

Following course is detailed in the way it is required by its awarding body to get a pass for an award.

## Marketing

<b>Awarding Body</b>	:	The Association of Business Executives, UK (ABE UK)
<b>Level</b>	:	From Certificate to Diploma 2 (3 Stages)
<b>Examination Dates</b>	:	December and June each year
<b>Examination Style</b>	:	A written three hours unseen examination per unit
<b>Pass Marks</b>	:	Minimum 40% in each exam
<b>Duration</b>	:	Variable (please see <i>Study Mode</i> below)
<b>Entry Requirements</b>	:	<b>Certificate:</b> No formal Qualifications <b>Diploma:</b> 2 A levels + 4 GCSE or ABE Certificate or Employment History for 2 years

### Qualification Modules and Units

Following is a list of subjects that will be covered during this qualification.

#### Certificate (Stage 1)

- [Introduction to Business](#)
- [Introduction to Quantitative Methods](#)
- [Introduction to Marketing](#)
- [Introduction to Business Communication](#)

#### Diploma Part 1 (Stage 2)

- [Economic Principles and their Application to Business](#)
- [Organisational Behaviour](#)
- [Principles of Marketing](#)
- [Quantitative Methods for Business and Management](#)

## Diploma Part 2 (Stage 3)

- [Marketing Policy, Planning and Communication](#)
- [Human Resource Management](#)
- [Principles of Business Law](#)
- [Systems Analysis and Design](#)
- [Marketing Information Systems](#)
- [Marketing in Action](#)

## Study Mode

This qualification is available at ISBS on both part time and full time bases. Part time hours will depend on how many units a student selects to study in one session and there is no minimum limit.

On full time bases, a student will undertake supervised study that will be a minimum of 15 hours per week. However it is expected that number of hours per week may be more than 15. Students will be required to cover The ABE syllabus per unit that will consist of tutorial lessons, assignments, research projects etc.

## Attendance Policy

It is a policy of ISBS that a minimum of 80% class attendance is required for each module/unit to be considered for final exams. Any student failing to meet this criterion will not be registered for exam for that unit with the ABE.

Examinations will be set and marked by The ABE. They will be held at centers announced by the ABE.

## Aims of Marketing

Marketing is recognised as a science today and that alone is enough to stress its importance when it comes to success or failure of a business. Taking a lead role in the whole of an organisational process, marketing of services or goods is a key element. A business, regardless of how good are their products, cannot succeed, if its marketing plans and strategies are not designed with care.

The ABE qualifications in the field of marketing are designed to give an insight of marketing in global market of today and train a student to advance levels of studies that lead to a bachelor's degree from reputed UK universities. This is also a qualification that earns its holder a great repute when it comes to present academic credentials to prospective employers.