

Sales & Marketing Pathway

Professional Diploma in Strategic Sales & Marketing Advanced Certificate in Sales & Marketing Intermediate Award in Sales & Marketing

Edexcel



Text-based distance learning

Benefits

These courses have been designed to encompass the core skills, knowledge and competencies required of sales professionals at all levels of career progression. They will help you develop your sales and sales management skills to achieve success in today's dynamic business environment.

Qualification

Intermediate Award in Sales & Marketing
Advanced Certificate in Sales & Marketing
Professional Diploma in Strategic Sales & Marketing

Awarding Body

Edexcel

Course Description

Intermediate Award in Sales & Marketing – This course is designed to ensure that you gain good foundation knowledge of different aspects of marketing and sales, with a focus on different aspects of personal development, that will enable you to maximise your potential as an effective salesperson.

Advanced Certificate in Sales & Marketing – This course focuses on a marketing-based business philosophy. The course will help you to develop a range of skills and knowledge, which will enable you to survive and thrive in a sales and marketing role.

Professional Diploma in Strategic Sales & Marketing – This course is designed for practising managers or aspiring managers, who wish to build upon their existing skills and knowledge to enhance their role and to enable them to apply strategic principles and practices.

Mode

Text-based distance learning

Course Content (Modules)

Induction (compulsory) Intermediate Award in Sales & Marketing

A single module qualification which covers marketing, selling and personal development.

Advanced Certificate in Sales & Marketing – Comprising six modules:

- Module 1 - Marketing philosophy
- Module 2 - Types of selling and the role of the salesperson
- Module 3 - Understanding the customer
- Module 4 - The sales cycle
- Module 5 - Behavioural aspects of sales and marketing
- Module 6 - Communications in sales

Professional Diploma in Sales Management – Comprising six modules:

- Module 1 - Introduction to sales and marketing
- Module 2 - The market driven approach
- Module 3 - Strategic marketing
- Module 4 - Advanced selling
- Module 5 - Sales management
- Module 6 - Ethical and legal issues

Assessment

Intermediate Award in Sales & Marketing

One written assignment for each module (three in total).

Advanced Certificate in Sales & Marketing

One written assignment for each module (six in total).

Professional Diploma in Strategic Sales & Marketing

One written assignment for each module (six in total).

Duration of Programme

Intermediate Award

Approximately 6 months.

Advanced Certificate

Approximately 12 months.

Professional Diploma

Approximately 12 months.

Entry Requirements

Entry at Intermediate Award level

You will begin at this level if you:

- Have reached 16 years of age and hold a GCSE or equivalent level of qualification or
- Have reached 16 years of age and currently employed in a sales or sales-related job and have the ability to succeed in the qualification.

Entry at Advanced Certificate Level

You can enter at this level if you:

- Hold an Edexcel Intermediate Award in Sales & Marketing or
- Hold a Level 2 N/SVQ in Selling or Telesales or
- Hold five GCSE subjects including one or more that indicates competency in English and Numeracy or
- Hold an equivalent qualification to those listed above or
- Have a minimum of two years' relevant work experience with the ability to succeed in the qualification.

Entry at Professional Diploma Level

You can enter at this level if you:

- Hold an Edexcel Advanced Certificate in Sales & Marketing or
- Hold a Level 3 N/SVQ in Selling or Marketing or
- Hold 5 GCSEs, 1 'A' Level and two years sales-related work experience or
- Have a minimum of four years relevant work experience with the ability to study at this level.



What's Included

All study materials, core textbooks and student handbooks are supplied. You will be allocated a personal tutor for academic support who you can contact as often as you like by telephone and email. You will also have access to a programme co-ordinator for administrative support. You will have access to the iLearn Virtual Learning Environment.

Workload

We recommend an average of 8 hours study time per week for each level.

Exemptions

For this qualification, we do not allow you to count credit for study you have already done elsewhere.

How to Apply

In addition to a completed application form, provide one reference, preferably from an academic or current employer, and proof of qualifications.

W **Apply online**
Visit our website www.rdi.co.uk

@ **Email us**
Email applications@rdi.co.uk

☎ **Call us**
Contact us today on FREEphone
0800 COURSES / 0800 268 7737

What You Could Study Next

Successful completion of the programme may allow you entry to:

University of Sunderland BA (Hons) Business Management

BTEC Diploma in Management Studies (DMS)
– Edexcel