



---

# Work-ready skills in Marketing and Customer Service

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 and Customer Service



All 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 and Customer Service qualifications will enable students to develop a broad, strategic understanding across the full range of marketing and customer services activities, contact centre management and PR. Search from the list of our qualifications below that may be of interest to you:

Marketing and Sales qualifications

4

Customer Service qualifications

8

Students can go onto many job roles including; marketing executive, customer service assistant, PR assistant, contact centre operator, contact centre supervisor 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 an 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 an 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 LCCI Medallions for your top students.

- ✓ Every year we award 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 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.

---

## 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: 20089

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.

---

# Customer Service qualifications

---



## Customer Service (Level 2)

---

Product code: ASE2014

The Level 2 Customer Service qualification is intended for those who are working, or intend to work, in an environment where direct contact with internal and/or external customers forms a major part of their work.

### Aims

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

- knowledge and understanding of the elements of good customer service
- the ability to apply these elements to realistic situations
- an understanding of personal behaviours and processes that enhance service delivery
- the ability to apply these behaviours and processes within the job role

### Syllabus topics

- the role of customer service
- delivering reliable service
- communicating directly with customers
- dealing with customer complaints

### Assessment

Assessment is through a 2.5 hour examination consisting of 6 questions, 4 of which must be answered.

---

# Customer Service (Level 3)

---

Product code: ASE3014

The Level 3 Customer Service qualification is intended for those who are working, or intend to work, in an environment where customer service is seen as a competitive advantage.

## Aims

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

- knowledge and understanding of the advanced concepts in developing and delivering good customer service
- an appreciation of systems and procedures that enhance delivery of reliable and effective service
- an understanding of personal behaviours and processes that enhance and influence service delivery
- the ability to apply these behaviours and processes within the job role, in realistic situations

## Syllabus topics

- the developing role of customer service
- reliability in service systems
- communicating with internal and external customers
- solving customer problems
- influencing effective change

## Assessment

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

---

# Certificate in Contact Centre Skills (Level 2)

---

Product code: ASECCS2

The Level 2 Contact Centre Skills qualification is aimed at those who intend to work in a contact centre where they will be expected to work autonomously handling inbound and outbound customer calls. It is also suitable for those who already working in such a role and wish to develop further knowledge and skills to support their work. The qualification is based on the current UK National Occupational Standards (NOS) for contact centres and will be awarded to students who successfully complete the learning outcomes and assessments for both of the following units:

- Unit 1 Understanding Contact Centre Operations (unit code: ASE10174)
- Unit 2 Handling Inbound and Outbound Calls (unit code: ASE10175). Certification is also available at the unit Level.

## Aims

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

- a broad understanding of the nature, functions and operations of a contact centre
- a clear understanding of the individual's role in acquiring customers and providing reliable customer service
- an awareness of how to improve the performance of the individual, team and organisation in order to contribute to business success
- the necessary skills, techniques and knowledge to enable them to autonomously handle inbound and outbound customer calls effectively

## Syllabus topics

### Unit 1: Understanding Contact Centre Operations

- contact centre operations and management
- providing reliable customer service
- acquiring customers
- developing personal and organisational effectiveness

### Unit 2: Handling Inbound and Outbound Calls

- handling incoming calls requesting routine product or service advice/support
- handling inbound sales calls
- making outbound sales calls
- call handling techniques
- dealing with challenging service situations
- actions associated with call handling
- follow-up actions to call handling

## Assessment

Assessment is by a combination of a multiple-choice test and practical call handling assignments.

# Certificate in Contact Centre Supervisory Skills (Level 3)

Product code: ASECCSS3

The Level 3 Contact Centre Supervisory Skills qualification is suitable for students who already have the knowledge, understanding

and skills needed to work competently in a contact centre call handling role, and now wish to progress to a supervisory or senior role where they will be expected to lead a team and handle non-routine and complex customer calls autonomously. The qualification is based on the current UK National Occupational Standards (NOS) for contact centres and will be awarded to students who successfully complete the learning outcomes and assessments for both of the following units:

- Unit 1 Leading and Managing People and Resources (unit code: ASE10176)
- Unit 2 Handling Non-Routine and Complex Calls (unit code: ASE10177) Certification is also available at the unit Level.

## Aims

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

- an in-depth knowledge and understanding of the principles, techniques and practices necessary for effective team leadership and team development
- an understanding of the principles and techniques necessary for planning and managing staff, resources and operations effectively
- knowledge and understanding of the advanced principles and techniques used in developing and delivering excellent customer service
- the necessary skills, techniques and knowledge to enable them to handle effectively non-routine and complex customer calls autonomously

## Syllabus topics

### Unit 1: Leading and Managing People and Resources

- leading and developing contact centre teams
- staff resource planning and people management
- managing the delivery of excellent customer service
- managing operations and contact centre technologies

### Unit 2: Handling Non- Routine and Complex Calls

- handling incoming calls for non-routine customer problems/ requests
- handling inbound sales calls for complex or multiple products services
- making outbound sales or service calls for complex or multiple products/ services
- call handling techniques
- dealing with challenging service situations
- actions associated with call handling

## Assessment

Assessment is by a combination of a multiplechoice

test and practical call handling

assignments.

# Teach LCCI

1

Visit the  
website

2

Review the  
specifications

3

contact your  
regional office

Teach 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)

JANUARY 2016



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