



ISMM
The Institute of Sales & Marketing Management

ISMM NQF qualification FAQs

1) How much does it cost to do a qualification?

Our qualification fees vary by level and size. Please see our current fees list on our website at www.ismm.co.uk/education. We do not offer courses ourselves but our accredited centres do. They set their own course costs, usually incorporating our qualification fees. You can find a list of Open Centres offering courses for ISMM qualifications on our website at www.ismm.co.uk/education.

2) Where can I find details of accredited centres delivering ISMM qualifications?

You can find the list of Open Centres on our website at www.ismm.co.uk/education

3) How long is the course I want to study?

We do not specify the length of a course as it depends how much prior knowledge and experience you have. We provide qualifications and different training institutions will provide courses of the length they think best, which varies for each qualification and level. To find out the duration of the course you want to study please contact the accredited centre directly.

4) Where can I find out details of the content of the qualification I wish to study?

This information is contained in the syllabus. Syllabus information for the individual levels can be found on the ISMM website at www.ismm.co.uk/education.

5) Could you advise which level I would be required to start at?

There are no rules about which level you should start at. Your centre will be able to advise you which level would be best suited to you, they will assess your needs based on your experience and job role. There is no requirement to have completed a level 1 ISMM qualification before taking level 2, as long as you have sufficient experience in sales and marketing.

6) Are there any registration deadlines?

The final date for new registrations for NQF qualifications is 31 March 2011. You can enroll at any time during the year. Centres offering courses may set their own registration deadlines for their learners: please check the deadlines to register for exams with our centres. You can find your nearest centre in our Open Centre List.

7) Do I really need to study at a centre or can I just sit the examination?

You will need to register with a centre in order to study and sit the examination. As an awarding body, ISMM provides qualifications but does not provide training for them - this is done through a network of accredited centres.

8) Can I study through distance learning?

Yes. Details of centres offering distance learning can be found on our Open Centre List of accredited centres. You can find this on our website www.ismm.co.uk

9) Do I need to complete the ISMM Certificate before doing the ISMM Diploma?

No, this is not an entry requirement. However we do recommend completing the Certificate before starting the Diploma if you are new to sales and marketing or haven't studied for a while. The Certificate will provide a basic knowledge of sales and marketing and a sound foundation to undertake the Diploma.

10) Will other qualifications that I have achieved in the past count as credit towards an ISMM NQF qualification?

Your nearest ISMM approved centre may be able to map your previous relevant qualifications to ISMM current portfolio of qualifications, which may exempt you from studying specific parts of the course. You will still have to complete all the ISMM assessments for the qualification. You can find your nearest centre in our Open Centre List.

11) I have not yet received my certificate, what should I do?

Certificates are dispatched to centres by the ISMM within 3 weeks after release of examination results. If you have not received your certificates after this time, please ask your Centre to contact us.

12) We are a company with an in-house training course in Sales. Can our trainees do your qualifications?

Our qualifications are ideal for learners on an in-house training course as the content has been developed in consultation with companies and current sales training practitioners. Learners can complete learning in bite-size chunks and can get a certificate for each unit they pass. They can walk away with just one small qualification or can come back to build up more units into a bigger qualification. We can put you in touch with a consultant who can map your training to our qualifications or can help you devise your training course.

13) We would like someone to map our training to your qualifications. Can you recommend someone?

Yes. Let us know what your needs are and we can recommend a consultant with the relevant skills to help you. Contact us for an initial discussion and we will put you in touch with a consultant with the right skills. Consultants' fees vary.

14) Are ISMM qualifications mapped to National Occupational Standards (NOS)?

Yes, we can email you a mapping document showing which NOS are related to the unit. They are not based entirely on NOS as this is the remit of an NVQ but they do draw on the NOS.

15) Can someone from the ISMM come in and support our certificate ceremony?

The ISMM would be delighted to help if a suitable time slot can be found. Email us at education@ismm.co.uk.

16) What's the difference between being an ISMM endorsed training provider and an ISMM QCF recognised centre?

Endorsed training providers develop and run their own high-quality Sales courses designed for specific circumstances such as in-house training for a company. They do not lead to a qualification but the ISMM has checked the course and delivery for quality and has endorsed it. Endorsement entitles training providers to give a certificate to learners on completion of the course, which may or may not have an element of assessment. The certificate bears the ISMM and training provider or company logo. Endorsed courses are flexible in terms of when and how often they can be delivered and in terms of size.

ISMM QCF recognised centres offer qualifications which are run by the ISMM and are regulated by the UK regulator Ofqual. They train learners according to the content of the ISMM specification and assess learners using assignments or work based evidence. The ISMM quality assures assessment decisions made by centres. Successful learners receive a certificate bearing the ISMM and Ofqual logos.

17) Your level 3 qualifications have been designated as appropriate for 16-18 year olds - can a school or FE College to offer these to full time students?

Yes, they can be taught as a standalone qualification or delivered inside the teaching timetable of a bigger, related subject, such as A level Business Studies.

18) What are the requirements for overseas providers to be able to offer your NQF qualifications?

To deliver ISMM accredited qualifications, you will need to become a Certified Training Provider and pay the appropriate fee. The process is straightforward. You need to complete the application form and post it in to us. We will review your application and, if everything meets our Quality Assurance requirements, we will approve you as a Certified Training Provider (CTP). We will also provide you with all the paperwork and support you need to get started in delivering our qualifications to your students.