



ISMM
The Institute of Sales & Marketing Management

Level descriptors for NQF qualifications

All QCA accredited qualifications now are defined in terms of “Level”. These are set out below.

Level 1

(ISMM Foundation Award in Sales)

Achievement at level one reflects the ability to use relevant knowledge, skills and procedures to complete routine tasks. It includes responsibility for completing tasks and procedures subject to direction or guidance.

Level 2

(ISMM Award, Certificate and Diploma in Sales & Marketing and Certificate in Sales Administration)

Achievement at level two reflects the ability to select and use relevant knowledge, ideas, skills and procedures to complete well-defined tasks and address straightforward problems. It includes taking responsibility for completing tasks and procedures and exercising autonomy and judgement subject to overall direction or guidance.

Level 3

(ISMM Award, Certificate and Advanced Diploma in Sales & Marketing and Advanced Certificate in Sales Administration)

Achievement at level three reflects the ability to identify and use relevant understanding, methods and skills to complete tasks and address problems that while well-defined have a measure of complexity. It includes taking responsibility for initiating and completing tasks and procedures as well as exercising autonomy and judgement within limited parameters. It also reflects awareness of different perspectives or approaches within an area of study.

Level 4

(ISMM Award, Certificate and Diploma in Sales Management)

Achievement at level four reflects the ability to identify and use relevant understanding, methods and skills to address problems that are well-defined but complex and non-routine. It includes taking responsibility for overall courses of action as well as exercising autonomy and judgement within broad parameters. It also reflects understanding of different perspectives or approaches within an area of study or work.

Level 5

(ISMM Award, Certificate and Diploma in Professional Sales and Professional Key Account Management)

Achievement at level five reflects the ability to identify and use relevant understanding, methods and skills to address broadly-defined, complex problems. It includes taking responsibility for planning and developing courses of action as well as exercising autonomy and judgement within broad parameters. It also reflects understanding of different perspectives, approaches or schools of thought and the reasoning behind them.

Level 6

(ISMM Award, Certificate and Executive Diploma in Strategic Sales and Key Account Management)

Achievement at level six reflects the ability to refine and use relevant understanding, methods and skills to address complex problems that have limited definition. It includes taking responsibility for planning and developing courses of action that are able to underpin substantial change or development, as well as exercising broad autonomy and judgement. It also reflects an understanding of different perspectives, approaches or schools of thought and the theories that underpin them.

Level 7

(offered by ISMM accredited universities in the form of MBA , MA or MSc courses)

Achievement at level seven reflects the ability to reformulate and use relevant understanding, methodologies and approaches to address problematic situations that involve many interacting factors. It includes taking responsibility for planning and developing courses of action that initiate or underpin substantial change or development, as well as exercising broad autonomy and judgement. It also reflects an understanding of relevant theoretical and methodological perspectives and how they affect their area of work.

Level 8

(not offered by the ISMM, but available at ISMM accredited universities in the sales field)

Achievement at level eight reflects the ability to develop original understanding and extend an area of knowledge or professional practice. It reflects the ability to address problematic situations that involve many complex, interacting factors through initiating, designing and undertaking research, development or strategic activities. It involves the exercise of broad autonomy, judgement and leadership in sharing responsibility for the development of a field of work or knowledge or for creating substantial professional organisational change. It also reflects a critical understanding of relevant theoretical and methodological perspectives and how they affect the field of knowledge or work.