



- Qualifications at level 1

Award in Basic Sales Skills
ISMM code 1A11

Assessment structure and grading scheme

Award in Basic Sales Skills
Unit 1: <i>Foundation sales skills</i>

Award is graded Pass/Fail

Assignment details

Unit 1
Structured questions – assessment can be taken online

Assignment is ISMM set and ISMM marked

Qualification structure

	Guided learning hours (GLH)	Notional learning hours (NLH)
Award in Basic Sales Skills	30	60

- Qualifications at level 2

Award in Sales and Marketing	Certificate in Sales and Marketing
ISMM code 2A11	ISMM code 2C11

Assessment structure and grading scheme

Award in Sales and Marketing	Certificate in Sales and Marketing
Unit 2: <i>Selling in a customer-focused organisation</i>	Unit 1: <i>The customer-focused organisation</i> Unit 2: <i>Selling in a customer-focused organisation</i>

Award and Certificate are graded Fail/Pass

Assignment details

Unit 1	Unit 2
Project (1500 words) – can be taken online	Option A - Role play or Option B - Report (1500 words)

Unit 1 assignment is ISMM set and ISMM marked; Unit 2 assignments are ISMM set, centre marked and ISMM moderated

Qualification structure

	Guided learning hours (GLH)	Notional learning hours (NLH)
Award in Advanced Sales and Marketing	30	60
Certificate in Advanced Sales and Marketing	60	130

• Qualifications at level 3

Award in Advanced Sales and Marketing	Certificate in Advanced Sales and Marketing	Diploma in Advanced Sales and Marketing
ISMM code 3A11	ISMM code 3C11	ISMM code 3D11

Assessment structure and grading scheme

Award in Operational Sales and Marketing Management	Certificate in Operational Sales and Marketing Management	Diploma in Operational Sales and Marketing Management
Unit 2: <i>Selling skills for sales executives</i>	Unit 1: <i>Marketing for sales executives</i> Unit 2: <i>Selling skills for sales executives</i>	Unit 1: <i>Marketing for sales executives</i> Unit 2: <i>Selling skills for sales executives</i> Unit 3: <i>Supporting skills for sales executives</i> Unit 4: <i>Investigative project</i>

Award, Certificate and Diploma are graded Fail/Pass/Merit/Distinction

Assignment details

Unit 1	Unit 2	Unit 3	Unit 4
Report (2000 words)	Option A - Role play or Option B - Report (2000 words)	Portfolio	Project (3000 words)

Unit 1, 2 and 3 assignments are ISMM set, centre marked and ISMM moderated; Unit 4 assignment is ISMM set and ISMM marked

Qualification structure

	Guided learning hours (GLH)	Notional learning hours (NLH)
Award in Advanced Sales and Marketing	30	60
Certificate in Advanced Sales and Marketing	60	130
Diploma in Advanced Sales and Marketing	100	370

• Qualifications at level 4

Award in Operational Sales and Marketing Management	Certificate in Operational Sales and Marketing Management	Diploma in Operational Sales and Marketing Management
ISMM code 4A11	ISMM code 4C11	ISMM code 4D11

Assessment structure and grading scheme

Award in Operational Sales and Marketing Management	Certificate in Operational Sales and Marketing Management	Diploma in Operational Sales and Marketing Management
Unit 2: <i>Sales for sales managers</i>	Unit 1: <i>Marketing for sales managers</i> Unit 2: <i>Sales for sales managers</i>	Unit 1: <i>Marketing for sales managers</i> Unit 2: <i>Sales for sales managers</i> Unit 3: <i>Management for sales managers</i> Unit 4: <i>Investigative project</i>

Award, Certificate and Diploma are graded Fail/Pass/Merit/Distinction

Assignment details

Unit 1	Unit 2	Unit 3	Unit 4
Report (2500 words)	Option A - Role play or Option B - Report (2000 words)	Report (2500 words)	Project (4000 words)

Unit 1, 2 and 3 assignments are ISMM set, centre marked and ISMM moderated; Unit 4 assignment is ISMM set and ISMM marked

Qualification structure

	Guided learning hours (GLH)	Notional learning hours (NLH)
Award in Advanced Sales and Marketing	40	80
Certificate in Advanced Sales and Marketing	80	160
Diploma in Advanced Sales and Marketing	160	370

Note: GLH are the **maximum** number of hours of directed learning needed to deliver the qualification; NLH are the **maximum** number of hours required by a student to complete the qualification.

- Sales and Account Management Qualifications at level 5

Diploma in Sales and Account Management
ISMM code 5D13

Assessment structure and grading scheme

Diploma in Sales and Account Management
Unit 1: <i>Account management principles and practice</i> Unit 2: <i>Sales management and leadership</i> Unit 3: <i>Account management and sales management</i> Unit 4: <i>Marketing for key account managers and sales managers</i> Unit 5: <i>Investigative project</i>

Diploma is graded Fail/Pass/Merit/Distinction

Assignment details

Unit 1	Unit 2	Unit 3	Unit 4	Unit 5
Role play	Preparation for a presentation	Report (3000 words)	Report (3000 words)	Project (5000 words)

Unit 1, 2, 3 and 4 assignments are ISMM set, centre marked and ISMM moderated; Unit 5 assignment is ISMM set and ISMM marked

Qualification structure

	Guided learning hours (GLH)	Notional learning hours (NLH)
Diploma in Sales and Account Management	265	530

- Account Management Qualifications at level 5

Award in Account Management	Certificate in Account Management	Diploma in Account Management
ISMM code 5A11	ISMM code 5C11	ISMM code 5D11

Assessment structure and grading scheme

Award in Account Management	Certificate in Account Management	Diploma in Account Management
Unit 1: <i>Account management principles and practice</i>	Unit 1: <i>Account management principles and practice</i> Unit 3: <i>Account management and sales management</i>	Unit 1: <i>Account management principles and practice</i> Unit 3: <i>Account management and sales management</i> Unit 4: <i>Marketing for key account managers and sales managers</i> Unit 5: <i>Investigative project</i>

Award, Certificate and Diploma are graded Fail/Pass/Merit/Distinction

Assignment details

Unit 1	Unit 3	Unit 4	Unit 5
Role play	Report (3000 words)	Report (3000 words)	Project (5000 words)

Unit 1, 3 and 4 assignments are ISMM set, centre marked and ISMM moderated; Unit 5 assignment is ISMM set and ISMM marked

Qualification structure

	Guided learning hours (GLH)	Notional learning hours (NLH)
Award in Account Management	60	120
Certificate in Account Management	130	260
Diploma in Account Management	205	410

• Sales Management Qualifications at level 5

Award in Sales Management	Certificate in Sales Management	Diploma in Sales Management
ISMM code 5A12	ISMM code 5C12	ISMM code 5D12

Assessment structure and grading scheme

Award in Sales Management	Certificate in Sales Management	Diploma in Sales Management
Unit 2: <i>Sales management and leadership</i>	Unit 2: <i>Sales management and leadership</i> Unit 3: <i>Account management and sales management</i>	Unit 2: <i>Sales management and leadership</i> Unit 3: <i>Account management and sales management</i> Unit 4: <i>Marketing for key account managers and sales managers</i> Unit 5: <i>Investigative project</i>

Award, Certificate and Diploma are graded Fail/Pass/Merit/Distinction

Assignment details

Unit 2	Unit 3	Unit 4	Unit 5
Preparation for a presentation	Report (3000 words)	Report (3000 words)	Project (5000 words)

Unit 2, 3 and 4 assignments are ISMM set, centre marked and ISMM moderated; Unit 5 assignment is ISMM set and ISMM marked

Qualification structure

	Guided learning hours (GLH)	Notional learning hours (NLH)
Award in Sales Management	60	120
Certificate in Sales Management	130	260
Diploma in Sales Management	205	410

• Qualifications at level 6

Executive Award in Strategic Sales and Account Marketing	Executive Certificate in Strategic Sales and Account Management	Executive Diploma in Strategic Sales and Account Management
ISMM code 6A11	ISMM code 6C11	ISMM code 6D11

Assessment structure and grading scheme

Executive Award in Strategic Sales and Account Marketing	Executive Certificate in Strategic Sales and Account Management	Executive Diploma in Strategic Sales and Account Management
Unit 1: <i>Strategic concepts in sales and account management</i> or Unit 2: <i>Strategic sales management</i>	Unit 1: <i>Strategic concepts in sales and account management</i> Unit 2: <i>Strategic sales management</i>	Unit 1: <i>Strategic concepts in sales and account management</i> Unit 2: <i>Strategic sales management</i> Unit 3: <i>Implementing strategy in sales and account management</i> Unit 4: <i>Investigative Project</i>

Award, Certificate and Diploma are graded Fail/Pass/Merit/Distinction

Assignment details

Unit 1	Unit 2	Unit 3	Unit 4
Presentation and case study	Project (3000 words)	Project (3000 words)	Project (8000 words)

Unit 1, 2 and 3 assignments are ISMM set, centre marked and ISMM moderated; Unit 4 assignment is ISMM set and ISMM marked

Qualification structure

	Guided learning hours (GLH)	Notional learning hours (NLH)
Executive Award in Strategic Sales and Account Marketing	105	120
Executive Certificate in Strategic Sales and Account Management	210	360
Executive Diploma in Strategic Sales and Account Management	320	640

Note: GLH are the **maximum** number of hours of directed learning needed to deliver the qualification; NLH are the **maximum** number of hours required by a student to complete the qualification.