

# ATHE Level 4 & 5 Sales & Marketing

## Benefits

The Undergraduate Level 4 (Sales and Marketing) and Level 5 (Extended Diploma in Management) are a **240 credit** course designed to fast track students to the final year of an associated Undergraduate degree in Sales and Marketing, which can either be completed at a UK university on campus or via distance learning.

The programme offers the following benefits for students:

- Sales and marketing is a dynamic and exciting area in which to work. Often considered to be the powerhouse of organisations, sales and marketing is at the heart of every company and is all about bringing the right products and services to clients and generating the income and turnover to sustain organisations and help them grow.
- Success in this field demands a wide range of skills and knowledge, as well as the ability to draw on life experiences. This ranges from understanding people to effectively managing teams and developing products
- Allows progression from this qualification into or within employment in the sector where learners may work towards professional membership or study for professional body examinations.

## Progression Route

The ATHE Level 4 Sales & Marketing is a 120 credit size qualification and is the equivalent size and level to the 1st year of a Bachelor's degree.

The ATHE Level 5 Sales & Marketing is a 120 credit size qualification and is the equivalent size and level to the 2nd year of a Bachelor's degree

## Qualification / Awarding Body

After you have completed an online module, you will have an online assessment to complete. This assessment contains 30 MCQ's. You will have one hour to complete these questions.

Thus on completion of all 10 modules level 4, you will then be required 8 assignments based on the 10 modules and you will be awarded an ATHE Level 4 Sales & Marketing.

Awarding Body: **ATHE UK**

## Mode of Study

Online Distance Learning

## Course Content (modules) – Level 4

- The Business Environment
- Customer & Customer Service
- Marketing Mix
- Marketing & Sales Planning
- IT in Business
- Managing & Using Marketing
- Customer and their needs
- E-Marketing Communications
- High Performance Sales
- Marketing Strategy

## Course Content (modules) – Level 5

- The Entrepreneurial Manager
- Organisation Structures
- Practical Accounting Analysis
- Business Planning and Goal Setting
- Politics and Business
- Business Law
- Managing in Today's World
- Performance Management
- Marketing and Sales Planning
- Quantitative Skills

## Assessment

On completion of all 10 modules level 5, you will then be required to do 8 assignments based on the 10 modules and you will be awarded an ATHE Level 5 Extended Diploma in Management

Awarding Body: **ATHE UK**

## Duration of Programme

Minimum 2 years for both level 4 & 5. However this programme is flexible and can be completed in lesser time

## What's included

All materials are provided online via the OBS website. Student handbooks are supplied. You will also have access to an online Virtual Campus administered by OBS.

## Entry Requirements

- A GCE Advanced level profile with achievement in 2 or more subjects supported by 5 or more GCSEs at grades C and above
- learners should be aged from 19 years and above.
- other related level 3 subjects
- other equivalent international qualifications