

**in the know.**

## **Qualification Key Information**

NCFE Level 2 Diploma in Skills for Business: Sales and Marketing (601/2672/3)

## Qualification overview

### Things you need to know about this qualification

This qualification forms part of a suite of qualifications which have been developed to form the substantial qualification element of Study Programmes, and meet the Teaching Agency's requirements for high-quality, rigorous qualifications in education.

This qualification is suitable for use within a Study Programme.

Qualification number (QN)	601/2672/3
Qualification Title	Level 2 Diploma in Skills for Business: Sales and Marketing
Total Qualification Time (TQT)	720
Guided Learning Hours (GLH)	542
Entry Guidance	This qualification is for learners aged 16 and above. There are no specific recommended prior learning requirements for this qualification. However, learners may find it helpful if they've already achieved a Level 1 qualification.
Funding	This qualification may be eligible for funding. For further guidance on funding, please contact your local funding provider.

### Qualification purpose

This qualification is designed for learners who want to develop their knowledge, understanding and essential skills that employers look for in employees. These range from familiar 'key skills' such as team working, independent working, independent learning and problem solving.

### Qualification structure and how to achieve

To be awarded the NCFE Level 2 Diploma in Skills for Business: Sales and Marketing, learners are required to successfully complete 6 units from Group A and 7 units from Group B.

The units in Group A are aligned to National Occupational Standards for business and represent the core attributes required by employers in a range of business settings. The units in Group B specialises in sales and marketing.

## Group A

Unit No	Unit title
Unit 01	Business culture and responsibilities (8 credits)
Unit 02	Deliver customer service in a business environment (8 credits)
Unit 03	Produce documents in a business environment (8 credits)
Unit 04	Solve problems in a business environment (8 credits)
Unit 05	Work with others in a business environment (8 credits)
Unit 06	Communicate in a business environment (8 credits)
Unit 07	Contribute to running a project (8 credits)
Unit 08	Innovation in a business environment (8 credits)
Unit 09	Manage and improve own performance in a business environment (8 credits)
Unit 10	Respond to change in a business environment (8 credits)

## Group B

Unit No	Unit title
Unit 11	Understanding marketing (4 credits)
Unit 12	Principles of digital marketing (5 credits)
Unit 13	Support the organisation of an event (4 credits)
Unit 14	Support the co-ordination of an event (5 credits)
Unit 15	Complying with legal, regulatory and ethical requirements in a marketing role (2 credits)
Unit 16	Presentation software (4 credits)
Unit 17	Generating and qualifying sales leads (2 credits)
Unit 18	Marketing research (3 credits)

## How the qualification is assessed

The **NCFE Level 2 Diploma in Skills for Business: Sales and Marketing** is a knowledge-based qualification which is internally assessed and externally quality assured.

## Work experience requirements

This is not a competence-based qualification so learners may be assessed using simulation. We recommend that this is done in a Realistic Working Environment which reflects a real work setting and replicates the key characteristics of the workplace in which the skill to be assessed is normally employed. This will ensure that any competence achieved in this way will be sustained in real employment.

## Benefits and Progression opportunities

The objectives of this qualification are to provide learners with:

- an understanding of the essential skills required to work successfully in a business environment
- the skills required to solve problems in a business environment
- an understanding of business culture and responsibilities
- the ability to successfully communicate and work with others in a business environment
- the opportunity to develop the skills required to manage and improve their own performance in a business environment
- an understanding of the principles of digital marketing
- the ability to support the organisation and co-ordination of an event
- the knowledge required to comply with legal, regulatory and ethical requirements in a marketing role
- the ability to carry out effective marketing research.

Learners who achieve this qualification could progress to:

- NCFE Level 3 Diploma in Skills for Business
- NCFE Level 3 Diploma in Skills for Business: Sales and Marketing
- NCFE Levels 2 and 3 Diplomas in Business Administration
- NCFE Levels 2 and 3 Diplomas in Customer Service
- NCFE Level 2 Diploma in Team Leading
- NCFE Level 3 Diploma in Management
- A Level in Business Studies

---

## Why NCFE?

<b>Our qualifications</b>	We work with centres and employers to ensure our qualifications meet the needs of the industry and are fit for purpose.
<b>Our customer commitment</b>	Our customer service has officially been recognised as one of the best in the sector as we are the only Awarding Organisation to have been included in the <u>Top 50 Companies for Customer Service</u> for 3 consecutive years.
<b>Supported by employers</b>	Our qualifications are supported by employers. You can find out more about how we work with employers on our <a href="#">website</a> .

## Contact us

NCFE, Q6, Quorum Business Park, Benton Lane, Newcastle upon Tyne, NE12 8BT  
Tel: 0191 239 8000\*  
Fax: 0191 239 8001  
Email: [service@ncfe.org.uk](mailto:service@ncfe.org.uk)