



# New Qualifications

## Assessment Structure and Grading Scheme

### Level 1 (Graded Pass/Fail)

Award in Basic Sales Skills

**Unit 1**

### Level 2 (Award and Certificate graded Pass/Fail)

Award in Sales and Marketing

**Unit 2**

Certificate in Sales and Marketing

**Unit 1, Unit 2**

### Level 3 (Award, Certificate, Diploma graded Distinction/Merit/Pass/Fail)

Award in Advanced Sales and Marketing

**Unit 2**

Certificate in Advanced Sales and Marketing

**Unit 1, Unit 2**

Diploma in Advanced Sales and Marketing

**Unit 1, Unit 2, Unit 3, Unit 4**

### Level 4 (Award, Certificate, Diploma graded Distinction/Merit/Pass/Fail)

Award in Operational Sales and Marketing Management

**Unit 2**

Certificate in Operational Sales and Marketing Management

**Unit 1, Unit 2**

Diploma in Operational Sales and Marketing Management

**Unit 1, Unit 2, Unit 3, Unit 4**

### Level 5 (Award, Certificate, Diploma graded Distinction/Merit/Pass/Fail)

Award in Account Management

**Unit 1**

Certificate in Account Management

**Unit 1, Unit 3**

Diploma in Account Management

**Unit 1, Unit 3, Unit 4, Unit 5**

Award in Sales Management

**Unit 2**

Certificate in Sales Management

**Unit 2, Unit 3**

Diploma in Sales Management

**Unit 2, Unit 3, Unit 4, Unit 5**

Diploma in Sales and Account Management

**Unit 1, Unit 2, Unit 3, Unit 4, Unit 5**

### Level 6 (Award, Certificate, Diploma graded Distinction/Merit/Pass/Fail)

Executive Award in Strategic Sales and Account Management

**Unit 1 or Unit 2**

Executive Certificate in Strategic Sales and Account Management

**Unit 1, Unit 2**

Executive Diploma in Strategic Sales and Account Management

**Unit 1, Unit 2, Unit 3, Unit 4**