



ISMM qualifications overview

level	certificate	title	code	grading	GLH	NLH	units	assignment type	assessment
1	Award	Basic Sales Skills	1A11	F/P	30	60	1 - Basic sales skills	structured questions	ISMM set and marked
2	Award	Sales and Marketing	2A11	F/P	30	60	2- Selling in a customer focused organisation	option A - role play	ISMM set, centre marked
							2- Selling in a customer focused organisation	option B - report	ISMM set, centre marked
2	Certificate	Sales and Marketing	2C11	F/P	60	130	1 - The customer-focused organisation	project	ISMM set and marked
							2- Selling in a customer focused organisation	option A - role play	ISMM set, centre marked
							2- Selling in a customer focused organisation	option B - report	ISMM set, centre marked
3	Award	Advanced Sales and Marketing	3A11	F/P/M/D	30	60	2 - Selling skills for sales executives	option A - role play	ISMM set, centre marked
							2 - Selling skills for sales executives	option B - report	ISMM set, centre marked
3	Certificate	Advanced Sales and Marketing	3C11	F/P/M/D	60	120	1 - Marketing for sales executives	report	ISMM set, centre marked
							2 - Selling skills for sales executives	option A - role play	ISMM set, centre marked
							2 - Selling skills for sales executives	option B - report	ISMM set, centre marked
3	Diploma	Advanced Sales and Marketing	3D11	F/P/M/D	100	190	1 - Marketing for sales executives	report	ISMM set, centre marked
							2 - Selling skills for sales executives	option A - role play	ISMM set, centre marked
							2 - Selling skills for sales executives	option B - report	ISMM set, centre marked
4	Award	Operational Sales and Marketing Management	4A11	F/P/M/D	40	80	2 - Sales for sales managers	report	ISMM set, centre marked
4	Certificate	Operational Sales and Marketing Management	4C11	F/P/M/D	80	160	1 - Marketing for sales managers	option A - role play	ISMM set, centre marked
							1 - Marketing for sales managers	option B - report	ISMM set, centre marked
							2 - Sales for sales managers	report	ISMM set, centre marked
4	Diploma	Operational Sales and Marketing Management	4D11	F/P/M/D	160	370	1 - Marketing for sales managers	option A - role play	ISMM set, centre marked
							1 - Marketing for sales managers	option B - report	ISMM set, centre marked
							2 - Sales for sales managers	report	ISMM set, centre marked
							3 - Management for sales managers	report	ISMM set, centre marked
							4 - Investigative project	project	ISMM set and marked
5	Award	Account management	5A11	F/P/M/D	60	120	1 - Account management principles and practice	role play	ISMM set, centre marked
5	Certificate	Account management	5C11	F/P/M/D	130	260	1 - Account management principles and practice	role play	ISMM set, centre marked
							3 - Account management and sales management	report	ISMM set, centre marked
5	Diploma	Account management	5D11	F/P/M/D	205	410	1 - Account management principles and practice	role play	ISMM set, centre marked
							3 - Account management and sales management	report	ISMM set, centre marked
							4 - Marketing for key account managers and sales managers	report	ISMM set, centre marked
							5 - Investigative project	project	ISMM set and marked
5	Diploma	Sales and Account management	5D13	F/P/M/D	265	530	1 - Account management principles and practice	role play	ISMM set, centre marked
							2 - Sales management and leadership	prep for presentation	ISMM set, centre marked
							3 - Account management and sales management	report	ISMM set, centre marked
							4 - Marketing for key account managers and sales managers	report	ISMM set, centre marked
							5 - Investigative project	project	ISMM set and marked
5	Award	Sales Management	5A12	F/P/M/D	60	120	2 - Sales management and leadership	prep for presentation	ISMM set, centre marked
5	Certificate	Sales Management	5C12	F/P/M/D	130	260	2 - Sales management and leadership	prep for presentation	ISMM set, centre marked
							3 - Account management and sales management	report	ISMM set, centre marked
5	Diploma	Sales Management	5D12	F/P/M/D	205	410	2 - Sales management and leadership	prep for presentation	ISMM set, centre marked
							3 - Account management and sales management	report	ISMM set, centre marked
							4 - Marketing for key account managers and sales managers	report	ISMM set, centre marked
							5 - Investigative project	project	ISMM set and marked
6	Exec Award	Strategic Sales and Account Marketing	6A11	F/P/M/D	105	120	option 1- Strategic concepts in sales and account management	presentation and case study	ISMM set, centre marked

							option 2- Strategic sales management	project	ISMM set, centre marked
6	Exec Certificate	Strategic Sales and Account Management	6A11	F/P/M/D	210	360	1- Strategic concepts in sales and account management	presentation and case study	ISMM set, centre marked
							2- Strategic sales management	project	ISMM set, centre marked
6	Exec Diploma	Strategic Sales and Account Management	6A11	F/P/M/D	320	640	1- Strategic concepts in sales and account management	presentation and case study	ISMM set, centre marked
							2- Strategic sales management	project	ISMM set, centre marked
							3 - Implementing strategy in sales and account management	project	ISMM set, centre marked
							4 - Investigative project	project	ISMM set and marked