ)	
<ul style="list-style-type: none">Externally assessed	100% of the total qualification
Overview of content <ul style="list-style-type: none">Introduction to MarketingCustomer BehaviourMarketing ResearchThe Marketing MixMarketing Communications	
Overview of assessment <ul style="list-style-type: none">One written, externally-set and marked paper, contributing 100% of the overall grade of the qualification.Assessment for the qualification is by paper-based objective testing of knowledge and skills. The test consists of multiple-choice questions, each with four responses possible.The examination will be 1 hour.There will be 20 questions, some of which will have multiple parts.Candidates answer all questions.As the test consists of a mixture of objective questions, how candidates respond to each will depend on the nature of the question. Full instructions will be given in the test to indicate how to respond to the different types of questions.The test is graded as Pass or Fail. The Pass mark is 50% of the total marks available.	

Knowledge, skills and understanding

Content

The following content must be covered to prepare students for the final assessment of this qualification.

1. Introduction to Marketing

Subject content	What students need to learn:
1.1 Introduction to Marketing	a) Define the term <i>marketing</i>
	b) Identify the main principles in the marketing concept
	c) Identify and outline the three main areas making up the marketing environment

2. Customer Behaviour

Subject content	What students need to learn:
2.1 Customer Behaviour	a) Explain the difference between a customer and a consumer
	b) Give the meaning of <i>segmentation</i>
	c) Explain the purpose of segmenting a market

3. Marketing Research

Subject content	What students need to learn:
3.1 Marketing Research	a) Give the meaning of <i>marketing research</i>
	b) Explain the differences between primary and secondary research
	c) Identify six different types of survey
	d) Identify key elements in the design of a questionnaire
	e) Identify sources of secondary data

4. The Marketing Mix

Subject content	What students need to learn:
4.1 The Marketing Mix	a) Identify the four Ps
	b) Product <ul style="list-style-type: none"> • Distinguish between the features and benefits of a Product • Identify the four main stages in the Product life cycle
	c) Price <ul style="list-style-type: none"> • Explain the difference between Price and Cost • Calculate Profit Margin from a given formulae • Identify three Pricing strategies
	d) Place <ul style="list-style-type: none"> • Give the meaning of the term channel of distribution • Describe the roles of the different members in the channel of distribution • Illustrate typical channels of distribution for different industries
	e) Promotion (Marketing Communications) <ul style="list-style-type: none"> • Identify the main purposes of marketing communications • Identify the main components of the marketing promotions mix • Identify the features of a good brand and outline the different types of branding • State the benefits of advertising • Identify the different advertising media • Give the meaning of the term public relations • Give examples of the techniques used in public relations • Give the meaning of the term sales promotion • Give examples of sales promotions and how and when they are used • Explain the term personal selling • Describe different methods of personal selling • Show how retail sales assistants provide a personal selling function • Illustrate, with examples, the role of packaging in communications

Assessment

Assessment summary

Pearson LCCI Introductory Certificate in Marketing (VRQ)

Number of series: On demand

Overview of content

- Introduction to Marketing
- Customer Behaviour
- Marketing Research
- The Marketing Mix
- Marketing Communications

Overview of assessment

- One written, externally-set and marked paper, contributing 100% of the overall grade of the qualification.
- Assessment for the qualification is by paper-based objective testing of knowledge and skills. The test consists of multiple-choice questions, each with four responses possible.
- The examination will be 1 hour.
- There will be 20 questions, some of which will have multiple parts.
- Candidates answer all questions.
- As the test consists of a mixture of objective questions, how candidates respond to each will depend on the nature of the question. Full instructions will be given in the test to indicate how to respond to the different types of questions.
- The test is graded as Pass or Fail. The Pass mark is 50% of the total marks available.

Aims of assessment

The assessments will assess the candidate's ability to:

- state the main marketing concepts
- recall a definition of marketing
- describe types of stakeholders
- identify key elements in the business environment
- explain simple customer behaviour
- describe basic marketing research methods
- describe the four main marketing mix activities
- describe the life cycle and characteristics of products and services
- explain how prices affect profit
- recognise promotional activities
- recognise different distribution channels and the organisations within them.

Entry and assessment information

Please see the *Pearson Information Manual* and the *Pearson LCCI examination regulations*, available from our website: qualifications.pearson.com/lcci

Student entry

Details on how to enter students for the examination for this qualification can be found on our website: qualifications.pearson.com/lcci

Combinations of entry

There are no forbidden combinations of entry for this qualification.

Age

The qualification is intended for learners aged 16 and above.

Resitting the qualification

Candidates can resit the examination for the Pearson LCCI Introductory Certificate in Marketing (VRQ).

It is strongly advised that candidates do not register to undertake a resit until they have received the results from their previous examination.

Access arrangements, reasonable adjustments and special consideration

Access arrangements

Access arrangements are agreed before an assessment. They allow students with special educational needs, disabilities or temporary injuries to:

- access the assessment
- show what they know and can do without changing the demands of the assessment.

The intention behind an access arrangement is to meet the particular needs of an individual student with a disability, without affecting the integrity of the assessment. Access arrangements are the principal way in which awarding bodies comply with the duty under the Equality Act 2010 to make 'reasonable adjustments'.

Access arrangements should always be processed at the start of the course. Students will then know what is available and have the access arrangement(s) in place for assessment.

Reasonable adjustments

The Equality Act 2010 requires an awarding organisation to make reasonable adjustments where a person with a disability would be at a substantial disadvantage in undertaking an assessment. The awarding organisation is required to take reasonable steps to overcome that disadvantage.

A reasonable adjustment for a particular person may be unique to that individual and therefore might not be in the list of available access arrangements.

Whether an adjustment will be considered reasonable will depend on a number of factors, including:

- the needs of the student with the disability
- the effectiveness of the adjustment
- the cost of the adjustment; and
- the likely impact of the adjustment on the student with the disability and other students.

An adjustment will not be approved if it involves unreasonable costs to the awarding organisation, timeframes, or affects the security or integrity of the assessment. This is because the adjustment is not 'reasonable'.

Special consideration

Special consideration is a post-examination adjustment to a student's mark or grade to reflect temporary injury, illness or other indisposition at the time of the examination/assessment, which has had, or is reasonably likely to have had, a material effect on a candidate's ability to take an assessment or demonstrate their level of attainment in an assessment.

Further information

Please see our website or email internationalenquiries@pearson.com for further information on how to apply for access arrangements and special consideration.

For further information about access arrangements, reasonable adjustments and special consideration please refer to the Joint Council for Qualifications (JCQ) website: www.jcq.org.uk/examination-system/access-arrangements-and-special-consideration

Equality Act 2010 and Pearson equality policy

Equality and fairness are central to our work. Our equality policy requires all students to have equal opportunity to access our qualifications and assessments, and our qualifications to be awarded in a way that is fair to every student.

We are committed to making sure that:

- students with a protected characteristic (as defined by the Equality Act 2010) are not, when they are undertaking one of our qualifications, disadvantaged in comparison to students who do not share that characteristic
- all students achieve the recognition they deserve for undertaking a qualification and that this achievement can be compared fairly to the achievement of their peers.

You can find details on how to make adjustments for students with protected characteristics in our policy documents *Access Arrangements*, *Reasonable Adjustment* and *Special Consideration* on our website: qualifications.pearson.com/en/support/support-topics/exams/special-requirements.html

Malpractice

Cases of alleged, suspected or confirmed malpractice must be dealt with in accordance with the latest Joint Council for Qualifications (JCQ) *General and Vocational Qualifications Suspected Malpractice in Examinations and Assessments Policies and Procedures*, available on the JCQ website: www.jcq.org.uk

Pearson cares greatly about the integrity of its qualifications and is aware that incidents of malpractice threaten that integrity, adversely affect learners and undermine public confidence in the delivery and awarding of qualifications. For this reason, Pearson takes malpractice incidents extremely seriously and investigates all allegations it receives as fully as possible. Where malpractice is proven Pearson will impose appropriate penalties and/or sanctions on those found to be responsible, which can include debarment from delivery of Pearson qualifications (for staff) and disqualification (for learners).

Candidate malpractice

Candidate malpractice refers to any act by a candidate that compromises or seeks to compromise the process of assessment or which undermines the integrity of the qualifications or the validity of results/certificates.

Candidate malpractice in examinations must be reported to Pearson using a *JCQ M1 Form* (available at www.jcq.org.uk/exams-office/malpractice). The form can be emailed to pqsmalpractice@pearson.com or posted to Investigations Team, Pearson, 190 High Holborn, London, WC1V 7BH. Please provide as much information and supporting documentation as possible. The final decision regarding appropriate sanctions lies with Pearson.

Failure to report malpractice constitutes staff or centre malpractice.

Staff/centre malpractice

Staff and centre malpractice includes both deliberate malpractice and maladministration of Pearson qualifications. As with candidate malpractice, staff and centre malpractice is any act that compromises or seeks to compromise the process of assessment or which undermines the integrity of the qualifications or the validity of results/certificates.

All cases of alleged or suspected staff malpractice and maladministration must be reported immediately, before any investigation is undertaken by the centre, to Pearson on a *JCQ M2(a) Form* (available at: www.jcq.org.uk/exams-office/malpractice). The form, supporting documentation and as much information as possible can be emailed to pqsmalpractice@pearson.com or posted to Investigations Team, Pearson, 190 High Holborn, London, WC1V 7BH.

The final decision regarding appropriate sanctions lies with Pearson.

Failure to report malpractice itself constitutes malpractice. More detailed guidance on malpractice can be found on our website at <http://qualifications.pearson.com/en/support/support-topics/exams/examination-guidance/malpractice-and-plagiarism.html> and in the latest version of the *JCQ General and Vocational Qualifications Suspected Malpractice in Examinations and Assessments Policies and Procedures*, available at: www.jcq.org.uk/exams-office/malpractice

Language of assessment

Assessment of this specification will be in English only. Assessment materials will be published in English only and all work submitted for examination must be in English only.

Other information

Guided Learning Hours (GLH)

Guided Learning Hours: the number of teacher-led contact hours required to support student achievement for a qualification.

For the Pearson LCCI Introductory Certificate in Marketing (VRQ) we recommend 14–20 GLH.

Centres should ensure students have additional time for self-study and preparation for the final examination, which is in addition to the GLH stated above.

Student recruitment

Pearson follows the JCQ policy concerning recruitment to our qualifications in that:

- they must be available to anyone who is capable of reaching the required standard
- they must be free from barriers that restrict access and progression
- equal opportunities exist for all students.

Prior learning and other requirements

There are no formal entry requirements for this qualification.

Students may be studying in a local language but the assessment will be in English. Pearson recommends that students have a level of English equivalent to Level 1 on the LCCI IQ Language Levels Framework (Council of Europe A2/Waystage). This will support access to the assessment materials and enable students to communicate responses effectively.

Progression

Students can progress through the suite of Pearson LCCI Marketing qualifications, which include the Pearson LCCI Level 2 Certificate in Marketing and Pearson LCCI Level 3 Certificate in Marketing; alternatively the qualification can support progression to employment.

Using appropriate internal processes, centres must ensure they choose the most appropriate qualification level for their student's needs.

Exemptions

We are seeking exemptions for our qualifications from a number of professional bodies. For the latest list of exemptions, please visit our website and choose your relevant qualification.

qualifications.pearson.com/en/support/support-for-you/international-wbl/professional-bodies.html

Codes

The subject code for the Pearson LCCI Introductory Certificate in Marketing (VRQ) is: ASE10140. The subject code is used by centres to enter students for a qualification.

Support, training and resources

Training

Pearson offers support and training to teachers on standard of delivery and preparing students to meet the assessment requirements.

Specifications, sample assessment materials and teacher support materials

To find a list of all the support documents available please visit our website:
qualifications.pearson.com

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**For more information on Pearson and LCCI qualifications please
visit our website: qualifications.pearson.com**

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