

Sales & Marketing Pathway

BTEC HNC/D Business (Marketing) Edexcel



- Online -based distance learning
- Stand alone course or part of 3 year degree

Qualification On successful completion of 10 units you will be awarded a HNC Business (Marketing). However, if you go on to complete all 16 units successfully you will be awarded a HND Business (Marketing).
Awarding Body Edexcel
Course Description The HNC/D in Business (Marketing) is designed for those who wish to develop their professional expertise and skills across a range of essential business and marketing areas.
Mode Online distance learning*
Course Content (Modules) Comprises 10 units for the HNC and a further six units for the HND:

HNC (total 10 units):

- **Marketing**
Concept and process of marketing, segmentation, targeting and positioning, mix, different segments and contexts.
- **Managing Financial Resources and Decisions**
Sources of finance, decisions and financial performance
- **Organisations and Behaviour**
Organisational structure and cultures, approaches to management and leadership, motivational theories, working with others, teamwork, group dynamics.

- **Business Environment**
Objectives and responsibilities of an organisation; economic social and global environment; organisation behaviour and the market environment; international trade and the European dimension.
- **Business Decision Making**
Sources of data, analysis, information in appropriate formats, software generated information.
- **Market Intelligence**
Buyer behaviour and the purchase decision-making process, marketing information and marketing research techniques, market size and demand, customer satisfaction and feedback.
- **Advertising and Promotion**
Marketing communications, advertising, below-the-line techniques, integrated promotional strategy.
- **Marketing Planning**
Marketing audits, barriers to planning, formulating a market plan and examining ethical issues
- **Sales Planning and Operations**
Personal selling, selling process, sales management, sales environments and contexts.
- **Research Project**
Prepare a research proposal in a specified area of marketing, using primary and secondary sources. Present and evaluate.

HND (HNC plus 6 units):

- **Common Law**
Elements and terms of a contract; Law of Tort and tortious liability and tort of negligence.
- **Business Strategy**
Strategy formulation, planning, evaluation, selection and implementation.

- **Working With and Leading People**
Recruitment, selection, retention, building winning teams, leadership, development of individuals, performance, monitoring and assessment.
- **Managing Activities to Achieve Results**
Business processes, outcomes, goals, objectives, areas of responsibility, operational plans, systems, health and safety, organisational performance
- **Managing Communications, Knowledge and Information**
Information and assessment needs, personal networking, communication processes and appropriate systems.
- **Human Resources Management**
Personnel management, new approach, recruiting and selection, rewarding, rights and procedures on exit from an organisation.

Assessment

The BTEC HND in Business (Marketing) is assessed by 14 written assignments in total (of 2,500 - 3,500 words each) and two examinations

Duration of Programme

Minimum 15 months for the BTEC HNC in Business (Marketing) and a further 9 months for the HND. 24 months in total to HND. However, this programme is flexible and can be extended to a maximum of five years.

Entry Requirements

There are no formal entry requirements, however candidates should be at a certain academic level such as an 'A' Level or GNVQ, or have at least two years full-time work experience.



What's Included

RDI's Online University **ilearn** is used to deliver all resources for this course including:

- **Study materials** - Access electronic copies of your learning materials and important information, such as assessment instructions, whenever and wherever you are.
- **Tutor support** - Tutors use live chats and forums to stimulate discussions, request input and highlight external sources.
- **External resources** - Links to external sources can include key journal articles, your university's online library, sites of topical interest, etc.
- **Discussion with other students** - Forums allow students to come together, share thoughts and ideas and you can initiate topics that you want to discuss with your fellow students.

Workload

We recommend 8-10 hours study time per week for the HNC/D Business (Marketing).

Exemptions

For this qualification we may allow you to count credit for relevant HNC/D modules you have already done elsewhere. Exemptions are considered on an individual basis when you submit an application form. Please note that we cannot consider work experience alone for exemptions.

How to Apply

In addition to the completed application form:

- Copies of your relevant certificates and/or transcripts
- One suitable reference. Please note we can only accept academic and/or professional work references.
- Copy of your CV detailing your work history (covering the last five years)

"I have spoken to many conventional university graduates about this course and they all say the same thing - that if they could go back to university now, they would appreciate it much more than they did back then. In fact, many of my friends are actually doing just that, and re-training for new careers by distance learning. I'm really enjoying it!"

Nicky Washida

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What You Could Study Next

Successful completion of the programme may allow you entry to:

University of Wales BA (Hons) Business (Marketing)