



AWARD AND CERTIFICATE IN SALES AND MARKETING LEVEL 3

The level 3 ISMM programmes are designed to meet the of those wishing to undertake training in Sales and Marketing either to gain employment in a sales and marketing role, or to formalise the academic side of the role.

For those wishing to gain employment in the sector the qualification differentiates the individual and their CV when applying for roles. This is because there are comparatively few individuals in sales and marketing who have vocationally related qualifications (*falling below degree level*) to support their practical experience in the field.

To achieve the Award, candidates must complete one unit, Selling Skills for Sales Executives, which is assessed by an assignment of 2000 words.

To achieve the Certificate, candidates must complete the assignment for the Award level, plus one other assignment again of 2000 words.

The 2 units are:

Unit 1 – Marketing for Sales Executives (assignment of 2000 words)

Unit 2 – Selling Skills for Sales Executives (assignment of 2000 words)

Full support notes are supplied for the programme, plus support of a person tutor to assist in the preparation of the assignments.

The course will normally last for about 8 - 10 months, and learners can then progress to the Level 4 ISMM qualifications should they so wish.

For further information or to discuss the programme please call:

Clare Godfrey on 0121 353 7780