

Marketing NVQ Level 2

Description	For those engaged in professional marketing services. Suitable for marketing assistants.
Qualification	This NVQ award provides formal recognition of your job competence, reflecting on current practice and previous experience, leading to improvement and increased productivity in the workplace.
Timescale	3 to 6 months, dependant on the individual candidates circumstances.
Content	<p>Core units</p> <ul style="list-style-type: none">• Fulfil the legal, regulatory and ethical requirements impacting upon your marketing activity• Develop productive working relationships with colleagues <p>Optional Units</p> <ul style="list-style-type: none">• Analyse market research data• Establish requirements for products/services• Develop and implement packaging requirements to fulfil marketing objectives• Use IT in managing marketing data• Implement marketing strategies and plans for products/services• Monitor and control relationship management activities• Provide learning opportunities for marketing colleagues• Manage your own resources and professional development• Contribute to the development of sales support and customer management programmes
Awarding body	The awarding body for this qualification is City & Guilds
Assessment	<p>Candidates are expected to complete all core units as well as four (4) optional units.</p> <p>Assessment takes place through direct observation within a work setting combined with inspection of supplementary evidence such as assignments, professional discussion, witness testimonies and work products</p>
Contact us	<p>For more information please contact Mapalim on info@mapalim.com or by telephone on 020 7284 3215.</p> <p>181-187 Queen's Crescent, London NW5 4DS www.mapalim.com</p>

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