

# L2 MARKETING AND EVENTS MANAGEMENT

THE QUALIFICATION GIVES LEARNERS A SOUND BASIS TO PROGRESS TO A LEVEL 3 QUALIFICATION, WHEN STUDIED IN A FULL STUDY PROGRAMME. THIS QUALIFICATION IS FOR THOSE WHO WISH TO UNDERTAKE A JOB ROLE WHERE EVENT MANAGEMENT PLANNING WILL BE AN ASPECT OF



THE ROLE. THE QUALIFICATION LOOKS AT THE IMPORTANCE OF PLANNING EVENTS AND MARKETING COMMUNICATION TO ENSURE THAT THE EVENT APPEALS TO A SUITABLE TARGET AUDIENCE AND ATTRACTS EVENT GOERS, ACHIEVING THIS QUALIFICATION WILL GIVE LEARNERS AN ADVANTAGE WHEN APPLYING FOR A JOB IN MARKETING AND EVENT MANAGEMENT. THE TYPES OF JOBS THEY WILL BE READY FOR ARE: MARKETING AND BRANDING ASSISTANT, EVENT PLANNING ASSISTANT AND SALES EXECUTIVE.

## BTEC L2 TECHNICAL IN MARKETING

### UNITS OF STUDY

- MARKETING IN BUSINESS (TEST)
- RESEARCH THE MARKETING OF A PRODUCT OR SERVICE
- CREATE DIGITAL MARKETING COMMUNICATIONS
- PLAN AND PRESENT A MARKETING CAMPAIGN

## NCFE EVENT PLANNING

### UNITS OF STUDY

- EVENT PLANNING
- EVENT EVALUATION
- EVENT MARKETING
- HUMAN RESOURCES
- COMMUNICATION AND CUSTOMER SERVICE

## HOW DOES THIS QUALIFICATION PROVIDE EMPLOYABILITY SKILLS?

- COGNITIVE AND PROBLEM-SOLVING SKILLS: USE CRITICAL THINKING, APPROACH NON-ROUTINE PROBLEMS APPLYING EXPERT & CREATIVE SOLUTIONS
- INTRAPERSONAL SKILLS: COMMUNICATING, WORKING COLLABORATIVELY, SELF-PRESENTATION, NEGOTIATING
- INTERPERSONAL SKILLS: SELF-MANAGEMENT, ADAPTABILITY AND RESILIENCE, SELF-MONITORING AND DEVELOPMENT