

Pearson Edexcel Level 3 NVQ Diploma in Marketing (QCF)

Qualification Number: 600/2850/6

What is the purpose of this qualification?

The Pearson Edexcel Level 3 NVQ Diploma in Marketing (QCF) is designed for employees in the marketing sector or those working within a marketing environment either in a marketing role or performing marketing functions. Learners will develop a broad range of occupation skills including undertaking a range of activities such as conducting market research, designing and evaluating marketing plans, contributing to advertising and promotional campaigns and events, maintaining a portfolio of products and managing budgets.

Achievement of the qualification confirms occupational competence.

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 Contribute to the development of a marketing plan, Evaluate and improve own performance in a business environment, Work with other people in a business environment and Analyse competitor activity. 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 Conduct market research, Contribute to the preparation of a marketing strategy, Evaluate the effectiveness of a marketing plan, Use digital technology for marketing purposes, Manage budgets and Plan, allocate and monitor work of a team.

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 are already employed within a marketing role or have some prior experience in a marketing role and may be seeking work within the marketing sector.

What could this qualification lead to?

Learners could progress on to further Level 3 marketing qualification designed to develop relevant occupation knowledge and competence 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 BTEC Level 3 Certificate in Principles of 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.