



---

# Work-ready skills in Marketing

A GUIDE FOR CENTRES

---

# We believe in learning

At the core of everything we do is the desire to make a measurable impact on improving people's lives through learning. Pearson aspires to be the world's leading learning company. From primary to secondary school, through to professional certification; our qualifications, curriculum materials, multimedia learning tools and testing programmes help to educate millions of people worldwide.

---

## Work-ready skills in Marketing



All Pearson LCCI qualifications are widely regarded by employers for their practical focus on the key functions of modern international business, and are recognised internationally by employers, universities and professional bodies.

Our Marketing qualifications will enable students to develop a broad, strategic understanding across the full range of marketing activities and PR. Search from the list of our qualifications below that may be of interest to you:

Marketing and Sales qualifications

4

Students can go onto many job roles including; marketing executive, PR assistant and many more.

# What support can you expect?

All the support and guidance you would expect from the world's largest learning company.

Whether you're interested in one subject or the full range, we provide everything needed to support you through delivery, qualification and onto final assessment.



## Access to a global network of Pearson expertise providing personalised, local support.

- ✓ When you become part of a Pearson LCCI centre, you become part of a growing international network of over 5000 centres full of ambitious students and employers who are all eager to grow their skills base.



## Syllabuses, sample papers, past papers and model answers.

- ✓ We provide our centres with all of the tools needed to teach each qualification, helping teachers plan lessons and support exam preparation.



## Published resources supporting learning and examination preparation

- ✓ Tailored textbooks and resources including student books, teacher guides and digital support tools from the world's leading education company to support learners with relevant content, examples and exercises.



## Dedicated customer support teams are trained to deal with specific and general enquiries.

- ✓ When you become a Pearson LCCI centre you have access to dedicated support from our customer service team and local representatives based around the world, who are on hand to provide dedicated support with your queries.



## Online, user-friendly centre administration for all forms and documents.

- ✓ To ensure you get best experience possible we have worked with our centres to ensure all our online administration and registration processes are simple and straightforward.



## Centre and learner recognition including Pearson LCCI Medallions for your top students.

- ✓ Every year we award Pearson LCCI IQ Medallions and certificates of excellence to top scoring students.
- ✓ Winning a medallion or a certificate is a prestigious achievement and means winners are not just a top scoring student, but one of the top scoring students in the world.

To find out more visit  
[qualifications.pearson.com/lcci](https://qualifications.pearson.com/lcci)

# Marketing and Sales qualifications



## Introductory Certificate in Marketing (ICM)

**Product code: ASE10140\***

Designed as an introduction to the fundamental principles surrounding marketing. Perfect for short courses and with an accompanying workbook to help students prepare for the final examination, ICM helps candidates gain essential knowledge to help them progress to Pearson LCCI Marketing Level 2.

### Aims

The aims of this qualification are to enable candidates to understand:

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

### Syllabus topics

- introduction to marketing
- customer behaviour
- marketing research
- the marketing mix
- marketing communications

### Assessment

Assessment for the qualification is by paper-based objective testing of knowledge and skills. The test consists of a mix of objective questions such as true/false, multiple-choice, simple calculations with number entry, document/form completion, cloze and multiple responses.

## Marketing (Level 2)

**Product code: ASE2025**

The Level 2 Marketing qualification is intended for those new to marketing as a business function, or those who wish to obtain a formally recognised professional qualification.

### Aims

The aims of this qualification are to enable students to develop:

- the marketing concept
- the fundamental techniques applied to the marketing of products and services

### Syllabus topics

- marketing management
- marketing planning
- customer and consumer behaviour
- marketing research
- the marketing mix
- promotion
- general issues

### Assessment

Assessment is through a 2 hour examination consisting of 20 questions, all of which must be answered. All questions are worth 5 marks each.

\* Last assessment December 2017

---

## Marketing (Level 3)

---

Product code: ASE3025

The Level 3 Marketing qualification is intended for those who are entering the marketing profession or who already hold a post in marketing.

### Aims

The aims of this qualification are to enable students to develop:

- a broad strategic understanding across the full range of marketing activities, including advertising, PR, sales promotion and market research
- a sound knowledge of current trends and changes in marketing practice, brought about by technology and the internet
- the ability to apply this understanding to real life marketing scenarios
- the ability to illustrate their understanding through the use of real experiences, or created examples of marketing

### Syllabus topics

- the nature of marketing
- the role of marketing
- marketing organisation
- market research, analysis and decision
- marketing implementation, strategies and tactics
- international marketing
- marketing, IT and the internet

### Assessment

Assessment is through a 3 hour examination consisting of 10 questions, of which 5 must be answered.

---

## Selling and Sales Management (Level 3)

---

Product code: ASE3030

The Level 3 Selling and Sales Management qualification is intended for those who are working, or are preparing to work, in sales and require a knowledge and understanding of selling techniques and how to manage the sales process.

### Aims

The aims of this qualification are to enable students to develop:

- selling skills and techniques
- an understanding of sales administration
- an ability to manage the sales process
- an appreciation of sales records analyses

### Syllabus topics

- establish a sales plan
- the selling function
- distribution channels
- recruitment and training
- sales management
- sales forecasting, budgeting and evaluation
- sales records
- legal and ethical issues in selling
- sales organisation and control

### Assessment

Assessment is through a 3 hour examination consisting of 10 questions, of which 5 must be answered.

---

# Advertising (Level 3)

---

**Product code: ASE20089**

The Level 3 Advertising qualification is intended for those wishing to begin a career in advertising either in a commercial or industrial company or in a non-profit organisation that undertakes advertising on an extensive scale.

## **Aims**

The aims of this qualification are to enable students to develop:

- knowledge and understanding of advertising as part of the marketing of
- products, services and organisations
- relevant advertising messages within constraints of law and codes of practice
- an awareness of the principles of delivering relevant messages to the selected target audiences
- advertising material aimed at the selected target audiences

## **Syllabus topics**

- the role of advertising
- types of advertising
- the advertiser
- the advertising agency
- creating press advertisements
- creating broadcasting commercials
- producing advertisements
- production of commercials
- selection of media
- media research
- media planning and buying
- voluntary controls
- the law and advertising
- advertising evaluation and assessment
- the impact of technology

## **Assessment**

Assessment is through a 3 hour examination consisting of 10 questions, of which 5 must be answered.

---

## Public Relations (Level 2)

---

**Product code: ASE2029**

The Level 2 Public Relations qualification is intended for those who are new to public relations as a business function or those working in public relations who would like to acquire a foundation within the subject. It is also suitable for those who wish to take their first steps towards a recognised qualification within public relations.

### Aims

The aims of this qualification are to enable students to develop:

- the public relations concept
- the fundamental techniques applied to public relations

### Syllabus topics

- the nature of public relations
- the publics of public relations
- statutory law and voluntary codes
- international public relations
- community relations
- a public relations campaign
- working with the media
- exhibitions
- sponsorship
- research
- technology and the Internet
- public relations miscellaneous
- professional development

### Assessment

Assessment is through a 2-hour examination consisting of 17 compulsory questions.

---

## Public Relations (Level 3)

---

**Product code: ASE3029**

The Level 3 Public Relations qualification is intended for those who wish to acquire a background of the core activities found in both public relations consultancies and in-house departments.

### Aims

The aims of this qualification are to enable students to develop a broad understanding in the key areas of:

- media relations
- publics and the media
- the nature of public relations
- the organisation of public relations
- sponsorship

### Syllabus topics

- the nature of public relations
- the publics of public relations
- law and voluntary codes
- public relations in developing countries
- export public relations
- community relations
- the organisation of public relations
- planning and preparation of public relations
- media relations
- channels of communication: method and techniques
- audio and visual aids
- public relations own media
- exhibitions
- sponsorship
- ancillary services
- research
- development and trends

### Assessment

Assessment is through a 3 hour examination consisting of 10 questions, of which 5 must be answered.

# Teach Pearson LCCI

1

Visit the  
website

2

Review the  
specifications

3

contact your  
regional office

Teach Pearson LCCI and set your educational institution apart with the qualifications employers are looking for.

Learn more at  
[qualifications.pearson.com/lcci](http://qualifications.pearson.com/lcci)

FEBRUARY 2017



Pearson Education  
is committed to  
reducing its impact  
on the environment by  
using responsibly sourced  
and recycled paper.