

# Their journey starts here

Level 3 Tech-levels  
in Business: Marketing  
Level 3 Certificates  
in Applied Business

Find out more about Tech-levels at:  
[aqa.org.uk/tech-levels](http://aqa.org.uk/tech-levels)

Find out more about Applied Generals at:  
[aqa.org.uk/applied-general](http://aqa.org.uk/applied-general)

**AQA**   
Realising potential

# Why teach our Tech-level in Business?

You'll be at the cutting edge of change, engaging learners on their journey

- You'll deliver a curriculum that will transform the way learners enter the workplace.
- Our specifications will always be topical and up-to-date because of our ongoing work with industry and experts.
- Occupationally relevant content gives learners an in depth understanding of their chosen subject and industry.

They're relevant for the modern world, helping learners achieve their destination

- Essential transferable skills ensure they go one step further in preparing learners for further study or employment.
- Your learners will have a wider and clearer choice of opportunities for progression.
- Designed to meet employers' needs, they'll prepare learners for a competitive job market.

All our Tech-levels and Applied General qualifications attract **UCAS tariff points** and are included in the **[DfE 16-19 performance tables](#)**.

You'll be supported every step of the way, we'll help you help your learners succeed

- We've built specifications with you in mind, using a clear and easy to understand format.
- Our comprehensive package of resources and training will help you with delivery.
- Our Tech-levels are also eligible for UCAS tariff points, ensuring your learners will be able to progress into higher education.

Tech-levels deliver what they say they'll deliver: learners with the right skills, attributes and attitude to add value from the day they walk through your doors and on to the next stage of their journey.

# An introduction to our Tech-level in Business: Marketing

## We offer a Tech-level in Business: Marketing

This qualification offers a suitable alternative to the current vocational qualifications and/or A-level. They enables learners to progress into employment, an apprenticeship or further study at university.

We developed it with leading employers, 16–19 providers and professional bodies, who fully endorse its credibility. This is what makes our Tech-level in Business unique.

Working with employers on its design means it will teach learners the transferable skills that employers and higher education providers say are critical to successful progression.

The Tech-level in Business: Marketing requires 720 guided learning hours (GLH). This is the equivalent of two A-levels.

Our Foundation Tech-level in Business: Marketing Communications requires 360 GLH. It's the equivalent of one A-level and introduces learners to the fundamentals of marketing.

“Business is at the heart of our economy, from sole traders and small to medium enterprises (SMEs) to large multinationals; it provides a major contribution to communities, driving innovation and creativity across all sectors.

Our Tech-level qualification has been developed with professional bodies to ensure that learners have the essential skills that employers are looking for.”

**Simon Richards**  
AQA Sector Strategist – Business



# Business: Marketing Tech-level in Business: Marketing (720 GLH)

This qualification has been developed to give creative learners who enjoy working with people the knowledge and skills to become an influential marketing practitioner.

Building on a study of the competitive business environment, learners will consider the principles of marketing, how to communicate successfully with customers, how to develop and maintain stakeholder relationships and how technologies such as social networking are used to influence consumer behaviour. They'll understand how effective research is undertaken and how to be responsible in business.

# Foundation Tech-level in Business: Marketing Communications (360 GLH)

The Foundation Tech-level in Business: Marketing Communications gives learners essential business and communication skills for marketing and sales support roles. Following study of the competitive business environment and the principles of marketing, learners then explore customer communication and digital marketing.

Units achieved as a part of the Foundation Tech-level in Business: Marketing Communications can be carried forward into the Tech-level in Business: Marketing.

“Because the performance and outcomes are mapped to relevant national occupational standards and have been developed in collaboration with employers and bodies such as ourselves, it means the knowledge and competencies developed are relevant.”



**Anne Godfrey**  
Chief Executive  
The Chartered Institute  
of Marketing

# Unit summary

The Foundation Tech-level in Business: Marketing Communications consists of four mandatory units (units 1–4 below). The Tech-level in Business: Marketing consists of eight mandatory units (units 1–8 below).

Unit number	Unit title	Assessment type
1	<p><b>Competitive business environment</b></p> <p>Learners understand how to determine the ability of businesses to compete within local, national and international markets.</p>	External examination
2	<p><b>Marketing principles</b></p> <p>Learners understand principles of consumer behaviour, the marketing environment and elements of the marketing mix, and how it can be used to meet customer requirements. Plus an appreciation of the role and function of marketing within organisations and factors that influence consumer behaviour.</p>	External examination
3	<p><b>Customer communications</b></p> <p>Learners discover how marketing communications can be used to engage customers. They'll explore customer relationship management, different communication methods and tools, develop an outline marketing communications campaign and assess how this could be actioned and evaluated.</p>	Internally centre assessed
4	<p><b>Digital essentials</b></p> <p>The impact of the changing digital environment is considered in relation to the customer and the digital tools used to communicate with them. Learners explore the importance of digital content in the context of digital campaigns, as well as the need to monitor performance.</p>	Internally centre assessed
5	<p><b>Responsible business practices</b></p> <p>Learners understand how legal, ethical and social concerns influence business activities. They'll explore legislation and the consequences of non-compliance, with an emphasis on responsible business practice.</p>	External assignment
6	<p><b>Marketing research</b></p> <p>Learners undertake market research and consider the different uses of information it provides as well as understanding the roles and functions within this area of marketing.</p>	Internally centre assessed
7	<p><b>Stakeholder engagement</b></p> <p>Who are the key stakeholders within the organisation beyond the customers? Learners explore the significance of developing and maintaining relationships with stakeholders and means of communicating with different stakeholders, both internal and external.</p>	Internally centre assessed
8	<p><b>Collaborative project</b></p> <p>Learners understand steps required to plan, deliver and evaluate collaborative projects (a sponsored event for a charity, a promotional event for a business launch, an improvement to a business's stock control system or developing aspects of a business's performance appraisal procedures). Plus the importance of team dynamics and cooperation, working within a team responsible for the delivery of a project.</p>	Internally centre assessed

# How do we deliver our Tech-levels?

Our Tech-level specifications are clearly presented and structured, making them straightforward to deliver to your learners.

Our Tech-levels come in two sizes:

- Level 3 Foundation Tech-level – one A-level equivalent (360 GLH)
- Level 3 Tech-level – two A-level equivalent (720 GLH)

The Foundation Tech-level consists of four units and the Tech-level consists of eight units.

## Employer involvement

Employers are involved in the delivery and assessment of these qualifications to provide a clear 'line of sight' to employment, an apprenticeship or university. Employer engagement raises the credibility of the qualification in the eyes of businesses, parents and learners, and encourages collaboration between business and education sectors.

This ensures today's learners enter the workplace with the underpinning knowledge and skills they need to add value from the day they walk through the door.

## Transferable skills

In developing our Tech-levels, we collaborated with employers and higher education to make sure transferable workplace skills were included. Upon completion of the course, learners receive certification they have the following transferable skills.

- Communication
- Research
- Teamwork

We've identified the most appropriate units to include transferable skills within the subject content and these form a significant proportion of assessment.

# Why teach AQA Applied General qualifications?

Our Applied Generals are a vocational complement to A-levels or Tech-levels and ideal for learners looking to broaden their knowledge of a particular sector. Developed with the support of higher education, they meet new performance measurements for achievement and attract [UCAS tariff points](#).

<https://www.gov.uk/government/collections/performance-tables-technical-and-vocational-qualifications>

Our Applied Generals come in two sizes:

- 180 GLH Certificate
- 360 GLH Extended Certificate

Designed with higher education, they reflect the most current and relevant subjects and themes. With a strong focus on synoptic learning and assessment, learners and tutors can be assured there are strong opportunities to develop teaching links within the curriculum and to integrate assessment.

# An introduction to the Level 3 Applied Business qualifications

These qualifications provide a broad understanding of business and entrepreneurship knowledge and skills to support progress to higher education. A-levels and/or other Level 3 vocational qualifications can be studied alongside them.

They're all strongly entrepreneurial in character, which provides a focus for their structure and content.

Their synoptic character ensures applied learning is broad, practical and realistic.

All our Applied Generals are supported by HE business schools and enterprise departments.

Assessment is through examinations, external assignments and centre set assignments, which ensures maximum practical experience and appropriate assessment.

Supporting higher education institutions:

- Leeds Beckett University
- Edge Hill University
- University of Buckingham
- University of Wolverhampton
- University of Bath
- University of Huddersfield
- University of Liverpool
- University of Wales Trinity Saint David
- Birmingham City University
- Staffordshire University



# Applied Business

## Level 3 Certificate in Applied Business

Applied Business focuses on four key themes: people, markets, finance and operational delivery. Each unit addresses aspects of these themes to ensure coherent learning.

Learners cover topics including:

- the role of finance in planning an enterprise, analysing and making financial decisions
- how organisations use human, physical and financial resources to achieve goals
- enterprising behaviour and how it encourages entrepreneurial opportunities.

## Level 3 Extended Certificate in Applied Business

Learners undertake a programme of assessment which measures their knowledge and understanding of business whilst equipping them with skills to plan and deliver products and services.

In addition to the units taken as a part of the Certificate qualification, learners will cover topics such as:

- how managers organise, motivate and lead employees through change to achieve business objectives
- skills and processes required to develop, present and evaluate a business proposal
- skills and processes required to develop an e-business proposal for a new business
- the planning, coordination and management of a one-off event to support a business proposal
- the development of a marketing communications mix for a business proposal and a schedule of marketing communications.

“Core content is excellent. Nothing but commendation in the approach... linking the learning back to the business planning unit.”

**Dr Kerry Sullivan**

University of Surrey, referring to the Marketing communications unit

“The personal enterprise module is particularly interesting, not least because of the demand for related subjects among undergraduate cohorts.”

**Dr Gary Brown**

University of Liverpool



# Unit summary

The Level 3 Certificate in Applied Business consists of three mandatory units (units 1–3 below). The Level 3 Extended Certificate in Applied Business consists of six units (the Certificate units, plus units 4, 5 and one from units 6, 7 and 8 below).

Unit number	Unit title	Assessment type
1	<p><b>Financial planning and analysis</b></p> <p>Learners explore different ways in which enterprises can be owned and financed. Learners will need to understand the issues that enterprises face and will use this information to make business decisions.</p>	External examination
2	<p><b>Business dynamics</b></p> <p>Learners investigate factors contributing to the success of businesses, focussing on the role of managers, supervisors and employees. They consider how businesses organise themselves and will analyse and evaluate the effectiveness of these organisational structures.</p>	Internally centre assessed
3	<p><b>Entrepreneurial opportunities</b></p> <p>Learners develop an understanding of entrepreneurial opportunities and investigate how individuals can exploit these through personal enterprise. They consider opportunities for personal enterprise for a given context and propose marketing and operations activities to take advantage of entrepreneurial opportunities.</p>	External assignment
4	<p><b>Managing and leading people</b></p> <p>Learners explore how organisations operate in a changing environment. Themes include leadership, how employees and managers interact in the workplace and the impact of organisational structures on how managers and employees work.</p>	External examination
5	<p><b>Developing a business proposal</b></p> <p>Learners develop, present and evaluate a business proposal. The business proposal will require human resources beyond those provided by the learner. Learners will develop and present their proposal to funding providers.</p>	Internally centre assessed
6	<p><b>e-Business implementation</b></p> <p>Learners develop an e-business proposal for a new business start-up. Including how existing small business organisations use e-business to communicate and carry out internal business activities. They use information from the Business proposal to create an e-business strategy capable of supporting the business proposal.</p>	Internally centre assessed
7	<p><b>Managing an event</b></p> <p>Learners investigate how to plan for, manage and review a one-off event related to the business proposal.</p>	Internally centre assessed
8	<p><b>Marketing communications</b></p> <p>Learners investigate the use of marketing communications by small businesses, develop a marketing communications mix for the business proposal and recommend a schedule of marketing communications.</p>	Internally centre assessed

# Free support materials

We've worked closely with employers, higher education institutes and tutors to create support materials that you'll find useful and inspiring – they'll also help you hit the ground running.

Each resource will help you with a specific aspect – either planning your lessons, delivery or preparing your learners for exams or assignments.

Our free support includes:

- sample schemes of work for every unit
- direct access to our subject and curriculum experts
- delivery models to support curriculum planning

- specimen question papers and mark schemes
- sample assignment briefs
- specific subject pages to access bespoke resources
- evidence templates.

Access these support materials at [aqa.org.uk/subjects/business-subjects/applied-general/business](https://www.aqa.org.uk/subjects/business-subjects/applied-general/business)

## Supporting you all the way

Our free introductory and prepare to teach events provide you an overview of the qualification and in depth training on content, delivery and assessment.

Available online or face-to-face. Book your course at [aqa.org.uk/professional-development](https://www.aqa.org.uk/professional-development)

If you have any queries email [tvq@aqa.org.uk](mailto:tvq@aqa.org.uk) or call 0800 085 0391.



# Clear assessment and marking you can trust

We know the time and effort that you and your students put in to exams. We also understand how essential it is that the marks we give are fair, reliable and trustworthy.

Our Tech-levels are a mixture of internally and externally assessed units. Internally assessed units are assessed by centre-devised tasks and externally quality assured by us. Externally assessed units are assessed by 2 hour examination or external assignment.

Our Applied Generals feature internally and externally assessed units. Externally assessed units are assessed by a one and a half hour examination or external assignment.

Our qualifications are graded using very clear and unambiguous grading criteria, designed to ensure that teachers and internal assessors are confident in their judgements.

The criteria have been developed in consultation with employers, professional bodies and higher education to ensure that learners are always being assessed in a meaningful and relevant manner.

## Getting the right results

Our Centre for Education Research and Practice (CERP) provides statistics and research evidence to ensure we assess and mark your learners' work fairly and accurately. We also recruit and train the highest calibre examiners and continually monitor their work.

## Clear question papers and structured mark schemes

Learners of all abilities will understand our clearly worded exam papers, and our mark schemes demonstrate how you can help them achieve the best possible marks.

# Administration overview

## Centre approval

Centre approval is free for all our technical and vocational qualifications. Please contact us [tvq@aqg.org.uk](mailto:tvq@aqg.org.uk) for further information and details of how to apply.

## Register your learners

Register your learners on our approved system and, for the Tech-level in Business, we'll allocate an External quality assurer (EQA) to provide quality assurance advice and support for your centre.

## Assessment

For externally assessed units, you can enter your learners for the next available examination session and/or external assignment window on our approved system as soon as they are ready. Results will be issued by the date published on the Technical and Vocational examination timetable.

For Tech-levels, assessment of internally assessed units can be undertaken at a time to suit yourself and the learner. Internal quality assurance should be undertaken within the centre on an ongoing basis. Our External quality assurer will then carry out a centre visit to review your assessment and Internal quality assurer activity, provide feedback, advice and guidance on best practice, and authorise claims for certification as appropriate.

For the Applied General, whilst internal quality assurance should be undertaken within the centre on the same basis, centres will be required to submit learners' work for moderation at specific times during the year.

## Certification

Once all units have been successfully achieved, we will issue a full qualification certificate. For the Tech-levels, we will also issue a skills statement for each learner.

# We're here to help

If you have any queries or if you'd like to become a centre, email [tvq@aqa.org.uk](mailto:tvq@aqa.org.uk) or call 0800 085 0391.

Explore our Tech-level specifications further by visiting [aqa.org.uk/tech-levels](http://aqa.org.uk/tech-levels)