



# CIM

The Chartered  
Institute of Marketing

Mr Simon Richards  
Sector Strategist – Business  
Technical and Vocational Qualifications  
AQA Regus Business  
Central Boulevard  
Blythe Valley Business Park  
Solihull  
B90 8AG

6<sup>th</sup> July 2015

Dear Simon,

**AQA Level 3 Technical Level Business: Marketing Communications**  
**AQA Level 3 Technical Level Business: Marketing**

As the professional body within the Marketing sector, we confirm our support for the accreditation of the above qualifications.

We believe that these qualifications will provide learners with the specialist knowledge and competencies required to progress to higher education, advanced/higher apprenticeships or the workplace within this sector and specifically in the following occupational areas:

**AQA Level 3 Technical Level Business: Marketing Communications**

4151 – Marketing Administrator, Marketing Assistant

**AQA Level 3 Technical Level Business: Marketing**

3543 – Marketing Associate Professionals  
3545 – Sales Accounts and Business Development Managers  
3546 – Conference and Exhibition Managers and Organisers

Because the performance outcomes are mapped to relevant national occupational standards and have been developed in collaboration with employers and ourselves, it means the knowledge and competencies developed are relevant, transferable and up-to-date.

We also believe that the AQA approach of embedding 'soft skills' within the standards means that learners will be better equipped for onward progression.

Yours sincerely

Teresa Folkes  
Associate Director of Learning

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