



# Business & Computing Examinations (BCE) LONDON (UK)

## Marketing Qualification Analysis

The development of BCE qualifications include extensive market research from the following sources:

- Data from BCE Centre Annual Reports.
- Enquiries received from different stakeholders.
- Email survey from statutory consultees and stakeholder bodies.
- Questionnaire survey from BCE learners.
- Input received during Approved Centres and Corporate companies training seminar.
- BCE discussions and feedback from potential employers.

BCE learners are 18+, classified as follows:

- Holders of General Certificate of Secondary Education (GCSE) intending to obtain a qualification for employment or further education.
- Those already in employment furthering their knowledge for promotion or to venture into new fields.
- Corporate Companies approaching BCE directly or Approved Centres for in-house training.
- Those looking for career change.
- Mature adults with no formal qualifications.

**Total Qualification Time (TQT)** is the entire notional learning hours representing estimate of total amount of time reasonably required for learners to achieve necessary level of attainment for the award of a qualification. This comprises of **TQT** and **Guided Learning**.

Activities that contribute to TQT include:

- Guided Learning
- Independent and unsupervised research/learning
- Unsupervised compilation of a portfolio of work experience
- Unsupervised e-learning
- Unsupervised e-assessment
- Unsupervised coursework
- Watching a pre-recorded podcast or webinar
- Unsupervised work-based learning

Activities that contribute to Guided Learning include:

- Classroom-based learning supervised by a Tutor
- Work-based learning supervised by a Tutor
- Live webinar or telephone tutorial with a Tutor in real time
- E-learning supervised by a Tutor in real time
- Forms of assessment

### **Level 5 Diploma in Marketing (141 Credits)**

Marketing include the processes by which businesses introduce their goods, services, and ideas to potential purchasers and exchange them for value. It is one of the core elements in the entrepreneurial private enterprise system.

*Why does the qualification exists* – The marketing qualification provide learners with opportunities to examine the nature and role of marketing in local and global contexts. The qualification imparts vital knowledge on how marketing help businesses determine and meet customer needs, how businesses present a variety of products and services, how marketing help individuals and firms become and remain successful, how businesses operate most effectively when individuals recognise their roles and responsibilities as consumers and producers, and how consumer decisions influence the marketplace.

*How does it fits into the larger programme* – Marketing has quickly become an interdisciplinary career path in the business industry, and a marketing qualification can open up many doors in advertising, media, and sales

industries. The marketing qualification is built upon a wide range of areas including sales, marketing services and distribution management.

*For who it was designed* – The qualification is designed for those who complete the Level 4 Certificate in Business Studies & Internet Technology or holders of equivalent qualifications interested in pursuing marketing.

*How it will benefit learners* – Marketing careers offer a variety of attractive opportunities in networking, sales, brand management, leadership, and communication roles. Many marketers learn how to act and perform as leading representatives of their company and brand, while others branch out and develop marketing companies and consultancies of their own. Since marketing careers are so diverse, the skill set assumed in most positions is well-suited for learners with multiple strengths and talents.

*Units:*

- Services Marketing & Management
- Sales Management
- Purchasing & Supply Management
- Marketing Management
- Retail Management

**Services Marketing & Management** - At the heart of every business is the recognition that services present unique challenges, and that building customer relationships through quality service is fundamental to marketing success in every organisation. Services marketing help learners recognise the vital role that services play in the economy, and to understand and address the special challenges of services marketing. Finding new customers is much more expensive than retaining existing ones. Customer service is more than just keeping customers happy. It's about revenue, because a lost customer means lost revenue and an unhappy customer can damage reputation. Some aspects of effective customer service are: (i) knowing customers' needs; (ii) identifying key service activities; (iii) delivering superior service; (iv) follow-up.

**Sales Management** - selling is a highly misunderstood profession. Many people, when asked what they think of salespeople, instantly use terms such as pushy, greedy, or some other unkind adjective. Yet professional selling is not what most people think. Professionally trained salespeople are among the most important individuals within many companies. This is especially true in business-to-business selling situations where the amount of promotional expense allocated to support a sales force far exceeds expenses for advertising. Also, successful selling requires the establishment of strong relationships with customers, relationships that are intended to last for a long time. Salespeople whose goal is to just get the sale and not worry about the customer are doomed to failure. Professional selling requires knowledge and skills that must be learnt over time, thus on-going training is critical for most.

**Purchasing & Supply Management** – everything we buy from shops to wholesalers has been sourced somewhere. Understanding the processing of buying and supply process is beneficial to both the consumers and the economy. Supply Management is involved with integrating three key flows across the boundaries of the companies in a supply chain - product/materials, information, and financials/cash. Successful integration or coordination of these three flows has produced improved efficiency and effectiveness for companies. The key factors of successful supply chain management include inventory, cost, information, customer service, and collaboration relationships. Focusing on the management of these factors is critical to the implementation of a supply chain strategy.

**Marketing Management** - Marketing include the processes by which businesses introduce their goods, services, and ideas to potential purchasers and exchange them for value. It is one of the core elements in the entrepreneurial private enterprise system. Marketing management provide candidates with opportunities to examine the nature and role of marketing in local and global contexts. Learners gain an understanding of the need for good customer relations and of how this attitude drives the economic system in internationally. Why is Marketing important? (i) Marketing generates awareness. Word-of-mouth advertising can be extremely important when developing a publicity campaign. Recent surveys suggest that 90% of consumers trust word-of-mouth suggestions. (ii) 88% of people are likely to pass information about services and products to friends, and 87% will pass information to family. These numbers speak to the effectiveness of word-of-mouth campaigns. When people believe in a product or service they will promote and support that product or service. (iii) Marketing a service through radio and television allow consumers to visualise scenarios which seem more real and applicable to their lives. (iv) Marketing creates brand awareness.

**Retail Management** – Consumers can be choosy and difficult sometimes – hence undertaking how to design retail shops can make a difference. Retail managers are responsible for running stores or departments to meet a company’s targets and policies. The aim of any retail manager is to maximise profit while minimising costs. Retail managers ensure promotions are accurate and merchandised to the company’s standards, staff are fully versed on the target for the day and excellent customer care standards are met.

Unit	Pre-requisite	Core-requisite	Total Qualification Time (TQT)	Number of Credits
Services Marketing & Management	Knowledge of business organisation	A pass or higher in Certificate in Business Studies or equivalence.	260	26
Sales Management	Knowledge of business organisation	A pass or higher in Certificate in Business Studies or equivalence.	260	26
Purchasing & Supply Management	Knowledge of business organisation	A pass or higher in Certificate in Business Studies or equivalence.	240	24
Marketing Management	Knowledge of business organisation	A pass or higher in Certificate in Business Studies or equivalence.	260	26
Retail Management	Knowledge of business organisation	A pass or higher in Certificate in Business Studies or equivalence.	200	20
Coursework (Project) for all units			190	19

<b>Rules of combination:</b>	All units are mandatory
<b>Age Group:</b>	18+
<b>Qualification Type:</b>	Vendor/Industry

**Services Marketing & Management Learning Hours Information Sheet**

Unit Titles		Credits	Notional Learning Hours					Total
			Guided / Contact Learning	Independent Learning	Research Activities / Group Work	Assessment (self/class)	Coursework	
01	Aim and objectives of services marketing	2.0	8	6	2	2	2	20
02	Making choices about products and services	2.0	8	6	2	2	2	20
03	Consumer expectations	2.0	8	6	2	2	2	20
04	Quality of service	2.0	8	6	2	2	2	20
05	Cost efficiency, customisation and service quality	2.0	8	6	2	2	2	20
06	The role of service personnel	2.0	8	6	2	2	2	20
07	The role of servicescape in marketing of services	2.0	8	6	2	2	2	20
08	The role of pricing in services	2.0	8	6	2	2	2	20
09	Distribution strategy	2.0	8	6	2	2	2	20
10	Competitive advantage	2.0	8	6	2	2	2	20
11	Managing capacity and demand	2.0	8	6	2	2	2	20
12	Customer loyalty and retention	2.0	8	6	2	2	2	20
13	Communicating with customers	2.0	8	6	2	2	2	20
		<b>26.0</b>	<b>104</b>					<b>260</b>

**Sales Management Learning Hours Information Sheet**

Unit Titles		Credits	Notional Learning Hours					Total
			Guided / Contact Learning	Independent Learning	Research Activities / Group Work	Assessment (self/class)	Coursework	
01	Sales manager responsibilities	2.0	8	6	2	2	2	20
02	Sales management psychological and social factors	2.0	8	6	2	2	2	20
03	Strategic sales plan	2.0	8	6	2	2	2	20
04	Market-driven sales management	2.0	8	6	2	2	2	20
05	Sales forecasts	2.0	8	6	2	2	2	20
06	Sales territory	2.0	8	6	2	2	2	20
07	Selling by objectives	2.0	8	6	2	2	2	20
08	Recruiting sales staff	2.0	8	6	2	2	2	20
09	Training and team development	2.0	8	6	2	2	2	20
10	Sales team incentives	2.0	8	6	2	2	2	20
11	Sales compensation plan	2.0	8	6	2	2	2	20
12	Sales and marketing cost ratios	2.0	8	6	2	2	2	20
13	Performance appraisals	2.0	8	6	2	2	2	20
		<b>26.0</b>	<b>104</b>					<b>260</b>

**Purchasing & Supply Management Learning Hours Information Sheet**

Unit Titles		Credits	Notional Learning Hours					Total
			Guided / Contact Learning	Independent Learning	Research Activities / Group Work	Assessment (self/class)	Coursework	
01	Purchasing and supply principles	2.0	8	6	2	2	2	20
02	Purchasing department activities	2.0	8	6	2	2	2	20
03	Steps in supply process	2.0	8	6	2	2	2	20
04	Enterprise Resource Planning (ERP)	2.0	8	6	2	2	2	20
05	Total Quality Management (TQM)	2.0	8	6	2	2	2	20
06	Forms and functions of inventory	2.0	8	6	2	2	2	20
07	Logistics management	2.0	8	6	2	2	2	20
08	Cost benefit analysis	2.0	8	6	2	2	2	20
09	Supplier relationship management	2.0	8	6	2	2	2	20
10	Equipment procurement procedures	2.0	8	6	2	2	2	20
11	Supply management code of ethics	2.0	8	6	2	2	2	20
12	Global purchasing	2.0	8	6	2	2	2	20
		<b>24.0</b>	<b>96</b>					<b>240</b>

**Marketing Management Learning Hours Information Sheet**

Unit Titles		Credits	Notional Learning Hours					Total
			Guided / Contact Learning	Independent Learning	Research Activities / Group Work	Assessment (self/class)	Coursework	
01	Marketing management process	2.0	8	6	2	2	2	20
02	Marketing research process	2.0	8	6	2	2	2	20
03	Consumer buying decision process	2.0	8	6	2	2	2	20
04	Organisational buying process	2.0	8	6	2	2	2	20
05	Market segmentation	2.0	8	6	2	2	2	20
06	Product development strategy	2.0	8	6	2	2	2	20
07	Launching a new product	2.0	8	6	2	2	2	20
08	Marketing communication methods	2.0	8	6	2	2	2	20
09	The sales process	2.0	8	6	2	2	2	20
10	Marketing channels	2.0	8	6	2	2	2	20
11	Pricing strategies	2.0	8	6	2	2	2	20
12	Customer relationship management	2.0	8	6	2	2	2	20
13	International marketing	2.0	8	6	2	2	2	20
		<b>26.0</b>	<b>104</b>					<b>260</b>

**Retail Management Learning Hours Information Sheet**

Unit Titles		Credits	Notional Learning Hours					Total
			Guided / Contact Learning	Independent Learning	Research Activities / Group Work	Assessment (self/class)	Coursework	
01	Organisation of retail industry	2.0	8	6	2	2	2	20
02	Customer services	2.0	8	6	2	2	2	20
03	Retail strategy	2.0	8	6	2	2	2	20
04	Retail outlets	2.0	8	6	2	2	2	20
05	Information flows in retail distribution channels	2.0	8	6	2	2	2	20
06	Retail industry software applications	2.0	8	6	2	2	2	20
07	Communication process	2.0	8	6	2	2	2	20
08	Stock control	2.0	8	6	2	2	2	20
09	Influences that affect profitability	2.0	8	6	2	2	2	20
10	Promotion strategy	2.0	8	6	2	2	2	20
		<b>20.0</b>	<b>80</b>					<b>200</b>

## **Level 6 Advanced Diploma in Marketing (145 Credits)**

The scope of Marketing qualification is large, hence the opportunity to enhance further studies. Consumer behaviour, international marketing, strategic marketing, marketing research and advertising management are all critical areas for companies in today's global marketplace and a Level 6 Advanced Diploma in Marketing qualification can help learners succeed in this rewarding career.

*Why does the qualification exist* – Since the marketplace is so competitive, employers are looking for learners with a solid marketing knowledge, hence challenging topics covered in these units are vital.

*How does it fit into the larger programme* – With a rapidly growing economy and increasing needs for skilled professionals, marketing careers are becoming more and more competitive. Employment in the areas of advertising, marketing, public relations, and sales is expected to increase faster than average for all occupations for the next 20 years, especially with the growth in internet marketing and global competition.

*For who it was designed* – The qualification is designed for Level 5 Diploma holders with a Marketing background or those from other disciplines with equivalent qualifications, interested in pursuing Marketing.

*How it will benefit learners* – A qualification in Level 6 Advanced Diploma in Marketing can lead to a number of positions in the field of advertising, public relations, market research, or statistical analysis.

### **Subjects:**

- Consumer Behaviour
- International Marketing
- Strategic Marketing
- Marketing Research
- Advertising Management

**Consumer Behaviour** - marketing is about satisfying consumers. Whether a company seeks to gain a competitive edge or satisfy consumers' needs, an understanding of consumer behaviour is a pre-requisite of good practice. Always remember "you never really understand a person until you consider things from his/her point of view; until you climb into his/her skin and walk around it". Consumer behaviour theory provides glimpses of consumers' point of views and allow companies to understand consumers as individuals, information searchers and decision-makers. Being in tune with consumers is a must for businesses.

**International Marketing** - international marketing is simply the application of marketing principles to more than one country. International marketing involves recognising that people all over the world have different needs. Companies like Gillette, Coca-Cola, and Cadbury Schweppes have brands that are recognised across the globe. While many of the products that these businesses sell are targeted at a global audience using a consistent marketing mix, it is also necessary to understand regional differences, hence the importance of international marketing.

**Strategic Marketing** - there are two major components of marketing strategy: how an enterprise will address the competitive marketplace; how to implement and support day to day operations. In today's very competitive marketplace, a strategy that insures a consistent approach to offering product or service in a way that will outsell the competition is critical. However, in concept with defining the marketing strategy an organisation must also have a well-defined methodology for the day to day process of implementing it. It is of little value to have a strategy if an organisation lacks either the resources or the expertise to implement it.

**Marketing Research** - Marketing research is the function that links the consumer, customer, and public to the marketer through information - information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, design the methods for collecting information, manage and implement the data collection process, analyse, and communicate the findings and their implications.

**Advertising Management** - the term advertising originates from the Latin word 'adverto' which means to turn around. Thus advertising denotes the means employed to draw attention of any object or purpose. Advertising is any paid form of non-personal representation and promotion of ideas, goods or services by an identified sponsor.

Unit	Pre-requisite	Core-requisite	Total Qualification Time (TQT)	Number of Credits
Consumer Behaviour	Basic knowledge in marketing.	A pass or higher in Diploma in Marketing or equivalence.	220	22
International Marketing	Basic knowledge in marketing.	A pass or higher in Diploma in Marketing or equivalence.	320	32
Strategic Marketing	Basic knowledge in marketing.	A pass or higher in Diploma in Marketing or equivalence.	200	20
Marketing Research	Basic knowledge in marketing.	A pass or higher in Diploma in Marketing or equivalence.	220	22
Advertising Management	Basic knowledge in marketing.	A pass or higher in Diploma in Marketing or equivalence.	280	28
Coursework (Project) for all units			210	21

<b>Rules of combination:</b>	All units are mandatory
<b>Age Group:</b>	19+
<b>Qualification Type:</b>	Vendor/Industry



**Consumer Behaviour Learning Hours Information Sheet**

Unit Titles		Credits	Notional Learning Hours					
			Guided / Contact Learning	Independent Learning	Research Activities / Group Work	Assessment (self/class)	Coursework	Total
01	Introduction to consumer behaviour	2.0	8	6	2	2	2	20
02	Brand loyalty's influence on consumer behaviour	2.0	8	6	2	2	2	20
03	Consumer decision-making model	2.0	8	6	2	2	2	20
04	Analysing consumer perceptions	2.0	8	6	2	2	2	20
05	Consumer information processing model	2.0	8	6	2	2	2	20
06	Consumer behaviour attitude	2.0	8	6	2	2	2	20
07	Consumer demographic trends	2.0	8	6	2	2	2	20
08	Consumer culture	2.0	8	6	2	2	2	20
09	Household decision making	2.0	8	6	2	2	2	20
10	Consumer segmentation strategies	2.0	8	6	2	2	2	20
11	Consumer rights	2.0	8	6	2	2	2	20
		<b>22.0</b>	<b>88</b>					<b>220</b>

**International Marketing Learning Hours Information Sheet**

Unit Titles		Credits	Notional Learning Hours					Total
			Guided / Contact Learning	Independent Learning	Research Activities / Group Work	Assessment (self/class)	Coursework	
01	The scope and challenges of international marketing	2.0	8	6	2	2	2	20
02	World trade and tariffs	2.0	8	6	2	2	2	20
03	International commerce	2.0	8	6	2	2	2	20
04	Global markets	2.0	8	6	2	2	2	20
05	International cultural differences	2.0	8	6	2	2	2	20
06	Government international development policies	2.0	8	6	2	2	2	20
07	International jurisdiction	2.0	8	6	2	2	2	20
08	International research	2.0	8	6	2	2	2	20
09	Global marketing	2.0	8	6	2	2	2	20
10	Economic integration	2.0	8	6	2	2	2	20
11	International strategic alliance	2.0	8	6	2	2	2	20
12	Consumer cognition	2.0	8	6	2	2	2	20
13	Derived demand	2.0	8	6	2	2	2	20
14	Distribution channels	2.0	8	6	2	2	2	20
15	Import and export	2.0	8	6	2	2	2	20
16	Global marketing and public relations	2.0	8	6	2	2	2	20
		<b>32.0</b>	<b>128</b>					<b>320</b>

**Strategic Marketing Learning Hours Information Sheet**

Unit Titles		Credits	Notional Learning Hours					Total
			Guided / Contact Learning	Independent Learning	Research Activities / Group Work	Assessment (self/class)	Coursework	
01	Proactive market-driven strategy	2.0	8	6	2	2	2	20
02	Overview of marketing strategy	2.0	8	6	2	2	2	20
03	Marketing challenges	2.0	8	6	2	2	2	20
04	Market segmentation	2.0	8	6	2	2	2	20
05	Strategic relationship marketing	2.0	8	6	2	2	2	20
06	Product innovation	2.0	8	6	2	2	2	20
07	Strategic brand management	2.0	8	6	2	2	2	20
08	Strategic role of distribution	2.0	8	6	2	2	2	20
09	Pricing strategy	2.0	8	6	2	2	2	20
10	Developing a promotional strategy	2.0	8	6	2	2	2	20
		<b>20.0</b>	<b>80</b>					<b>200</b>

**Marketing Research Learning Hours Information Sheet**

Unit Titles		Credits	Notional Learning Hours					Total
			Guided / Contact Learning	Independent Learning	Research Activities / Group Work	Assessment (self/class)	Coursework	
01	The marketing research process	2.0	8	6	2	2	2	20
02	Factors influencing marketing research	2.0	8	6	2	2	2	20
03	Literature reviews	2.0	8	6	2	2	2	20
04	Using secondary data in marketing research	2.0	8	6	2	2	2	20
05	Qualitative and quantitative research	2.0	8	6	2	2	2	20
06	Survey research	2.0	8	6	2	2	2	20
07	Sampling research	2.0	8	6	2	2	2	20
08	Measurement in marketing research	2.0	8	6	2	2	2	20
09	Questionnaire design	2.0	8	6	2	2	2	20
10	Data preparation and analysis	2.0	8	6	2	2	2	20
11	Regression analysis	2.0	8	6	2	2	2	20
		<b>22.0</b>	<b>88</b>					<b>220</b>

**Advertising Management Learning Hours Information Sheet**

Unit Titles		Credits	Notional Learning Hours					Total
			Guided / Contact Learning	Independent Learning	Research Activities / Group Work	Assessment (self/class)	Coursework	
01	The role of advertising	2.0	8	6	2	2	2	20
02	Social and legal issues in advertising	2.0	8	6	2	2	2	20
03	The role of advertising agency	2.0	8	6	2	2	2	20
04	Marketing and advertising relationship	2.0	8	6	2	2	2	20
05	Advertising strategy	2.0	8	6	2	2	2	20
06	Advertising research	2.0	8	6	2	2	2	20
07	Planning an advertising campaign	2.0	8	6	2	2	2	20
08	Communications and media	2.0	8	6	2	2	2	20
09	Relationship marketing	2.0	8	6	2	2	2	20
10	Sponsorship and advertising	2.0	8	6	2	2	2	20
11	Creating adverts and commercials	2.0	8	6	2	2	2	20
12	Radio and television advertisement	2.0	8	6	2	2	2	20
13	Digital media advertising	2.0	8	6	2	2	2	20
14	Outdoor advertising	2.0	8	6	2	2	2	20
		<b>28.0</b>	<b>112</b>					<b>280</b>