

Marketing NVQ Level 3

Description	For those engaged in professional marketing services. Designed for those in more a supervisory position, such as marketing managers.
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">• Implement marketing strategies and plans for products/services• Fulfil the legal, regulatory and ethical requirements impacting upon your marketing activity• Manage your own resources and professional development <p>Optional Units</p> <ul style="list-style-type: none">• Identify and monitor competitors' marketing strategies and activities• Define the need for market research• Design market research projects• Analyse market research data• Define the customer experience towards informing marketing strategy• Develop marketing strategies and plans for products/services• Establish requirements for products/services• Develop new products/services• Create and develop brand identity and characteristics• Develop and implement packaging requirements to fulfil marketing objectives• Design and implement price promotions• Implement a marketing distribution plan• Motivate distribution channel members• Develop a marketing communications strategy and plans for products/services• Develop a media plan for advertising products/services• Develop an advertising campaign• Develop direct marketing plans• Build and manage stakeholder relationships• Develop a sales promotion strategy and plan• Manage sales promotion plans• Prepare on outline plan for a field marketing activity• Develop a field marketing strategy• Manage business to business motivation plans• Implement a customer information strategy• Develop and maintain a marketing database• Use technology to achieve marketing aims• Put an organisation's marketing plan into action• Develop and maintain a portfolio of products/services• Lead and manage marketing projects• Ensure effective marketing logistics systems

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- Assess marketing opportunities within international and/or diverse markets
- Implement and evaluate marketing plans for international and/or diverse markets
- Manage a marketing budget
- Monitor and control relationship management activities
- Monitor and solve customer service problems
- Create a brief that captures the marketing proposition
- Identify third party suppliers of marketing / marketing communications services
- Brief and work with third party suppliers of marketing/marketing communications services
- Recruit, select, and keep marketing colleagues
- Allocate and monitor work within marketing
- Provide learning opportunities for marketing colleagues
- Encourage innovation
- Contribute to the development of sales support and customer management programmes

Awarding body

The awarding body for this qualification is City & Guilds

Assessment

Candidates are expected to complete all core units as well as four (4) optional units.

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

Contact us

For more information please contact Mapalim on info@mapalim.com or by telephone on 020 7284 3215.

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