

NEW  
FOR 2019

---

# Pearson LCCI Marketing and Business Qualifications



Meeting employer needs  
with the skills that matter



# About Pearson LCCI

LCCI are work-related qualifications created to give professional learners the skills and knowledge needed to enter and thrive in the workplace. Our qualifications have been designed in collaboration with employers and professional bodies to ensure that they provide students with the necessary industry-related skills.

Having been offered internationally for over 120 years, they were originally developed by the London Chamber of Commerce and Industry (LCCI) to address the need for reliable, high-quality standards across international workforces.

## What's new for 2019?

### LCCI Marketing and Business qualifications

Pearson are delighted to announce some exciting new developments within the LCCI Marketing and Business suites. Previously known as the Marketing & Customer Services, and the Business, Administration & IT suites, the qualifications have been revised and brought in line with the latest feedback from employers and professional bodies\*.

#### They have been developed in conjunction with:

- The Chartered Institute of Marketing (CIM)
- The Marketing Institute Singapore (MIS)
- The Institute of Marketing Malaysia (IMM)

#### Input was also received from various professional bodies, including:

- The ASEAN Public Relations Network (APRN)
- The Chartered Institute of Personnel and Development (CIPD)
- The Institute of Small Business Entrepreneurship (ISBE)



\* Accreditation is currently being sought from CIM, IMM and IDM.

The LCCI Marketing suite now offers seven qualifications and the Business suite offers two as follows:

## New qualifications in Marketing\*:

Marketing Fundamentals

---

Copywriting and Content for Marketing

---

Modern Marketing Principles

---

Digital Marketing and Analytics

---

Sales and Account Management

---

Customer Experience and Communications

---

Public Relations and Media Relations

## New qualifications in Business\*:

Business Fundamentals

---

Business Principles and Enterprise

# Equipping your students with work-ready skills

# 45%

of 17,000 Marketing jobs advertised<sup>‡</sup> across Malaysia and Singapore, were entry level to junior executive level.



Of those jobs:

**43%** of employers for these jobs required diplomas

**31%** required degrees

**13%** required SPM/GCE only

**13%** other



For many jobs in Marketing and Business, there is a specific need for students holding a work-ready qualification such as an LCCI Certificate or Diploma.

\* For more details of the qualifications, [turn to pages 6-10](#)

<sup>‡</sup> Statistics from JobStreet.com, March 2017

# Qualifications that meet employer expectations

Following research among employers across Asia, including Singapore, Malaysia and Indonesia, Pearson has developed the new Marketing and Business qualifications in response to market needs.

Here are a few reasons why your centre should choose LCCI Marketing and Business qualifications:

## Practical, vocational qualifications

Employers highlighted a mismatch between the knowledge students gain from university degrees, and the practical, work-ready skills needed in marketing and business roles, particularly at entry level. LCCI qualifications offer **short, single-unit qualifications that provide students with industry-specific and practical skills.** Students can successfully demonstrate to employers their practical ability and confidence to do the job.

## Addressing the skills gap

Our research identified a lack of skills in the workforce, across the areas of marketing, business and finance. In particular, digital marketing techniques for business, basic accounting, sales operations management, and presentation skills. **Employers favoured students with a broad skill set**, for example, across marketing, business and finance. The new LCCI Diploma structure allows for combinations of study across all the LCCI suites - Marketing, Business and Financial and Quantitative.

## Reflecting the digital age

Many Marketing qualifications are offered as part of a wider Business qualification and the marketing content is often an addition rather than a focus of the qualification. By expanding the LCCI Marketing suite, students are now able to specialise in **the key skills that matter to businesses now**, such as customer experience, communication, creating copy and content, data analysis, analytics and risk management.

## Endorsement by key professional bodies

The qualifications were developed with input from several prominent professional bodies, including The Chartered Institute of Marketing (CIM) and The Chartered Institute of Personnel and Development (CIPD). Their involvement means that the course content and courseware will be regularly updated to reflect industry changes.

## Flexible, with international reach

Students can study and work at the same time, or study multiple qualifications concurrently - perfect for busy lives. LCCI qualifications are suitable for distance learning. Unlike other qualifications, they allow students to move freely between countries and obtain jobs outside of their home country.

## Did you know...

The Singapore media industry has grown **150%** over the last five years.

In 2016, hiring across the media, PR and advertising sectors increased by almost **70%**.

Source: Singapore's Economic Development Board





## Assessment fact file

### How will the new Pearson LCCI Marketing and Business qualifications be assessed?

- ✓ One externally-assessed examination
- ✓ Four assessment opportunities a year
- ✓ Centres select a date within each assessment window to suit them (this must be chosen at the time of registration)
- ✓ Centres can register one cohort of students for each examination window
- ✓ Past papers, mark schemes and examiners' reports will be published on our website
- ✓ Centres and students can use past papers to prepare for assessment

## Benefits of the new assessment structure:



### More flexibility for students

Assessment and Diploma offerings for the new Marketing and Business qualifications are now aligned with the existing Financial and Quantitative suite. Students can now study for LCCI diplomas, which include a combination of qualifications from across all LCCI suites.



### Work-ready skills development

The new assessments include real-life, contextualised scenarios which students can apply in real life jobs/situations.



### Emphasis on practical learning

Assessments allow students to showcase specific skills, required by employers for specific roles, including communication, creating copy, report writing, making recommendations, analysing, evaluating and interpreting data.



### 100% externally-assessed

A written, practical-based vocational assessment which is marked by Pearson to ensure confidence and the standard of each qualification.

# Marketing

## Find out more about our qualifications

### Pearson LCCI Level 2 Certificate in Marketing Fundamentals

This qualification is suitable for those starting out in entry level positions, or professionals wanting to understand the basics of marketing.

#### Objectives:

To gain knowledge, understanding, skills and behaviours expected for entry-level roles.

#### Areas covered:

Marketing activities and their application to a business

---

The basics of the marketing environment

---

Marketing research, segmentation and how to compile, collate and present data

---

Marketing principles

---

Marketing communications

---

Legal and ethical issues in marketing

---

### Pearson LCCI Level 2 Certificate in Copywriting and Content for Marketing

Perfect for students seeking an entry-level role in marketing, or anyone already in a marketing-related role who wishes to specialise in this area.

#### Objectives:

To develop students' copywriting and content creation skills and to acquire a detailed understanding of how to create copy and content for marketing purposes.

#### Areas covered:

The basics of marketing principles and marketing activities

---

The fundamentals of copywriting, copy and content for marketing

---

Communication and brand influence on copywriting and content

---

Media channels (traditional and digital)

---

Understanding your audience when developing copy and content

---

Measuring the success of copy and content

---

Applying practical writing skills

---

Reviewing copy and content

---

# Marketing

## Pearson LCCI Level 3 Certificate in **Modern Marketing Principles**

This qualification is aimed at students who wish to further their career in marketing, including students seeking a supervisory role or those seeking a career change to marketing.

### Objectives:

To bring marketing knowledge up to date with the latest trends and industry changes.

### Areas covered:

Marketing strategies and planning

The marketing plan

Market research, data collection and segmentation

How to identify current trends, industry changes and technology

The basics of digital marketing

How to measure the success of marketing activities

Marketing as a function in the wider business context

Legal and ethical issues in marketing

## Pearson LCCI Level 3 Certificate in **Digital Marketing and Analytics**

An ideal qualification for students wishing to pursue a specialised digital marketing role in a work environment.

### Objectives:

To develop a deeper understanding of the digital environment. Students will learn to understand and process digital information, learn about the latest devices and gain confidence in this fast-changing area of marketing.

### Areas covered:

How to identify current trends and changes in digital marketing

How changes impact on the use of digital marketing techniques

Digital marketing's influence on the marketing industry and the wider business context

Challenges, legal and ethical considerations in digital marketing

Digital information, media, channels and devices

Digital marketing and the marketing mix

Digital marketing analytics

# Marketing

## Pearson LCCI Level 3 Certificate in **Sales and Account Management**

This certificate is for employees who would like to progress their career to the next level, such as working with accounts or into middle management. It is also suitable for those who wish to gain entry into sales, or for students in business-related fields, such as business, marketing or finance, who are required to have sales knowledge as part of their existing role.

### Objectives:

To gain knowledge and understanding of sales within an organisation, and to learn how to manage accounts and the sales process itself.

### Areas covered:

Understanding the importance of customers and their buying behaviours

---

Market segmentation and the use of market research data

---

The personal selling process

---

How to plan and measure sales and performance

---

How to manage customer accounts

---

Account management and the importance of customer behaviour

---

How sales and account management inter-relates with other business functions in an organisation

---

## Pearson LCCI Level 3 Certificate in **Customer Experience and Communications**

Perfect for those who regularly liaise with, or research, customers in order to inform business decisions. It is also aimed at those who wish to pursue a career in the specialist fields of customer experience or communications.

### Objectives:

To develop the necessary skills for relationship building with business customers, and to understand how customer experience and communications is integral to a business.

### Areas covered:

The customer environment

---

Customer research, behaviours and buying decisions

---

The customer experience journey

---

Communication fundamentals

---

Corporate communications

---

Producing and testing communications

---

How businesses should perceive and interpret customer experience

---

Challenges, risks, legal and ethical considerations when communicating with customers

---



# Marketing

## Pearson LCCI Level 3 Certificate in Public Relations and Media Relations

This qualification is aimed at employees already in an entry-level marketing, media relations or public relations (PR) role, looking to progress their career into middle management or into PR. It is also suitable for those working in marketing-related fields, who require knowledge of media and PR in order to make informed business decisions.

### Objectives:

To understand the PR and media relations environment, and how it relates to marketing and to the success of a business. Students will also learn how to develop and manage client relationships, and create effective PR campaigns and collateral. They will also become confident in managing information between organisations and the public.

### Areas covered:

The public relations environment

The media and media relations environment

Public relations and media planning

Legal and ethical issues, challenges and risks



## Progression opportunities for LCCI Students:

After studying LCCI Marketing and Business qualifications, students can take one of several routes:

- 1 Enter their chosen field of work
- 2 Pursue a promotion at work in a variety of roles (for example, Marketing Executive to Assistant Marketing Manager)
- 3 Change their field of work
- 4 Study the next LCCI level, building on the skills they've learnt
- 5 Progress to further study, for example, to a professional body qualification or to university

# Business

## Find out more about our qualifications

### Pearson LCCI Level 2 Certificate in **Business Fundamentals**

Suitable for students who want to start a career in business, or have been in a business entry-level position for up to 6 months.

#### Objectives:

To gain knowledge, understanding, skills and behaviours expected in a business environment.

#### Areas covered:

---

The business environment

---

Business communications and the customer

---

Management information systems and business documentation

---

Business policies

---

Personal skills required and performance

---

### Pearson LCCI Level 3 Certificate in **Business Principles and Enterprise**

This qualification is aimed at students who are already in employment and working in any area which requires knowledge of the wider business context. It is also suitable for employees in entry-level or middle management positions within any of the functional business areas, or those aspiring to such positions. Entrepreneurs who are interested in starting up their own business enterprise will also find this qualification very useful.

#### Objectives:

To gain knowledge of the internal and external business environment and to develop a range of enterprise skills.

#### Areas covered:

---

Business strategy and planning for small and established enterprises

---

How to identify business trends and industry changes

---

Basic financial understanding

---

Risk management and growth

---

How to measure and improve business performance

---

# Support and training for teachers

New materials are being developed to support the delivery and understanding of the new Pearson LCCI Marketing and Business qualifications. Each qualification will be accompanied by:



## Qualification Support Guide

A free, downloadable resource to support teachers in the planning and delivery of the new qualifications. It offers recommended reading lists, assessment support and more.



## Student Coursebook

A free digital coursebook will guide students through the content in the specification and provide them with information on each topic area, examination tips, short case studies and practice questions.

Pearson offers training to teachers on standard of delivery and preparing students to meet the assessment requirements. We offer different types of training:



## Implementation and launch events

These events are to help centres to understand the qualifications and share best practice to deliver the qualifications effectively. They take place both face-to-face and online.



## Feedback events

These events are to help centres gain feedback on past examination papers, in order to understand the areas of the exam which students struggled with. Centres can then tailor their delivery to meet student needs.

## For the latest information

about assessments, centre support and training, and transitioning from the legacy qualifications to the new ones, please visit our website:

Marketing: [qualifications.pearson.com/lcci/marketing](https://qualifications.pearson.com/lcci/marketing)  
Business: [qualifications.pearson.com/lcci/business](https://qualifications.pearson.com/lcci/business)

# Teach Pearson LCCI

Set your educational institution apart  
with the qualifications employers are looking for.

## Ways to get in touch



Contact your local regional office



Fill in our online 'expression of interest' form:  
[qualifications.pearson.com/lcci/eoi](https://qualifications.pearson.com/lcci/eoi)

## Learn more at:

Marketing:

[qualifications.pearson.com/lcci/marketing](https://qualifications.pearson.com/lcci/marketing)

Business:

[qualifications.pearson.com/lcci/business](https://qualifications.pearson.com/lcci/business)

---

**"The smart and flexible LCCI Marketing  
qualifications are what marketers need to keep  
up with the latest marketing practices and meet  
the challenges of the future."**

**Dahlia Fouad, PhD**

Educational Content Director, Nahdet Misr Publishing Group, Egypt

---