



Work-ready skills in Marketing and Customer Service

We believe in learning

At the core of everything we do is the desire to make a measurable impact on improving people's lives through learning. Pearson aspires to be the world's leading learning company. From primary to secondary school, through to professional certification; our qualifications, curriculum materials, multimedia learning tools and testing programmes help to educate millions of people worldwide.

Work-ready skills in Marketing and Customer Service



All LCCI qualifications are widely regarded by employers for their practical focus on the key functions of modern international business, and are recognised internationally by employers, universities and professional bodies.

Our Marketing and Customer Service qualifications will enable students to develop a broad, strategic understanding across the full range of marketing and customer services activities, contact centre management and PR. Search from the list of our qualifications below that may be of interest to you:

Marketing and Sales qualifications

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Customer Service qualifications

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Students can go onto many job roles including; marketing executive, customer service assistant, PR assistant, contact centre operator, contact centre supervisor and many more.

Outstanding support

We know that good help and advice matter more than ever when delivering work-based learning qualifications. That's why our global network of Pearson staff provides personalised and local support.

Easy to teach, easy to assess

Our accessible approach to learning and years of experience as an awarding organisation mean we support you with a range of customer support, advice and resources.

Support materials and publications

We offer a wide range of support materials to help in the delivery of our qualifications and in the teaching and learning process. These include:

- Syllabuses
- Specimen papers
- Past papers and model answers
- Annual Qualification Reviews
- Teachers' Guides

All LCCI qualifications are supported by a comprehensive list of recommended reading materials that support preparation perfectly.

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To find out more visit
qualifications.pearson.com/lcci15

Exams

Students can study part or full-time, at home or in a centre. The following Business, Administration and IT qualifications are also available on specific days throughout the year, known as Series dates:

- Marketing (Level 2)
- Marketing (Level 3)
- Selling and Sales Management (Level 3)
- Advertising (Level 3) (2012)
- Public Relations (Level 3)

Annual Qualification Reviews

Centres are able to download our Annual Qualification Reviews for the most popular LCCI qualifications. The Annual Qualification Reviews provide support and guidance to centres, helping teachers to prepare students for their exams.

Visit qualifications.pearson.com for a full list of our qualifications. You can also use the site to download syllabuses, model answers and past papers.

Marketing and Sales qualifications



Introductory Certificate in Marketing (ICM)

Product code: ASE10140

Designed as an introduction to the fundamental principles surrounding marketing. Perfect for short courses and with an accompanying workbook to help students prepare for the final examination, ICM helps candidates gain essential knowledge to help them progress to LCCI Marketing Level 2.

Aims

The aims of this qualification are to enable candidates to understand:

- the principles of marketing
- marketing as a business function
- basic techniques used in the marketing of products and services

Syllabus topics

- introduction to marketing
- customer behaviour
- marketing research
- the marketing mix
- marketing communications

Assessment

Assessment for the qualification is by paper-based objective testing of knowledge and skills. The test consists of a mix of objective questions such as true/false, multiple-choice, simple calculations with number entry, document/form completion, cloze and multiple responses.

Marketing (Level 2)

Product code: ASE2025

The Level 2 Marketing qualification is intended for those new to marketing as a business function, or those who wish to obtain a formally recognised professional qualification.

Aims

The aims of this qualification are to enable students to develop:

- the marketing concept
- the fundamental techniques applied to the marketing of products and services

Syllabus topics

- marketing management
- marketing planning
- customer and consumer behaviour
- marketing research
- the marketing mix
- promotion
- general issues

Assessment

Assessment is through a 2 hour examination consisting of 20 questions, all of which must be answered. All questions are worth 5 marks each.

Marketing (Level 3)

Product code: ASE3025

The Level 3 Marketing qualification is intended for those who are entering the marketing profession or who already hold a post in marketing.

Aims

The aims of this qualification are to enable students to develop:

- a broad strategic understanding across the full range of marketing activities, including advertising, PR, sales promotion and market research
- a sound knowledge of current trends and changes in marketing practice, brought about by technology and the internet
- the ability to apply this understanding to real life marketing scenarios
- the ability to illustrate their understanding through the use of real experiences, or created examples of marketing

Syllabus topics

- the nature of marketing
- the role of marketing
- marketing organisation
- market research, analysis and decision
- marketing implementation, strategies and tactics
- international marketing
- marketing, IT and the internet

Assessment

Assessment is through a 3 hour examination consisting of 10 questions, of which 5 must be answered.

Selling and Sales Management (Level 3)

Product code: ASE3030

The Level 3 Selling and Sales Management qualification is intended for those who are working, or are preparing to work, in sales and require a knowledge and understanding of selling techniques and how to manage the sales process.

Aims

The aims of this qualification are to enable students to develop:

- selling skills and techniques
- an understanding of sales administration
- an ability to manage the sales process
- an appreciation of sales records analyses

Syllabus topics

- establish a sales plan
- the selling function
- distribution channels
- recruitment and training
- sales management
- sales forecasting, budgeting and evaluation
- sales records
- legal and ethical issues in selling
- sales organisation and control

Assessment

Assessment is through a 3 hour examination consisting of 10 questions, of which 5 must be answered.

Advertising (Level 3)

Product code: 20089

The Level 3 Advertising qualification is intended for those wishing to begin a career in advertising either in a commercial or industrial company or in a non-profit organisation that undertakes advertising on an extensive scale.

Aims

The aims of this qualification are to enable students to develop:

- knowledge and understanding of advertising as part of the marketing of products, services and organisations
- relevant advertising messages within constraints of law and codes of practice
- an awareness of the principles of delivering relevant messages to the selected target audiences
- advertising material aimed at the selected target audiences

Syllabus topics

- the role of advertising
- types of advertising
- the advertiser
- the advertising agency
- creating press advertisements
- creating broadcasting commercials
- producing advertisements
- production of commercials
- selection of media
- media research
- media planning and buying
- voluntary controls
- the law and advertising
- advertising evaluation and assessment
- the impact of technology

Assessment

Assessment is through a 3 hour examination consisting of 10 questions, of which 5 must be answered.

Public Relations (Level 2)

Product code: ASE2029

The Level 2 Public Relations qualification is intended for those who are new to public relations as a business function or those working in public relations who would like to acquire a foundation within the subject. It is also suitable for those who wish to take their first steps towards a recognised qualification within public relations.

Aims

The aims of this qualification are to enable students to develop:

- the public relations concept
- the fundamental techniques applied to public relations

Syllabus topics

- the nature of public relations
- the publics of public relations
- statutory law and voluntary codes
- international public relations
- community relations
- a public relations campaign
- working with the media
- exhibitions
- sponsorship
- research
- technology and the Internet
- public relations miscellaneous
- professional development

Assessment

Assessment is through a 2-hour examination consisting of 17 compulsory questions.

Public Relations (Level 3)

Product code: ASE3029

The Level 3 Public Relations qualification is intended for those who wish to acquire a background of the core activities found in both public relations consultancies and in-house departments.

Aims

The aims of this qualification are to enable students to develop a broad understanding in the key areas of:

- media relations
- publics and the media
- the nature of public relations
- the organisation of public relations
- sponsorship

Syllabus topics

- the nature of public relations
- the publics of public relations
- law and voluntary codes
- public relations in developing countries
- export public relations
- community relations
- the organisation of public relations
- planning and preparation of public relations
- media relations
- channels of communication: method and techniques
- audio and visual aids
- public relations own media
- exhibitions
- sponsorship
- ancillary services
- research
- development and trends

Assessment

Assessment is through a 3 hour examination consisting of 10 questions, of which 5 must be answered.

Customer Service qualifications



Customer Service (Level 2)

Product code: ASE2014

The Level 2 Customer Service qualification is intended for those who are working, or intend to work, in an environment where direct contact with internal and/or external customers forms a major part of their work.

Aims

The aims of this qualification are to enable students to develop:

- knowledge and understanding of the elements of good customer service
- the ability to apply these elements to realistic situations
- an understanding of personal behaviours and processes that enhance service delivery
- the ability to apply these behaviours and processes within the job role

Syllabus topics

- the role of customer service
- delivering reliable service
- communicating directly with customers
- dealing with customer complaints

Assessment

Assessment is through a 2.5 hour examination consisting of 6 questions, 4 of which must be answered.

Customer Service (Level 3)

Product code: ASE3014

The Level 3 Customer Service qualification is intended for those who are working, or intend to work, in an environment where customer service is seen as a competitive advantage.

Aims

The aims of this qualification are to enable students to develop:

- knowledge and understanding of the advanced concepts in developing and delivering good customer service
- an appreciation of systems and procedures that enhance delivery of reliable and effective service
- an understanding of personal behaviours and processes that enhance and influence service delivery
- the ability to apply these behaviours and processes within the job role, in realistic situations

Syllabus topics

- the developing role of customer service
- reliability in service systems
- communicating with internal and external customers
- solving customer problems
- influencing effective change

Assessment

Assessment is through a 3 hour examination consisting of 10 questions, of which 5 must be answered.

Certificate in Contact Centre Skills (Level 2)

Product code: ASECCS2

The Level 2 Contact Centre Skills qualification is aimed at those who intend to work in a contact centre where they will be expected to work autonomously handling inbound and outbound customer calls. It is also suitable for those who already working in such a role and wish to develop further knowledge and skills to support their work. The qualification is based on the current UK National Occupational Standards (NOS) for contact centres and will be awarded to students who successfully complete the learning outcomes and assessments for both of the following units:

- Unit 1 Understanding Contact Centre Operations (unit code: ASE10174)
- Unit 2 Handling Inbound and Outbound Calls (unit code: ASE10175). Certification is also available at the unit Level.

Aims

The aims of this qualification are to enable students to develop:

- a broad understanding of the nature, functions and operations of a contact centre
- a clear understanding of the individual's role in acquiring customers and providing reliable customer service
- an awareness of how to improve the performance of the individual, team and organisation in order to contribute to business success
- the necessary skills, techniques and knowledge to enable them to autonomously handle inbound and outbound customer calls effectively

Syllabus topics

Unit 1: Understanding Contact Centre Operations

- contact centre operations and management
- providing reliable customer service
- acquiring customers
- developing personal and organisational effectiveness

Unit 2: Handling Inbound and Outbound Calls

- handling incoming calls requesting routine product or service advice/support
- handling inbound sales calls
- making outbound sales calls
- call handling techniques
- dealing with challenging service situations
- actions associated with call handling
- follow-up actions to call handling

Assessment

Assessment is by a combination of a multiple-choice test and practical call handling assignments.

Certificate in Contact Centre Supervisory Skills (Level 3)

Product code: ASECCSS3

The Level 3 Contact Centre Supervisory Skills qualification is suitable for students who already have the knowledge, understanding and skills needed to work competently in a contact centre call handling role, and now wish to progress to a supervisory or senior role where they will be expected to lead a team and handle non-routine and complex customer calls autonomously. The qualification is based on the current UK National Occupational Standards (NOS) for contact centres and will be awarded to students who successfully complete the learning outcomes and assessments for both of the following units:

- Unit 1 Leading and Managing People and Resources (unit code: ASE10176)
- Unit 2 Handling Non-Routine and Complex Calls (unit code: ASE10177) Certification is also available at the unit Level.

Aims

The aims of this qualification are to enable students to develop:

- an in-depth knowledge and understanding of the principles, techniques and practices necessary for effective team leadership and team development
- an understanding of the principles and techniques necessary for planning and managing staff, resources and operations effectively
- knowledge and understanding of the advanced principles and techniques used in developing and delivering excellent customer service
- the necessary skills, techniques and knowledge to enable them to handle effectively non-routine and complex customer calls autonomously

Syllabus topics

Unit 1: Leading and Managing People and Resources

- leading and developing contact centre teams
- staff resource planning and people management
- managing the delivery of excellent customer service
- managing operations and contact centre technologies

Unit 2: Handling Non- Routine and Complex Calls

- handling incoming calls for non-routine customer problems/ requests
- handling inbound sales calls for complex or multiple products services
- making outbound sales or service calls for complex or multiple products/ services
- call handling techniques
- dealing with challenging service situations
- actions associated with call handling

Assessment

Assessment is by a combination of a multiple-choice test and practical call handling assignments.

Teach LCCI

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specifications

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regional office

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