

## MARKETING STUDIES COURSE – LEVEL 3 AWARD



The **Marketing Studies - Level 3 Course** is designed for students who wish to gain an understanding of the principles and practice of Marketing and their business applications.

The course is designed for study by distance learning at work or at home. Students receive course manual, assignments and study guide plus tutor support by mail and email.

You can start at any time and plan your studies over a period of up to one year from the time of enrolment.

### Objectives:

#### The Objectives of the Course are to:

- Conduct market research
- Define customers needs, wants and desires
- Carry out a SWOT analysis
- Prepare a marketing plan
- Describe a range of marketing methods
- Evaluate the benefits of using different marketing media
- Compose purposeful advertising copy
- Understand how to use press releases, promotions and public relations
- Define the selling process
- Devise a telephone sales campaign

On successful completion of the course you will receive a recognised level 3 award (Comparable to working at A Level or NVQ Level 3).

### The Course Includes the Following Units:-

#### ➤ Unit One – Marketing Your Business

The following topics are covered: Why do market research; Who will be your typical customer; What will they want; Why will customers buy from you; How to do market research successfully; SWOT analyses; and Your marketing plan

#### ➤ Unit Two – Advertising & Promotion

The following topics are covered: Planning – position & strategy; Advertising a business; and Promoting a business.



**Price:**  
£350.00

**Instalment Options:**  
You can spread the payments for this course over 4 monthly payments. 1 initial payment of £155.00, followed by 3 monthly payments of £65.00.

**Course Format:**  
Paper Based Course Materials

**Assessment:**  
Coursework

**Approximate Study Time:**  
100 Hours of Self Study

## ➤ Unit Three – Personal Selling Skills

The following topics are covered: What is selling; Building blocks leading to a sale; Handling incoming calls; Making appointments by phone; Reaching the decision maker; The sales presentation; Telephone selling; Handling objections; Keeping records; and How to motivate yourself.

### Pre-Requirements:

There are no particular entry requirements.

### Course Duration & Support:

Students may register at any time and have a full year to complete their studies. You also have access to a personal tutor by mail or email for a 12 month period. As the course is self study you can complete in as little or as long a time as you prefer.

### Assessment:

You will be assessed on coursework which is detailed in the course materials. Most coursework consists of short paragraph answers to set questions. Your work can be sent back to your course tutor by email or by post.

### Qualification:

The award is gained from successfully completed coursework so there is no exam to complete.

On successful completion of this course, students will receive a **Level 3 Marketing Studies Award**.

This award has been independently accredited at a level of learning equivalent to level 3 on the National Qualifications Framework (NQF) and is comparable to working at A Level or NVQ Level 3.



The award is issued through NCFE. NCFE is recognised as an awarding body by the qualification regulators ('regulators') for England, Wales and Northern Ireland. The regulators are the Office of the Qualifications and Examinations Regulator (Ofqual) in England, the Department for Children, Education, Lifelong Learning and Skills (DCELLS) in Wales and the Council for Curriculum, Examinations and Assessment (CCEA) in Northern Ireland.