

IVQ in Sales and Marketing (4410)



IVQ in Sales and Marketing (4410)

IVQ in Sales and Marketing (4410)

As the global economy continues to grow expand, companies, organisations and charities are facing increased competition from both traditional and non traditional rivals. The City & Guilds IVQ in Sales and Marketing helps provide the required sales and marketing skills essential for success in the modern economy.

The qualification encourages students to understand the demands upon a modern sales and marketing department, and looks at how sales and marketing add value to the wider organisation. Students are also exposed to the international aspects of sales and marketing, and its variations across sectors such as retailing and business to business.

The qualification also acknowledges the growing need for soft skills such as relationship building and communication. By incorporating these skills alongside traditional subjects such as needs identification, this qualification provides the practical and applied skills needed to be a successful sales and marketing professional.

Who is the IVQ in Sales and Marketing for?

This programme is intended for candidates looking for an entry into sales and marketing, or for those looking to develop their existing role in either sales or marketing through formal qualifications.

It is ideal for those candidates who are:

- in administration support functions for either sales or marketing teams
- newly recruited staff to either marketing or sales functions
- wishing to take first steps in a career in marketing or sales
- involved in implementing sales and marketing strategies

What are the benefits for employers?

By the end of the certificate programme;

Sales based staff will be able to:

- Support staff in their preparation by:
 - undertaking research on projects
 - preparations of sales packs and support materials
- Categorise clients in view of the product lifecycle
- Understand and describe the stages of the sales process
- Participate in simple negotiation
- Maintain sales records and build a small territory plan.

Marketing based staff will be able to:

- Undertake basic research into a market or client sector
- Support Marketing Managers in the preparation of reports and presentations.
- Undertake competitor analysis, and maintain records for future use.
- Brief an agency for a simple piece of work
- Use information to inform future aspects of marketing activity

What's in the IVQ for Sales and Marketing?

The IVQ is based upon a series of core subjects, which include:

- Understanding the activities of sales and marketing
- Building business relationships
- Using and improving business information
- Effective planning skills
- Customer communication and personal selling

What are the levels of the Sales and Marketing qualification?

Certificate.

Why choose City & Guilds International Vocational Qualifications?

- City & Guilds awards qualifications in over 100 countries worldwide
- is the UK's leading provider of vocational qualifications, awarding almost 50% of all National Vocational Qualifications
- is a household name in the UK, where one in five households has a City & Guilds qualification
- has 8500 approved centres worldwide
- issues over 1 million certificates every year
- builds on a century's experience to anticipate the skills needs of tomorrow
- offers over 500 different qualifications spanning 22 sectors and offering progression from basic literacy to the equivalent of a post-graduate degree
- works with the UK's leading companies
- has a Royal Charter to provide the means and motivation for individuals, corporations and communities to achieve their goals
- has established worldwide customer service network guaranteeing optimal support for centres and candidates

International Vocational Qualifications IVQs

- are tailored especially for the needs of the international market
- are developed in cooperation with industries and employers
- contain up-to-date generic occupational standards
- combines theory and practical but separately certificated
- enable certificate holders to work effectively at the level achieved
- offer excellent progression routes to employment in the industry or for an academic career progression
- recognised in over 100 countries
- added value to your local/national qualifications

Certificate in Sales and Marketing

<p>Target group</p> <ul style="list-style-type: none"> • Those looking to start a career in Sales and Marketing, or those looking to advance from their current position <p>Entry requirements</p> <ul style="list-style-type: none"> • Interest in sales and marketing • Basic Education <p>Professional Responsibilities</p> <p>Successful candidates on the certificate programme should be able to gain employment at entry level in the following areas:</p> <ul style="list-style-type: none"> • Marketing agency • Marketing support for any firm or organisation • Sales professional • Marketing communications and PR <p>This programme is designed to provide an entry point for less experienced candidates. It will give participants a sound foundation for employment and a career in either Sales or Marketing. It will be ideal for those who are:</p> <ul style="list-style-type: none"> • in administration providing support functions for either the sales or marketing teams • newly recruited staff to either marketing or sales functions • wishing to take first steps in a career in marketing or sales • involved in helping to implement marketing or sales campaigns. 	<p>Unit 1 – Understanding the activities of Sales and Marketing</p> <p>The aim of this unit is to ensure that the candidate has an overview of the roles and responsibilities of both Sales and Marketing, both in general and in their own organisation or one they are studying.</p> <p>Unit 2 – Building business relationships</p> <p>In today's increasingly fast moving and competitive markets emphasis is shifting from competition to collaboration. Partnerships and joint ventures are features of many global markets and improvements in supply chain management have encouraged joint problem-solving between suppliers and their clients.</p> <p>Unit 3 – Using and improving business information</p> <p>The aim of this unit is to enable the candidate to recognise the value and vital contribution of improved information to business generally and sales and marketing in particular. It will encourage the candidate to consider the sources of secondary data, its collection, storage, analysis and use in improving business decisions.</p> <p>Unit 4 – Effective planning skills</p> <p>Planning is both a generic business skill and a life skill. Throughout a career in sales and marketing, planning competencies are critical. This unit will enable the candidate to transfer their current knowledge and experience of planning to specific business contexts and will enable them to use a framework which ensures a thorough and objective approach to planning – be that a small scale project, planning a sales visit, a campaign or corporate event.</p> <p>Unit 5 – Customer communication and personal selling</p> <p>This unit provides practical understanding of the marketing and selling processes involved in taking a client from a state of unawareness to making a sale and then building a relationship with them. These processes provide the foundation for many of the day-to-day activities in a marketing or sales team and the unit will ensure candidates have an understanding and overview of the various activities they may be involved in supporting.</p>	<p>Assessment</p> <p>Assessment will be five assignments covering practical activities and a synoptic multiple choice test covering the underpinning knowledge of all five units.</p> <p>Timescale</p> <p>200 hours, or one or two years</p> <p>Practical activities include</p> <ul style="list-style-type: none"> • make recommendations for improving how sales and marketing departments are organised • illustrate and communicate the relationships relevant to the organisation, the marketing and sales team and the individual. • assess a piece of business communication and evaluate it in terms of appropriate style, clarity of content etc and recommend improvements • recommend metrics and measurements suitable for monitoring the progress of specific plans • outline a plan to 'market' this strategy internally to ensure support for its implementation.
--	---	--

City & Guilds information request form

Customer Relations

City & Guilds

1 Giltspur Street

London

EC1A 9DD

United Kingdom

F +44 (0)20 7294 2425

international@city-and-guilds.co.uk

Mr/Mrs/Miss/Ms/other

First name

Family name

Job title

Name of organisation

Centre number

Address

Town

Country

Postal/Zip code

Telephone number

Facsimile number

E-mail

Please send me information on the following International Vocational Qualification (IVQ):

Sales and Marketing – Certificate

Other IVQs
(please specify from list overleaf)

International Vocational Qualifications

IVQs currently available:

1100	Skills Certificate in Health and Safety
1104	International Awards in Teaching and Training
1105	International Assessor Award
1121	Retailing
1122	Awards in Hairdressing
1123	Awards in Beauty Therapy
1155	Awards in Engineering Skills
2565	Technician Awards in Engineering
2730	Telecommunications Systems
3905	Motor Vehicle Engineering
4867	International Tourism
6161	Construction Industry
6165	Construction Industry Technician
7065/6/7/8	Awards in Hospitality & Catering
7235	Applied Information Technology
8030	(2000) Electrical and Electronic Engineering

Equal opportunities

City & Guilds fully supports the principle of equal opportunities and we are committed to satisfying this principle in all our activities and published material. A copy of our Equal Opportunities Policy statement 'Access to assessment' is available on our website or from Customer Relations.

Every effort has been made to ensure that the information contained in this publication is true and correct at the time of going to press. However, City & Guilds' products and services are subject to continuous development and improvement and the right is reserved to change products and services from time to time. City & Guilds cannot accept liability for loss or damage arising from the use of information in this publication.

©2003 The City and Guilds of London Institute. All rights reserved.
City & Guilds is a trademark of the City and Guilds of London Institute.
City & Guilds, 1 Giltspur Street, London, EC1A 9DD, telephone +44 (0)20 7294 2468 or fax +44 (0)20 7294 2400

4410 Sales and Marketing

