

New Qualifications Summary

	Maximum Guided Learning Hours (GLH)	Maximum Notional Learning Hours (NLH)
Level 1 (equivalent to GCSE grades D-G)		
Award in Basic Sales Skills ¹	30	60
Level 2 (equivalent to GCSE grades A* -C)		
Award in Sales and Marketing	30	60
Certificate in Sales and Marketing ²	60	130
Level 3 (equivalent to GCE A level)		
Award in Advanced Sales and Marketing	30	60
Certificate in Advanced Sales and Marketing	60	130
Diploma in Advanced Sales and Marketing ³	100	370
Level 4 (equivalent to Certificate of Higher Education)		
Award in Operational Sales and Marketing Management	40	80
Certificate in Operational Sales and Marketing Management	80	160
Diploma in Operational Sales and Marketing Management	160	370
Level 5 (equivalent to Diploma of Higher Education/Further Education, foundation degree and 'Higher National Diploma')		
Award in Account Management	60	120
Certificate in Account Management	130	260
Diploma in Account Management	205	410
Award in Sales Management	60	120
Certificate in Sales Management	130	260
Diploma in Sales Management	205	410
Diploma in Sales and Account Management	265	530
Level 6 (equivalent to Bachelor degree, graduate certificate, graduate diploma)		
Executive Award in Strategic Sales and Account Management	105	120
Executive Certificate in Strategic Sales and Account Management	210	360
Executive Diploma in Strategic Sales and Account Management	320	640

¹ Pass contributes 5% towards the Achievement and Attainment Table threshold at L1

² Pass or better contributes 10% towards the Achievement and Attainment Table thresholds at L1 and L 2

³ Pass or better contributes 15% towards the Achievement and Attainment Table threshold at L3 and 24% at Levels 1 and 2

⁴ Pass or better contributes 10% towards the Achievement and Attainment Table threshold at L3 and 16% at Levels 1 and 2