TQUK Level 3 Certificate in Principles of Marketing (RQF)

Qualification Specification

Qualification Number: 601/7767/6

Introduction

Welcome to TQUK.

TQUK is an Awarding Organisation recognised by the Office of Qualifications and Examinations Regulation (Ofqual) in England, CCEA Regulation in Northern Ireland and by Qualifications Wales.

TQUK offers qualifications which are regulated by Ofqual and, in some cases, by CCEA Regulation and/or Qualifications Wales, sit on the Regulated Qualifications Framework (RQF) and are listed on the Register of Regulated Qualifications (http://register.ofqual.gov.uk/).

Our qualifications are designed to support and encourage learners to develop their knowledge and skills. This development may result in progression into employment or career development in the workplace. Our qualifications also allow learners to progress onto further qualifications.

Please visit our website www.tquk.org for news of our latest developments.

Qualification Specifications

Each qualification which TQUK offers is supported by a specification that includes all the information required by a centre to deliver a qualification. Information in the specification includes unit information, assessment and learning outcomes.

The aim of the Qualification Specification is to guide a centre through the process for delivering the qualification.

Please read it alongside the TQUK Centre Handbook.

Details of TQUK's procedures and policies can be found on our website www.tquk.org

Qualification specifications can be found also be found on our website www.tquk.org

Please check the website regularly to ensure that you are using the most up to date version.

If you have any further questions, please contact TQUK.

Use of TQUK Logo, Name and Qualifications

TQUK is a professional organisation and use of its name and logo is restricted. TQUK's name may only be used by recognised centres to promote TQUK qualifications. Recognised centres may use the logo for promotional materials such as on corporate/business letterheads, pages of a centre's website relating to TQUK qualifications, printed brochures, leaflets or exhibition stands.

When using TQUK's logo, there must be no changes or amendments made to it, in terms of colour, size, border and shading. The logo must only be used in a way that easily identifies it as TQUK's logo. Any representation of TQUK's logo must be done so as a representation of the true logo.

It is the responsibility of the centre to monitor the use and marketing of TQUK's logos and qualifications on their own materials as well as on those of any re-sellers or third parties that they may use. TQUK should be made aware of relationships with re-sellers or third parties including any additional websites that the centre will use in addition to their own website. If this information is changed TQUK should be notified. TQUK is required to monitor centre's websites and materials to ensure that learners are not being misled.

If a centre is no longer a TQUK recognised centre it must immediately discontinue the use of TQUK's logo, name and qualifications.
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Introduction to the Qualification

The TQUK Level 3 Certificate in Principles of Marketing (RQF) is regulated by Ofqual

Qualification Purpose

The purpose of the qualification is to develop knowledge and understanding to support learners who are employed in a role at a team leader/supervisory level which includes marketing. It could also be used as progression to employment.

Entry Requirements

There are no specific entry requirements however learners should have a minimum of level two in literacy and numeracy or equivalent.

The qualification is suitable for learners of 16 years of age and above.

Progression

Successful learners can progress to other qualifications such as:

TQUK Level 3 Certificate in Principles of Sales (RQF)
TQUK Level 3 NVQ Certificate in Sales (RQF)
TQUK Level 3 NVQ Diploma in Marketing (RQF)
Level 4 Diploma in Marketing Management (QCF)
Level 4 Diploma in Marketing Communications (Advertising) (QCF)
Level 4 Award in Marketing (HL)
Level 4 Award in Marketing in Action (HL)
Level 4 Certificate in Professional Marketing (Customer Experience) (HL)
Level 4 Certificate in Professional Marketing (Marketing in Action) (HL)
Level 4 Award in Analysing the Marketing Environment (QCF)
Level 4 Certificate/Diploma In Sales and Marketing Management (QCF)

Structure

Learners must achieve 19 credits: 13 from the mandatory units and a minimum of six from the optional units

Mandatory Units

Title	Unit ref.	Level	Guided Learning Hours	Credit value
Principles of marketing and evaluation	T/502/9935	3	50	7
Understanding legal, regulatory and ethical requirements in sales or marketing	F/502/8206	2	15	2
Principles of personal responsibilities and how to develop and evaluate own performance at work	D/601/7644	3	4	4

Optional Units

Title	Unit ref.	Level	Guided Learning Hours	Credit value
Principles of digital marketing and research	F/502/9937	3	50	7
Principles of marketing stakeholder relationships	J/502/9938	3	16	3
Principles of market research	K/502/9933	3	40	5
Understanding the relationship between sales and marketing	F/502/8223	3	21	3

Total Qualification Time

This is an estimate of the total length of time it is expected that a learner will typically take to achieve and demonstrate the level of attainment necessary for the award of the qualification i.e. to achieve all learning outcomes.

Total Qualification Time is comprised of GLH and an estimate of the number of hours a learner is likely to spend in preparation, study or any other learning including assessment, which takes place as directed by, but not under the supervision of a lecturer, supervisor or tutor. The credit value, where given, for a qualification is determined by TQT, as one credit corresponds to 10 hours of learning.

Total Qualification Time for this qualification 190 hours.

Guided Learning Hours

These hours are made up of all real time contact time, guidance or supervision of a learner by a lecturer, supervisor, tutor, trainer or other appropriate provider of education or training.

GLH for this qualification is 106 hours.

Assessment

The qualification is assessed by internally set and marked assessments subject to external quality assurance.

Where indicated in the unit specifications, assessment must meet the requirements of the identified assessment strategy/principles.

Materials for internal assessment must be submitted to TQUK for approval prior to use and must be mapped to the relevant unit, learning outcome and assessment criteria.

All learning outcomes must be met to achieve a pass - there is no grading.

Centre Recognition

To offer any TQUK qualification each centre must be recognised by TQUK and meet qualification approval criteria. Qualification approval must be confirmed prior to any assessment of learners taking place. It is essential that centres provide learners with access to appropriate support in the form of specialist resources.

The TQUK Centre Recognition process requires a centre to have in place a number of policies and procedures to protect the learners undertaking a TQUK qualification and the integrity of TQUK's qualifications. The policies and procedures will also support an approved Centre's quality systems.

Recognised centres must seek approval for each qualification they wish to offer.

The approval process requires centres to demonstrate that they have the resources, including staff, to deliver and assess the qualification.

Support from TQUK

Recognised centres will be able to access support from TQUK whenever necessary. External Quality Assurance activities will be undertaken on a regular basis. TQUK also offers recognised centres the service of a Client Relationship Officer whose role is to support centres with any administration queries or qualification support.

Course Delivery

Pre-Course Information

All learners should be given appropriate pre-course information regarding any TQUK qualifications. The information should explain about the qualification, the fee, the form of the assessment and any entry requirements or resources needed to undertake the qualification.

Initial Assessment

Centres should ensure that any learner registered on a TQUK qualification undertakes some form of initial assessment. The initial assessment should be used to inform a teacher/trainer on the level of the learner's current knowledge and/or skills.

Initial assessment can be undertaken by a teacher/trainer in any form suitable for the qualification to be undertaken by the learner/s. It is the centre's responsibility to make available forms of initial assessment that are valid, applicable and relevant to TQUK qualifications.

Learner Registration

Once approved to offer a qualification the centre should register learners before any assessment can take place. Recognised centres must follow TQUK's procedures for registering learners. For short courses, TQUK offer the option of registering a course and booking a number of places. Learners are then added once the course has taken place, thus acknowledging situations where substitutions are made at short notice to meet business needs.

Trainer/Assessor Requirements

Tutors/trainers who deliver a TQUK qualification must possess a teaching qualification appropriate for the level of qualification they are delivering. This can include the below:

- Further and Adult Education Teachers Certificate
- Cert Ed/PGCE/B Ed/M Ed
- PTLLS/CTLLS/DTLLS
- Level 3 Award/4 Certificate/5 Diploma in Education and Training

Assessors who assess a TQUK qualification must possess an assessing qualification appropriate for the level of qualification they are delivering. This can include:

- Level 3 Award in Assessing Competence in the Work Environment
- Level 3 Award in Assessing Vocationally Related Achievement
- Level 3 Award in Understanding the Principles and Practices of Assessment
- Level 3 Certificate in Assessing Vocational Achievement
- A1 or D32/D33

Specific requirements for assessors may be indicated in the assessment strategy/principles identified in individual unit specifications.

Internal Quality Assurer Requirements

Centre staff who undertake the role of an Internal Quality Assurer (IQA) for TQUK qualifications must possess or be working towards a relevant qualification. This could include:

- Level 4 Award in the Internal Quality Assurance of Assessment Processes and Practice
- Level 4 Certificate in Leading the Internal Quality Assurance of Assessment Processes and Practice
- V1 Conduct internal quality assurance of the assessment process
- D34 Internally verify the assessment process

It is best practice that those who quality assure qualifications also hold one of the assessing qualifications outlined above. IQAs must follow the principles set out in Learning and Development NOS 11 - Internally monitor and maintain the quality of assessment.

All staff members involved with the qualification (training, assessing or IQA) will also need to be 'occupationally competent in the subject area being delivered'. This could be evidenced by a combination of the below:

- A higher level qualification in the same subject area as the qualification approval request.
- Experience of the delivery/assessment/IQA of the qualification/s requested.
- Work experience in the subject area of the qualifications.

Staff members will also be expected to have a working knowledge of the requirements of the qualification, and a thorough knowledge and understanding of the role of tutors/assessors and internal quality assurance. They are also expected to undertake continuous professional development (CPD) to ensure they are up to date with work practices and developments in the qualifications they are involved with.

Useful Websites

Health and Safety Executive   www.hse.gov.uk

Office of Qualifications and Examinations Regulation   www.ofqual.gov.uk

Register of Regulated Qualifications   http://register.ofqual.gov.uk

Health and Safety Executive NI   https://www.hseni.gov.uk/

For further details regarding approval and funding eligibility please refer to the following websites:

Skills Funding Agency http://skillsfundingagency.bis.gov.uk/ for public funding information for 19+ learners in England

Learning Aim Reference Service (LARS) https://www.gov.uk/government/publications/individualised-learner-record-ilr-sources-of-data

DAQW – Database of Approved Qualifications www.daqw.org.uk for public funding in Wales

Department for the Economy https://www.economy-ni.gov.uk/ or Department of Education www.deni.gov.uk for public funding in Northern Ireland.

Mandatory Unit 1

Title:	Principles of marketing and evaluation T/502/9935	
Level:	3	
Credit value:	7	
Guided learning hours:	50	
Learning outcomes The learner will:	Assessment criteria The learner can:	
1 Understand the principles of market segmentation	1.1	Explain the importance of defining market segments to the development and achievement of the marketing strategy
	1.2	Explain the difference between market segments and customer classification
	1.3	Explain how the characteristics, motivations and behaviours of potential target customers are identified
	1.4	Explain how to cluster customers with similar characteristics
	1.5	Describe how to confirm that proposed segments are real, distinctive, viable and their buying power measurable
	1.6	Explain how to evaluate the profitability and stability of market segments
	1.7	Describe how a range of products may appeal to different market segments
	1.8	Explain the motivators and inhibitors that influence customer behaviour
	1.9	Explain the use of Customer Relationship Management
2 Understand how to assess market opportunities for new products and/or services	2.1	Describe the economic and buyer behavioural factors to be taken into account when assessing new market opportunities

		2.2	Describe the cultural factors that are likely to affect customers' perception of products and/or services and sales performance
		2.3	Explain how to identify opportunities and threats in new markets and for new products in existing markets
		2.4	Explain how competitor and potential competitor activity may affect projected sales performance
		2.5	Explain the basis of recommendations to exploit new market opportunities
3	Understand the principles of marketing strategy development	3.1	Describe the topics to be addressed in a marketing strategy
		3.2	Explain the use of market analyses to inform the development of a marketing strategy
		3.3	Explain how to evaluate risks to the achievement of objectives
		3.4	Describe how to forecast sales by product and/or service
		3.5	Explain how to present a marketing strategy including aims, objectives, actions, accountabilities, resources, budgets and forecasts
		3.6	Explain the importance of engaging stakeholders in the development of a marketing strategy
		3.7	Explain the significance of customer loyalty to the achievement of marketing objectives and strategy
		3.8	Explain how to set performance indicators and evaluation arrangements that are capable of measuring returns on investment
4	Understand how to evaluate the effectiveness of a marketing strategy	4.1	Explain the importance of conducting the evaluation in accordance with the specification
		4.2	Describe the factors to be taken into account in the evaluation of the effectiveness of a marketing strategy
		4.3	Explain the strengths and weaknesses of different evaluation methods

	4.4	Describe how to identify trends and themes from evaluation data
	4.5	Explain how to ensure the reliability and validity of evaluation data
	4.6	Explain how to achieve an acceptable level of statistical confidence
	4.7	Explain how to address critical issues revealed by evaluation
	4.8	Explain the importance of justifying recommendations and conclusions with evidence
	4.9	Explain the use of impact analysis in the evaluation process
	4.10	Explain the importance of marketing to the achievement of business objectives and strategies
	4.11	Describe the links between corporate social responsibility and marketing strategies

Assessment requirements:

All Assessment Criteria must be met. The method of assessment is determined by individual awarding organisations, in compliance with the CfA Sales Assessment Strategy.

Title:	Understanding legal, regulatory and ethical requirements in sales or marketing F/502/8206	
Level:	2	
Credit value:	2	
Guided learning hours:	15	
Learning outcomes The learner will:	Assessment criteria The learner can:	
1 Understand an organisation's procedures for dealing with legal, regulatory and ethical requirements relating to sales or marketing	1.1	Describe an organisation's procedures for raising legal, regulatory and ethical concerns
	1.2	Explain the scope of legal, regulatory and ethical requirements in sales or marketing
	1.3	Explain how the legal, regulatory and ethical requirements relate to the business of selling or marketing
	1.4	Describe internal and external sources of information on legal, regulatory and ethical requirements
	1.5	Explain how an "ethical approach" affects organisations in the sales or marketing environment
	1.6	Explain the importance of contract law in sales
2 Understand the legal, regulatory and ethical limits of the sales or marketing role	2.1	Explain the legal, regulatory and ethical requirements relevant to the role
	2.2	Describe the potential consequences of not complying with legal, regulatory or ethical requirements
	2.3	Explain the importance of working within the limits of the role, responsibilities and authority
	2.4	Explain the process for reporting legal, regulatory and ethical concerns
	2.5	Explain the importance of clarity of communication with the customer to ensure common understanding of agreements and expectations

Assessment requirements: n/a		

Title:	Principles of personal responsibilities and how to develop and evaluate own performance at work D/601/7644
Level:	3
Credit value:	4
Guided learning hours:	32
Learning outcomes The learner will:	Assessment criteria The learner can:
1 Understand the employment rights and responsibilities of the employee and employer and their purpose	1.1 Identify the main points of contracts of employment and their purpose
	1.2 Outline the main points of legislation affecting employers and employees and their purpose, including anti-discrimination and entitlement legislation
	1.3 Identify where to find information on employment rights and responsibilities both internally and externally
	1.4 Explain the purpose and functions of representative bodies that support employees
	1.5 Explain employer and employee responsibilities for equality and diversity in a business environment
	1.6 Explain the benefits of making sure equality and diversity procedures are followed in a business environment
2 Understand the purpose of health, safety and security procedures in a business environment	2.1 Explain employer and employee responsibilities for health, safety and security in a business environment
	2.2 Explain the purpose of following health, safety and security procedures in a business environment
3 Understand how to manage own work	3.1 Explain the reasons for planning and prioritising own work
	3.2 Identify ways of planning and prioritising own work

		3.3	Explain the purpose of keeping other people informed about progress
		3.4	Describe methods of dealing with pressure in a business environment
4	Understand how to evaluate and improve own performance in a business environment	4.1	Explain the purpose of continuously evaluating and improving own performance in a business environment
		4.2	Describe ways of evaluating and improving own performance in a business environment
		4.3	Explain the purpose of encouraging and accepting feedback from others
		4.4	Explain different types of career pathways and roles available
5	Understand the types of problems that may occur with own work and how to deal with them	5.1	Describe the types of problems that may occur with own work
		5.2	Explain ways of dealing with problems that may occur with own work
		5.3	Explain how and when to refer problems to relevant colleagues
6	Understand the decision making process	6.1	Explain key stages in the decision- making process
		6.2	Explain the purpose of not exceeding own limits of authority in making decisions
Assessment requirements: n/a			

Title:	Principles of personal responsibilities and how to develop and evaluate own performance at work D/601/7644
Level:	3
Credit value:	4
Guided learning hours:	32

Learning outcomes The learner will:	Assessment criteria The learner can:	
1 Understand the employment rights and responsibilities of the employee and employer and their purpose	1.1	Identify the main points of contracts of employment and their purpose
	1.2	Outline the main points of legislation affecting employers and employees and their purpose, including anti-discrimination and entitlement legislation
	1.3	Identify where to find information on employment rights and responsibilities both internally and externally
	1.4	Explain the purpose and functions of representative bodies that support employees
	1.5	Explain employer and employee responsibilities for equality and diversity in a business environment
	1.6	Explain the benefits of making sure equality and diversity procedures are followed in a business environment
2 Understand the purpose of health, safety and security procedures in a business environment	2.1	Explain employer and employee responsibilities for health, safety and security in a business environment
	2.2	Explain the purpose of following health, safety and security procedures in a business environment
3 Understand how to manage own work	3.1	Explain the reasons for planning and prioritising own work
	3.2	Identify ways of planning and prioritising own work

		3.3	Explain the purpose of keeping other people informed about progress
		3.4	Describe methods of dealing with pressure in a business environment
4	Understand how to evaluate and improve own performance in a business environment	4.1	Explain the purpose of continuously evaluating and improving own performance in a business environment
		4.2	Describe ways of evaluating and improving own performance in a business environment
		4.3	Explain the purpose of encouraging and accepting feedback from others
		4.4	Explain different types of career pathways and roles available
5	Understand the types of problems that may occur with own work and how to deal with them	5.1	Describe the types of problems that may occur with own work
		5.2	Explain ways of dealing with problems that may occur with own work
		5.3	Explain how and when to refer problems to relevant colleagues
6	Understand the decision making process	6.1	Explain key stages in the decision- making process
		6.2	Explain the purpose of not exceeding own limits of authority in making decisions
Assessment requirements: n/a			

Title:	Principles of digital marketing and research F/502/9937
Level:	3
Credit value:	7
Guided learning hours:	50
Learning outcomes The learner will:	Assessment criteria The learner can:

Learning outcomes	Assessment criteria	
1 Understand the role and requirements of digital marketing	1.1	Explain the role of digital marketing within the overall marketing strategy
	1.2	Explain the strengths and weaknesses of digital marketing for different marketing applications
	1.3	Explain the importance of targeted digital marketing
	1.4	Describe the sources of data lists for use in targeting customers and potential customers
	1.5	Explain the legal requirements and implications of digital marketing
	1.6	Describe the design requirements of data capture and reporting systems for digital marketing
	1.7	Explain the importance of evaluating the impact of digital marketing activities
2 Understand the principles of search engine optimisation (SEO)	2.1	Explain the importance of search engine optimisation
	2.2	Describe how to calculate the cost-efficiency of SEO
	2.3	Explain the use of Meta Tags, website codes and keywords
	2.4	Explain the use of offsite SEO in optimising marketing effectiveness
	2.5	Explain the design principles of response systems
	2.6	Explain the advantages and disadvantages of links to other websites

3	Understand the principles of marketing research using the internet	3.1	Explain the scope for customising search-related internet facilities to enable the identification and retrieval of targeted information
		3.2	Explain the advantages and disadvantages of different data mining techniques
		3.3	Explain how to use multiple-table relational databases
		3.4	Explain how to ensure the validity and reliability of information retrieved from the internet
4	Understand the principles of digital marketing device and message design	4.1	Explain the potential uses of a Customer Relationship Management (CRM) system
		4.2	Explain the design requirements of a CRM system
		4.3	Describe the characteristics of an effective digital marketing device
		4.4	Describe the characteristics of an effective digital response system
		4.5	Explain the requirements, advantages and disadvantages of different tracking systems
		4.6	Explain how to overcome the barriers posed by non-interoperable technologies
5	Understand how to use digital technology for marketing purposes	5.1	Explain the implications for the use of digital technology of campaigns that are aimed at retention, acquisition and conversion
		5.2	Explain methods of managing digital databases including permission marketing and the application of suppressions/opt-outs
		5.3	Explain the advantages and disadvantages of different digital technologies and combination of technologies for a range of marketing applications

Assessment requirements:

All Assessment Criteria must be met. The method of assessment is determined by individual awarding organisations, in compliance with the CfA Sales Assessment Strategy.

Title:	Principles of marketing stakeholder relationships J/502/9938
Level:	3
Credit value:	3
Guided learning hours:	16

Learning outcomes The learner will:	Assessment criteria The learner can:	
1 Understand marketing stakeholder relationships	1.1	Explain the basis on which the need for marketing stakeholder relationships are identified and prioritised
	1.2	Explain the use of stakeholder mapping in developing ways of building relationships
	1.3	Describe the nature of interest of different stakeholder groups and how this affects the nature of relationships and communications
	1.4	Explain the significance of stakeholders to the achievement of the overall marketing strategy
	1.5	Describe the features of the market in which stakeholders operate
	1.6	Describe how to establish stakeholders' attitudes to an organisation
	1.7	Describe actual and potential synergies and conflicts between clients and other stakeholders
2 Understand how to build and manage marketing stakeholder relationships	2.1	Explain how to identify common goals and potential synergy between stakeholders and an organisation
	2.2	Explain the importance of engaging stakeholders in marketing activities
	2.3	Explain the basis upon which stakeholder communications plans are developed
	2.4	Explain the requirements of a competitor management strategy

		2.5	Explain the importance of agreeing common objectives with clients
		2.6	Describe the scope of generalist and specialist personnel that can be deployed in support of building long term relationships with clients
3	Understand how to monitor and control marketing stakeholder relationships	3.1	Explain the use of key performance indicators and success criteria in monitoring the effectiveness of stakeholder relationships
		3.2	Describe methods of monitoring the ongoing effectiveness of stakeholder relationships
		3.3	Explain the importance of effective stakeholder communications and feedback system
		3.4	Explain how changes in the market environment in which stakeholders operate may have an impact on relationships
		3.5	Explain how to develop strategies and plans that address changing stakeholder attitudes and needs
		3.6	Explain how to develop reporting systems that meet agreed success criteria
		3.7	Explain the importance of reviewing the effectiveness of collaborative arrangements with stakeholders

Assessment requirements:

All Assessment Criteria must be met. The method of assessment is determined by individual awarding organisations, in compliance with the CfA Sales Assessment Strategy.

Title:	Principles of market research
	K/502/9933
Level:	3
Credit value:	5
Guided learning hours:	40

Learning outcomes The learner will:	Assessment criteria The learner can:	
1 Understand the basis on which market research is commissioned	1.1	Describe how to identify the need for market research and the sources of evidence to support this
	1.2	Describe the basis for scoping the research and identifying linkages, interdependencies and the possible impact of one element on others
	1.3	Explain how to set research parameters, aims and evaluation criteria
	1.4	Explain the importance of involving stakeholders in the definition of research to be carried out
	1.5	Explain how to evaluate different options for conducting the research
2 Understand how to design market research projects	2.1	Explain how to set research objectives, timescales, budget and resource requirements and success criteria
	2.2	Explain how to specify the characteristics and size of the sample to be researched in accordance with the research aims and objectives
	2.3	Describe the factors to be taken into account when selecting research instruments that are fit for purpose
	2.4	Explain how to ensure the suitability of methods chosen to conduct research
	2.5	Explain the strengths and limitations of quantitative and qualitative research

		2.6	Explain how risks inherent in market research may be addressed
		2.7	Explain how to ensure that research data collected is valid and reliable
		2.8	Describe the uses of the research outputs
		2.9	Explain how to obtain approval to the proposed research
3	Understand the principles of marketing data collection	3.1	Explain the difference between primary and secondary research and how this affects data collection methods and interpretation
		3.2	Describe the importance of using research instruments correctly
		3.3	Explain the role of data collection in a market research project
		3.4	Explain how to address problems arising in data collection (eg insufficiency of representative sample, unreliable or invalid data)
		3.5	Explain the importance of accurate data collection and recording
		3.6	Explain marketing data storage, security and access requirements
4	Understand the principles of marketing data interpretation and evaluation	4.1	Explain the volume of data needed to ensure statistical confidence
		4.2	Explain how to evaluate the quality, reliability and validity of market research data
		4.3	Describe the use(s) of market research
		4.4	Explain the application, strengths and weaknesses of different data analysis methods
		4.5	Explain the use of statistical tools to identify trends, causes and correlations in marketing data
		4.6	Explain the strengths and weaknesses of different data evaluation methods
		4.7	Explain the basis on which to reach conclusions as to the usefulness of the research

Assessment requirements:

All Assessment Criteria must be met. The method of assessment is determined by individual awarding organisations, in compliance with the CfA Sales Assessment Strategy.

Title:	Understanding the relationship between sales and marketing F/502/8223
Level:	3
Credit value:	3
Guided learning hours:	21

Learning outcomes The learner will:	Assessment criteria The learner can:	
1 Understand the impact of different organisational structures on sales and marketing functions	1.1	Describe the features of different organisational structures
	1.2	Explain the effect of different organisational structures on sales and marketing functions and their performance
2 Understand the interface between sales and marketing functions	2.1	Explain the role and responsibilities of sales personnel
	2.2	Explain the role and responsibilities of marketing personnel
	2.3	Describe areas of synergy between the sales and marketing functions
	2.4	Describe the benefits of collaborative working to the performance of an organisation
	2.5	Explain potential causes of friction between the sales and marketing functions
	2.6	Describe mutually acceptable solutions to identified sources of friction
3 Understand the impact of sales and marketing on product development processes	3.1	Describe the product development process
	3.2	Explain the role of sales and marketing in the product development process
	3.3	Explain the market features and trends relating to a product or service
	3.4	Describe the characteristics and benefits of a product or service

	3.5	Explain the wants and needs of an organisation's customer base
	3.6	Describe how to prepare a business case for a product or service
	3.7	Describe how to forecast sales of a product or service
	3.8	Explain the importance and use of customer feedback in relation to product development
Assessment requirements: n/a		

Title:	Understanding the relationship between sales and marketing F/502/8223
Level:	3
Credit value:	3
Guided learning hours:	21

Learning outcomes The learner will:	Assessment criteria The learner can:	
1 Understand the impact of different organisational structures on sales and marketing functions	1.1	Describe the features of different organisational structures
	1.2	Explain the effect of different organisational structures on sales and marketing functions and their performance
2 Understand the interface between sales and marketing functions	2.1	Explain the role and responsibilities of sales personnel
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3 Understand the impact of sales and marketing on product development processes	3.1	Describe the product development process
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	3.4	Describe the characteristics and benefits of a product or service

	3.5	Explain the wants and needs of an organisation's customer base
	3.6	Describe how to prepare a business case for a product or service
	3.7	Describe how to forecast sales of a product or service
	3.8	Explain the importance and use of customer feedback in relation to product development
Assessment requirements: n/a		