

Level 3 Certificate in Customer Service



International
Qualifications from EDI

Syllabus

Effective from 1 November 2006

INTRODUCTION

Education Development International (EDI) is a leading international awarding body that was formed through the merger of the London Chamber of Commerce and Industry Examinations Board (LCCIEB) and a leading online assessment provider GOAL. EDI now delivers LCCI International Qualifications (LCCI IQ) through a network of over 4000 registered centres in more than 100 countries worldwide. Our range of business-related qualifications are trusted and valued by employers worldwide and recognised by universities and professional bodies.

Level 3 Certificate in Customer Service

Aims

The aims of this syllabus are to enable candidates to develop:

- knowledge and understanding of the advanced concepts in developing and delivering Good Customer Service
- an appreciation of systems and procedures that enhance delivery of reliable and effective service
- an understanding of personal behaviours and processes that enhance and influence service delivery
- the ability to apply these behaviours and processes within the job role, in realistic situations

Assessment Objectives

The examination will assess the candidate's ability to demonstrate:

- an up to date knowledge and understanding of advanced Customer Service concepts and their role in developing and delivering good customer service
- the application of recognised customer service principles in realistic situations
- an understanding of personal behaviours that enhance service delivery
- an understanding of the contribution made to the customer service function by technical and administrative systems and human resources
- an understanding of the importance of effective teamwork and supervision
- how communication can be used effectively to enhance customer service
- the importance of effective problem solving and handling of customer complaints
- knowledge and application of activities and approaches used to influence and implement change and improvement to customer service within an organisational setting

Target Audience and Candidate Progression

This qualification is intended for those who are working, or intend to work, in a customer service role where they have to take some degree of responsibility for supervising or leading staff at lower levels. It is suitable for those who wish to gain knowledge and understanding of the concept of customer service at a more advanced level.

There are no formal entry requirements for this qualification. However, candidates should have achieved a level of practical skill, knowledge and understanding appropriate to preparation for a Level 3 qualification in Customer Service, either through previous learning or experience.

Possible vocational opportunities include:

Librarians	Administrators	Receptionists	Cashiers
Car-Hire Staff	Sales Assistants	Hospital Staff	Airline Cabin Crew
Tourism Staff	Couriers	Hotel/Catering	Customer Relations Staff

The syllabus for Level 3 Certificate in Customer Service covers many of the knowledge and understanding requirements of the most recent (2006) National Occupational Standards (NOS) developed by the Institute of Customer Services (ICS) in the UK.

Level of English Required

Candidates should have a standard of business English equivalent to LCCI IQ Level 2 English for Business.

Syllabus Topics

- 1 The Developing Role of Customer Service
- 2 Delivering Reliable Service
- 3 Communicating with Internal and External Customers
- 4 Handling and Solving Customer Problems and Complaints
- 5 Influencing Improvement and Effective Change

Coverage of Syllabus Topics in Examinations

The compulsory question will require candidates to draw upon knowledge from all syllabus topics.

In addition, each optional question will not be based on more than two syllabus topics.

Examination Format

Candidates will be assessed by means of a 3 hour examination:

- **Question 1** is a compulsory question worth 25 marks. This should be attempted by all candidates
- Candidates should then attempt **3** other questions from a choice of 5. Each of these questions is worth 25 marks.

Guided Learning Hours

EDI recommends that 140-160 Guided Learning Hours (GLHs) provide a suitable course duration for an 'average' candidate at this level. This figure includes direct contact hours as well as other time when candidates' work is being supervised by teachers. Ultimately, however, it is the responsibility of training centres to determine the appropriate course duration based on their candidates' ability and level of existing knowledge. EDI experience indicates that the number of GLHs can vary significantly from one training centre to another.

Candidate Answer Guidance

The compulsory question will be based on a structured case study that will require candidates to apply their knowledge and understanding of customer service. Candidates will be asked to respond to a series of issues as indicated and are expected to provide responses in sufficient detail as required by the issues.

For the non-compulsory questions, candidates should use a concise essay style or bullet points, as required by the questions.

Candidates may be required to compose a letter using appropriate letter layout, an email communication using email etiquette or a report using standard report format. Marks will be awarded for appropriate formats.

When answering questions, candidates should include in their answers appropriate examples drawn from their knowledge and experience of customer service. Examples could be drawn from:

- candidates' experiences at work
- candidates' own experiences of customer service
- examples provided by teachers
- examples obtained from other sources, including published texts and media coverage.

Candidate Performance Measurement

Pass Mark Information

Pass	50%
Merit	60%
Distinction	75%

Mark Allocation

A positive marking approach is used. Marks are not deducted for spelling, grammatical errors or punctuation.

In each examination, candidates will be allocated marks as follows:

- marks are allocated in line with the instructions given with each question
- setting out answers in a clear manner
- marks are not deducted for syntax errors, except where these cause a failure to communicate.

Recommended Reading List and Support Material

Reading List

Title	Authors(s)	Publisher	ISBN Code
How to Pass Customer Service Third Level*	T Johnson	LCCIEB	1 86247 0901
Best Practice Guide for Customer Service Professionals (2 nd Edition)	Customer 1 st International	Customer 1 st International Ltd	0 9548744 1 2

*As the syllabus has been revised, this How To Pass Book no longer maps specifically or entirely to the learning outcomes of the syllabus. However, the How To Pass Book still covers many concepts and principles required by the syllabus, and as such is very valuable resource in the delivery of the qualification.

Support Material

A sample exam paper with model answers is available on the qualification page of the LCCI IQ website (www.lcci.org.uk). As time progresses, past papers will be made available on the website.

Additionally, to support the delivery of the new syllabus Teaching and Learning Handouts have also been made available on the qualification page of the website. These Handouts cover key new concepts in the revised syllabus. Centres can download these to use as student handouts or as teacher resource. Where necessary, teachers will need to expand on the information presented to meet the specific learning objectives of the syllabus.

A Glossary of customer service terms, prepared by the Institute of Customer Service (ICS) in the UK, is also available on the website. This glossary provides an interpretation of related customer service terms and words as they are used in the learning objectives in the syllabus.

Syllabus Topic

Items Covered

1 The Developing Role of Customer Service

Candidates must be able to:

- 1.1 Give an acceptable definition of Customer Service and distinguish between an internal and external customer.
- 1.2 Describe the different types of organisational structures and their effect on customer service delivery:
 - hierarchical
 - power
 - achievement
 - support
- 1.3 Describe how services may be classified:
 - End-user
 - Service tangibility
 - People based / equipment based
 - Expertise
 - Profit orientation
- 1.4 Discuss the following customer service concepts and issues:
 - Why an organisation must limit its level of customer service to balance its goals with customer satisfaction.
 - How customer service can provide a 'competitive advantage' for an organisation.
 - How the 'service offer' is affected by financial and other resource limitations and its effects on the service chain.
 - Added value service as a competitive tool – the cost implications and its contribution to an organisation's customer service targets.
- 1.5 Explain how a competitors' service offer affects an organisation's level of service.
- 1.6 Explain how organisations that are in a non- competitive environment benchmark for effective service, and how good customer service can provide added value to such organisations.
- 1.7 Describe the similarities and differences in planning the customer offer for commercial, public sector and private sector not for profit organisations.

- 1.8 Explain how the features and benefits of an organisation's services and products influence customer service delivery and customer satisfaction.
- 1.9 Explain how the ethics and values of an organisation influences its approach to customer service.

2 Delivering Reliable Service

Candidates must be able to:

- 2.1 Identify the difference between routine service standards and going the extra mile.
- 2.2 Describe a range of methods of record keeping and their importance in maintaining good customer service.
- 2.3 Explain the benefits to an organisation and its customers of having fast and reliable information.
- 2.4 Identify ways in which effective teams and service partnerships can improve the reliability and quality of customer service.
- 2.5 Explain why personal confidence in own abilities and setting a good example to others is an essential aspect of customer service delivery.
- 2.6 Discuss the resource implications of staff sickness and holidays on service delivery and how these may be dealt with to maintain good customer service.
- 2.7 Explain the importance of relevant regulations and legislation relating to the following:
 - (a) consumer protection
 - (b) data protection
 - (c) disability discrimination, equal opportunities, diversity and inclusion
 - (d) health and safety
- 2.8 Explain why consideration of diversity and inclusion issues is important in customer service and how the different needs of diverse groups may be identified.

- 2.9 Describe how the promotion of additional products and services may be organised and monitored and explain why this is important for an organisation and its customers.
- 2.10 Describe and explain how organisations try to maximise the demand for, and the supply of the service offering:
 - strategies to increase supply
 - strategies to increase demand
- 2.11 Describe methods or systems for measuring an organisation's effectiveness in delivering customer service.

3 Communicating with Internal and External Customers

Candidates must be able to:

- 3.1 Describe a range of communication methods that can be used to effectively communicate with customers and identify the most appropriate for differing situations including: face to face , electronic, telephone and written.
- 3.2 Outline and apply the principles and procedures relating to written communication and the use of ICT to communicate.
- 3.3 Explain the importance of ensuring that the style and tone of written or ICT communication matches the organisation's service offer.
- 3.4 Explain the importance of adapting language to meet the needs of different customers who may find the communication hard to understand.
- 3.5 Identify ways in which staff can contribute to communicating the service vision or promise to customers.
- 3.6 Identify potential barriers to effective communication between client and organisation and ways of dealing with them.
- 3.7 Describe the causes and effects of stress to both customers and service providers and demonstrate ways of managing this.

- 3.8 Demonstrate how to balance the communication needs of customers and the organisation.
- 3.9 Explain the importance of establishing a good rapport with customers and identify the ways in which customer service can be made more personal.

4 Handling and Solving Customer Problems and Complaints

Candidates must be able to:

- 4.1 Describe and appropriately apply recognised procedures for handling and solving a customer's problem.
- 4.2 Explain why it is important to monitor and prioritise the resolution of customer problems and identify ways in which this may be done.
- 4.3 Give an acceptable definition of a 'complaint' and outline recognised procedures for dealing with complaints effectively.
- 4.4 Identify the main techniques for handling conflict and negotiating with customers.
- 4.5 Discuss the importance of dealing with a customer complaint promptly.
- 4.6 Recognise limits of own authority and identify when to escalate a complaint by involving more senior members of the organisation or an independent third party.
- 4.7 Explain how the successful handling of a complaint can be used to impress a customer and contribute to customer satisfaction.
- 4.8 Describe actions that can be taken to avoid the repetition of customer problems and complaints.
- 4.9 Explain the need to provide feedback about complaints to relevant others.
- 4.10 Identify different ways of dealing with different customers' behaviours and personalities when managing problems and complaints.

- 4.11 Explain why it is necessary to monitor the level of complaints and describe how this may be done.

5 Influencing Improvement and Effective Change

Candidates must be able to:

- 5.1 Explain the importance of Continuous Improvement and Change in developing customer service.
- 5.2 Explain how customer feedback can be used to propose changes in the way service is delivered.
- 5.3 Describe how to collect, analyse and interpret customer feedback to inform customer service improvements.
- 5.4 Identify recognised procedures/steps that should be taken into account when proposing and implementing changes in customer service.
- 5.5 Explain the importance, when changing customer service practices, of:
- (a) obtaining authorisation
 - (b) own and others limits of authority
 - (c) involving others – colleagues or service partners
- 5.6 Outline the actions and activities that may be used to develop and support your team to implement customer service improvements and developments.
- 5.7 Outline the factors that prevent change in organisations and identify ways of overcoming them.
- 5.8 Describe how to put together a Personal Development Plan and explain how such a plan can help in improving the customer service skills of yourself or your team members.
- 5.9 Identify the key guidelines to follow when coaching team members.
- 5.10 Explain how improvements and developments in customer service can be monitored and evaluated

Appendix

Below is a list of **Action Verbs** that are likely to be used in exam questions.

Action Verbs provide guidance and information on what the examiner is asking of candidates and also on what approach candidates need to take in answering the questions. It would be beneficial to candidates if tutors spend time discussing these Action Verbs and the approach to take for each when answering questions. The aim of this is not to ensure that candidates know the meaning of the verbs but more how to answer questions where the verbs are used.

Analyse	Break into parts and discuss each part separately
Apply	To put to practical use
Assess	To judge the worth, importance, value, etc; evaluate
Classify	To arrange or put into groups or classes
Compare	Explaining similarities and differences
Contrast	Distinguish between items being compared by focusing on differences
Define	Give the specific meaning of words, terms, etc.
Demonstrate	To show or prove especially by reasoning, evidence etc.
Describe	Visualize and give information that paints a complete picture
Discuss	Examine in a complete and detailed way, usually by connecting ideas to examples
Enumerate / List / Identify	Recall and specify items in the form of a list
Evaluate	Give your opinion about the value or worth of something, usually by weighing positive and negative effects, and justify your conclusion.
Examine	Inspect carefully or look at in detail; investigate
Explain	Make the meaning of something clear, often by making comparison or giving examples
Give	To present or outline briefly
Illustrate	To clarify or explain by use of examples
Interpret	Explain your view of facts and ideas and how they relate to one another
Outline	To give the main features or general idea of
Review	Give an overview of ideas and establish their merits and features
Show	To explain or make clear; prove
Suggest	To put forward (a plan, idea etc.) for consideration
State	Explain clearly, simply and concisely, being sure that each word gives the image you want
Summarise	Give the important ideas in brief

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and performance

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Certificate in Marketing Level 3



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INTRODUCTION

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Level 3 Certificate in Marketing

Aims

The aims of this syllabus are to enable candidates to develop:

- A broad strategic understanding across the full range of marketing activities, including advertising, PR, sales promotion and market research
- A sound knowledge of current trends and changes in marketing practice, brought about by technology and the Internet
- The ability to apply this understanding to real life marketing scenarios
- The ability to illustrate their understanding through the use of real experiences, or created examples, of marketing

Target Audience and Candidate Progression

The LCCI level 3 Certificate in Marketing is designed for candidates who:

- are junior managers or team leaders with some responsibility for either supervising others and/or making decisions in the implementation of marketing strategies and/or plans
- may already have some experience of working within the Marketing industry sector
- are wishing to take steps towards a recognised qualification
- are candidates of other business subjects who wish/need to gain detailed insight into the Marketing sector?

Successful candidates, who obtain a pass in the LCCI Level 3 Certificate in Marketing, will be eligible to apply to the Chartered Institute of Marketing (CIM) for entry onto the Professional Certificate in Marketing course.

Level of English Required

Candidates whose first language is not English should have a standard of business English equivalent to LCCI IQ English for Business Level 2.

Structure of the Qualification

The LCCI Level 3 certificate in Marketing syllabus consists of a range of six syllabus topics covering the relevant areas relating to what candidates should know at level 3:

- 1 Nature and Role of Marketing
- 2 Marketing research, Analysis and Decision
- 3 Marketing Implementation Strategies and Tactics
4. Services and Relationship Marketing
5. International and Global Marketing
6. Marketing, IT and the Internet

Guided Learning Hours

LCCI recommends that between 140 - 160 Guided Learning Hours (GLHs) is a suitable course duration for an 'average' candidate at this level. This figure includes direct contact hours as well as other time when candidates' work is being supervised by teachers. Ultimately, however, it is up to training centres to determine the appropriate course duration based on their candidates' ability and level of existing knowledge. LCCI experience indicates that the number of GLHs can vary significantly from one training centre to another.

ASSESSMENT

Assessment Objectives

The objectives of the examination will assess the candidate's ability to:

- Demonstrate a broad knowledge and understanding of the facts, terms, principles, and definitions and concepts of marketing
- Apply the above knowledge and understanding to real life marketing scenarios
- Illustrate their understanding with real and/or created marketing examples
- Communicate this knowledge and understanding using the correct reporting formats used in business

Coverage of Syllabus Topics in Examinations

The compulsory topic will always be set from syllabus topic 3 and 4.

There will be at least 3 full or part questions set on syllabus topic 3 in every examination paper in addition. Questions on the remaining syllabus topics will appear in examination papers at regular intervals.

Examination Format

The format of the examination is as follows:

- Candidates will be assessed via a 3-hour examination paper and they should attempt 5 questions
- Question 1 will be compulsory and must be answered by all candidates
- Candidates should then attempt 4 other questions from a choice of 9
- All questions carry equal marks
- At least two question will require an answer in the form of a report

Assessment Matrix

The Assessment Objectives will carry approximate weightings as indicated in the matrix below:

Assessment Category	Assessment Weighting
Recall of Knowledge	40%
Application of Knowledge	60%

Answer Formats

Unless otherwise requested, candidates will be asked to provide answers in one or more of the following formats:

- Concise, short paragraph essay style
- Bullet points
- Report format

Appropriate marketing language should be used with relevant diagrams drawn neatly, with a ruler and correctly labelled, and be large enough to be clearly understood by the examiner

Mark Allocation

A positive marking approach is used. Marks are not deducted for spelling, grammatical errors or punctuation.

In each examination, candidates will be allocated marks as follows:

- marks are allocated in line with the instructions given with each question, in respect of relevant and specific knowledge demonstrated and providing the answer in the specified format.
- marks are not deducted for syntax errors, except where these cause a failure to communicate.

Certification

Successful candidates will be awarded the Level 3 Certificate in Marketing based on the achievement of the percentages and grades below:

Pass	50%
Merit	60%
Distinction	75%

Recommended Reading List and Support Materials

Title	Authors(s)	Publisher	ISBN Code
How to Pass Marketing Level 3 (2 nd edition)	Cartwright & Brooks	LCCI	1 86247 048 0
Marketing	Dibb, Simpkin, Pride & Ferrell	Houghton-Mifflin	0 39596 2447
Principles and Practice of Marketing	David Jobber	McGraw Hill	10 0-07 -7114159
Principles of Marketing	Brassington & Pettitt	Pitman Publishing	0 273 60513 5

Support Material

Support materials for the LCCI Level 3 Certification in Marketing include:

- Examiners' Annual Qualification Reports
- Past question papers with model answers
- Teaching Best Practice DVD

Support materials can be found on the LCCI website or by contacting LCCI Enquiries. Candidates should contact their local LCCI centre.

How to Offer this Qualification

To offer this qualification you must be an LCCI IQ registered examination centre. To gain centre approval please contact Customer Support on 08700 818008 between the hours of 0830 and 1700 (GMT) Monday to Friday or by email on centresupport@ediplc.com

Alternatively you may contact your Regional LCCI Office or Co-ordinating Authority.

Syllabus Topics and Learning Outcomes

1 The Nature of Marketing

1.1 What is Marketing

Candidates should be able to:

- a) supply appropriate definitions of marketing (CIM, AMA) (an explanation of the key words and how they are translated into marketing actions or functions)
- b) explain the main marketing concepts
- c) give examples of the exchange process
- d) differentiate between customer driven – product driven approaches
- e) describe product and sales plans (what they are, what is their purpose, who compiles them, when)

1.2 Market Awareness

- a) trace the development of marketing from self sufficiency to modern commercial activities
- b) Identify and explain ethical considerations in respect of:
 - advertising (what, to whom, when, where, how)
 - sales promotions (legal implications as well)
 - product quality/packaging/obsolescence
 - pricing
 - consumer manipulation

1.3 Profit and Non-profit Organisations

- a) identify and describe the 4 different typologies of businesses
- b) explain the operational motivations of each type of business
- c) identify and explain the role of marketing in each (applied to given examples)

1.4 Environmental Analysis

- a) demonstrate the use and importance of the analytical tools
 - STEEPLE
 - PEST
- b) supply examples of types of questions that need to be answered (stability of government, rates of inflation, levels of education, Income per capita, levels of technology etc.)
- c) explain and demonstrate the MOA (market opportunity analysis) matrix
- d) demonstrate the use and importance of a S.W.O.T. (strengths, weaknesses, opportunities and threats) analytical tool

- to explain what it is
 - explain how and when it is used
 - demonstrate how SW is internal and OT is external
 - provide a worked example of a SWOT analysis
- e) explain areas of competitor analysis
- to identify stages of competition (intra, inter, generic etc)
 - perform an actual market competitor analysis
 - describe different types of competitors (tiger, defender, unpredictable etc)

1.5 The Market Audit

- a) provide a definition and explain what is meant by a Market Audit
- b) explain the function of a marketing audit
- c) identify relevant areas to be examined
- d) relate the relevant questions to be answered (with a worked example) in a Market Audit

1.6 User Values – Discovering and Monitoring

- a) differentiate between benefits and needs
- b) provide examples of matching needs to benefits
- c) explain the concepts of value and the supply chain.

1.7 Marketing department

- a) identify and explain the structure of different types of marketing departments (with the relevant diagrams)
- b) describe the various roles, duties and responsibilities that may be found in a marketing department
- c) identify various types of agencies and consultancies that might be used by a marketing department
- d) give suitable examples of the various roles and duties carried out by agencies
- e) explain the process of briefing agencies
- f) provide worked examples of such in action

2 Marketing Research, Analysis and Decision

2.1 Market and Marketing research

Candidates should be able to:

- a) provide a suitable definitions and explanation of Marketing Research
- b) give relevant reasons for carrying out research
- c) explain different types of research (competitor, sales, promotional etc)
- d) describe the proposal and research plan
- e) identify and explain different examples of methods used for collecting data
- f) differentiate and explain different types of data (with examples)
 - primary research
 - secondary research
 - quantitative research
 - qualitative research
- g) identify some of the advantages and disadvantages of each type of data
- h) provide examples of different sampling methods
- i) use relevant diagrams and methods to show how data/information can be presented
- j) explain the differences between (with examples)
 - tracking study
 - omnibus study
 - ad hoc research
- k) explain the use of a Mk.I.S. (Marketing Intelligence Systems) (what they are, how compiled, who uses etc)

2.2 Segmentation

- a) give a suitable definition and explain the definition
- b) explain the importance of segmentation
- c) identify and explain various criteria for evaluating a segment
- d) identify and explain various bases for segmentation (and be able to apply them to relevant examples)
- e) interpret the importance of the FLC (family life cycle)
- f) identify suitable methods of industrial segmentation
- g) define what is meant by positioning and demonstrate its use with practical examples
- h) explain target marketing and its importance
- i) describe the relationships between targeting and positioning

2.3 Market Planning

- a) explain the importance of the mission statement with various examples
- b) identify marketing's role in corporate strategy (the five elements it offers)
- c) use the M.O.S.T. (mission, objectives, strategy, tactics) model to explain marketing strategy and apply to a relevant example
- d) explain the relevance and use of the Ansoff matrix
- e) describe the relevance of SMART in relation to objectives.
- f) discuss the decision making process (explained with diags)

2.4 Consumer basics

- a) provide a suitable diagram of a communications model (highlighting with examples the effect of noise in the process)
- b) discuss the relevance of Motivation theory (Maslow)
- c) describe the problem recognition and information search process
- d) give examples of a consumer (or family) DMU (decision making unit)
- e) explain the purchase DMP (decision making process) and provide a relevant diagram

2.5 Industrial market basics

- a) compare the differences between the business to business and the business to consumer markets
- b) identify and explain types of buying in business to business markets and their implications for marketing
- c) identify the members of a business DMU (decision making unit)
- d) explain the key roles of each member of the DMU
- e) give examples of the marketing information that will be needed for different members of the DMU

3 Marketing Implementation, Strategies & Tactics

3.1 The Marketing Mix

Candidates should be able to:

- a) link the 4 Ps and the 4 Cs
- b) identify suitable reasons for moving to the 4 Cs
- c) explain the application of the 4 Cs across various sectors
- d) use the marketing mix in strategic and tactical planning
- e) demonstrate the adoption of the marketing mix to individual organisations

3.2 Product/Service – Customer value

- a) provide an analysis of a product (using the onion model)
- b) explain and demonstrate new product development process (N.P.D.)
 - why are they developed
 - types (new to the world, modifications etc)
 - how ideas can be derived
- c) explain the PLC (product life cycle), The Dynamic PLC and provide relevant diagrams
- d) describe the theory of the Balance PLC Portfolio
- e) explain what is meant by a Product portfolio
 - The BCG matrix, Public Sector Matrix
 - Correlating the BCG with the PLC
- f) explain the implications of TQM for marketing

3.3 Price – Cost

- a) describe the relationships between price, cost and value
- b) identify the internal and external factors influencing pricing decisions
- c) demonstrate the importance of the quality price matrix
- d) provide brief outlines of fixed, variable and marginal costs
- e) demonstrate Break Even Analysis using appropriate diagrams
- f) identify and explain the use of various pricing strategies
- g) identify and explain the use of various pricing tactics
- h) explain the concept and practice of price wars and their consequences
 - advantages and disadvantages of such
 - tactics that could be adopted in a price war

3.4 Place – Convenience

- a) demonstrate and explain the traditional channels of distribution, using relevant diagrams
- b) identify and explain changes in channels of distribution
- c) describe push/pull strategies
- d) describe various channel relationships that may exist

- e) explain the logistics of supply
- f) identify various implications of JIT (just in time) for OEMs (Original Equipment Manufacturers)
- g) explain what is meant by vertical/horizontal integration
- h) identify and explain the importance of place as a specific feature of services

3.5 Promotions – Communication

- a) define and explain the integrated promotions mix
- b) explain the importance of feed back
 - type
 - how gathered
- c) define and explain what is meant by a USP (Unique selling point/proposition)
- d) explain what is meant by above and below the line promotions
- e) set promotional objectives
- f) describe various promotions and their relevance and importance to targeting and positioning

3.6 Public Relations

- a) define and explain what is meant by Public Relations
- b) identify and explain the role of P.R. in communications
 - stakeholders
 - the transfer process
- c) explain the role of PR in marketing (favourable and unfavourable market conditions)
- d) differentiate between PR, advertising, publicity and propaganda
- e) demonstrate the use of PR in crisis situations
- f) explain what is meant by sponsorship and exhibitions

3.7 Advertising

- a) define and explain what is meant by advertising
- b) identify the roles and purposes of advertising
- c) explain the implications of the A.I.D.A. model (awareness, interest, desire action)
- d) give examples of different types of advertising
- e) identify and explain different types of media – comparison and evaluation
- f) assess the effectiveness of advertising
- g) explain the concept and practice of targeted advertising

3.8 Sales Promotion

- a) define and explain what is meant by sales promotion
- b) identify various types of sales promotions with the liberal use of practical examples
- c) identify various reasons for using sales promotions

- d) give relevant advantages and disadvantages of sales promotions
- e) explain the benefits to the organisation and the customer of sales promotions

3.9 Direct Mail – Database Marketing

- a) define and explain what is meant by database marketing
- b) offer the major reasons for the growth of database marketing
- c) explain how database lists are compiled or bought giving the advantages and disadvantages of each method
- d) identify and explain the considerations for compiling and conducting such a campaign

3.10 Personal Selling

- a) define and explain what is meant by personal selling
- b) explain the use and value of personal selling in different markets or sectors
- c) identify and explain the various sales objectives an organisation may have
- d) identify and explain different motivational methods for a sales force
- e) explain different measurement methods of sales achievement (input/output methods)
- f) explain the practice of territory management for planning and control
- g) explain the importance of sales training for retailers, dealers and franchisees

3.11 Packaging

- a) identify and explain the roles of packaging
- b) give examples of different types of packaging
- c) identify legal requirements of packaging appropriate for your country
- d) explain the “silent salesman” concept as a major role of packaging
- e) discuss current environmental issues and pressures for packaging

3.12 Branding

- a) define and explain what is meant by a brand
- b) describe the branding decision process
- c) explain what is meant by brand equity
- d) demonstrate how brand image and personality is created through the marketing mix

4 Service and Relationship Marketing

4.1 Service Marketing

Candidates should be able to:

- a) explain the differences between services and products
- b) describe how services classified
- c) demonstrate the inseparability of services from marketing operations

4.2 Physical Environment – Confirmation

- a) explain and demonstrate the links to corporate identity
- b) give examples of physical evidence, premises, uniforms, signage etc
- c) explain what is meant by ambience, atmosphere, semiotics, aesthetics

4.3 People – Consideration

- a) explain, with examples, what is meant by boundary staff
- b) identify and explain the role of boundary staff and their inseparability from the marketing process
- c) identify the role of the customer as part of the people element
- d) explain, with relevant examples, what is meant by staff empowerment
- e) briefly explain the recruitment, selection and training of staff process
 - mandatory elements
 - desirable elements

4.4 Process – Consideration and Concern

- a) explain the concept of the service factory as an essential part of the service process and delivery
- b) explain how organisations attempt to deliver the promise through the use of enabling facilities and processes

4.5 The After Market

- a) define and explain what is meant by Relationship Marketing
- b) explain the importance of Relationship Marketing
- c) identify and explain a selection of elements employed in After (relationship) Marketing

5 International and Global Marketing

5.1 Market Analysis

Candidates should be able to:

- a) explain and demonstrate the use of STEEPLE, SWOT and DEPICT analytical tools in international markets
- b) describe the influence of culture, religion and language in international markets
- c) explain the importance and process of competitor and logistics research
- d) explain the process of carrying out market research and the associated problems in many international markets

5.2 Market Entry methods

- a) identify reasons why organisations seek international markets
- b) Identify and explain direct entry methods
- c) Identify and explain indirect entry methods
- d) describe the advantages and disadvantages of various entry methods
- e) explain the various power and control relationships in different entry methods

5.3 Marketing Mix Implications

- a) explain the International Adaptation Model
- b) demonstrate how all the various components of the marketing mix may need to be altered or adapted with examples
- c) review the different pricing strategies for international markets
- d) explain what is meant by Grey Markets
 - the dangers of such markets
 - combating or fighting grey markets
 - how organisations can exploit grey markets

5.4 Globalisation

- a) define and explain what is meant by a global, multi-national and international market
- b) identify and explain the implications for the marketing mix and branding
- c) explain the concept of “think global – act local”
- d) discuss the theory of “the borderless world”

6 Marketing, I.T. and the Internet

6.1 The Use of I.T. and Computers

Candidates should be able to:

- a) explain what is meant by MIS (management information systems) Mk.I.S (marketing intelligence systems)
- b) identify the uses of computers in PR, Advertising, Database marketing, NPD etc.

6.2 The Internet

- a) define and explain what is meant by the Internet
- b) explain what is meant by the “www”
- c) differentiate between a web site and web advertising
- d) offer various methods of advertising on the internet
- e) explain the web site process
 - types
 - registering, search engines
 - URLs/domain names
- f) explain how segmentation and profiling can be performed on the internet
- g) discuss the concepts of customer tracking, personalisation, community building
- h) demonstrate the phenomenon of one to one mass marketing on the Internet
- i) explain the role of permission marketing
- j) describe what is meant by viral marketing and its importance in the communication process

6.3 eCommerce

- a) define and explain what is meant by eCommerce
- b) identify different types of eCommerce, B2B, B2C, B2G, G2C and C2C
- c) describe the 24/7 concept
- d) identify the implications for retailing and retailers of eCommerce
- e) explain what is meant by cyber shops, cyber malls and clicks and mortar operations
- f) identify various types of eCommerce activities - linked to website type
- g) identify and explain the benefits of eCommerce to organisations
- h) identify and explain the benefits and the fears of eCommerce to consumers
- i) identify security problems related to transactions and how organisations might deal with these
- j) demonstrate how organisations might measure the success of an eCommerce operation

6.4 Marketing Mix Implications for eCommerce

- a) identify and explain how any, some or all of the elements of the marketing mix may need to be altered or adapted for an eCommerce/Internet retailing operation

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Supporting learning
and performance

Level 3 Certificate in Public Relations



International
Qualifications from EDI

Syllabus

Effective for examinations to be held from
Series 2, 2010

INTRODUCTION

Education Development International (EDI) is a leading international awarding body that was formed through the merger of the London Chamber of Commerce and Industry Examinations Board (LCCI) and a leading online assessment provider GOAL. EDI now delivers LCCI International Qualifications (LCCI IQ) through a network of over 5000 registered centres in more than 120 countries worldwide. Our range of business-related qualifications are trusted and valued by employers worldwide and recognised by universities and professional bodies.

Level 3 Certificate in Public Relations

Aims

The aims of this syllabus are to enable candidates to develop a broad understanding in the key areas of:

- media relations and media activities
- publics and the media
- the nature, roles and responsibilities of public relations
- the organisation of public relations
- general and specialist areas of Public Relations activities e.g. crisis PR, financial PR, corporate PR, community relations etc
- sponsorship and exhibitions
- personal development

Target Audience and Candidate Progression

Successful candidates who also obtain passes in two other subjects from a specific list *within a period of 3 months* will be eligible for the LCCI IQ Level 3 Diploma in Public Relations. Successful candidates who achieve the Level 3 Group Diploma in Public Relations will be eligible to apply to the Chartered Institute of Public Relations (CIPR) Advanced Certificate in Public Relations.

Structure of the Qualification

The level 3 Certificate in Public Relations is a single unit qualification that consists of the range of topics detailed below:

Syllabus Topics

1. The Nature of Public Relations
2. The Publics of Public Relations
3. Law and Voluntary codes
4. International Public Relations
5. Community Relations
6. A Public Relations Campaign
7. Working with the Media
8. Exhibitions
9. Sponsorship
10. Research
11. Technology and the internet
12. Public Relations miscellaneous
13. Professional Development

Guided Learning Hours

EDI recommends that 140-160 Guided Learning Hours (GLHs) provide a suitable course duration for an 'average' candidate at this level. This figure includes direct contact hours as well as other time when candidates' work is being supervised by teachers. Ultimately, however, it is the responsibility of training centres to determine the appropriate course duration based on their candidates' ability and level of existing knowledge. EDI experience indicates that the number of GLHs can vary significantly from one training centre to another.

ASSESSMENT

Assessment Objectives

The examination will assess the candidate's ability to:

- understand the profession of public relations
- appreciate the role of public relations within an organisation
- recognise the role of public relations consultancy
- specify the strategic role of public relations in the management of communications throughout an organisation
- explain the uses of different types of media, production and event organising

- plan, carry out and evaluate different Public Relations activities
- understand the management and employee relationship
- identify and explain examples of Public Relations in action

Coverage of Syllabus Topics in Examinations

Section A compulsory questions will come from Syllabus Topics 6 & 7. All other questions will come from the remaining 11 Syllabus Topics which will appear in examination papers at regular intervals.

Examination Format

- The time allowance for the examination is 3 hours
- The paper consists of 2 sections Section A and Section B
- Section A, which has 2 questions, is compulsory and all candidates must answer/attempt this section
- Section B requires candidates to answer **3** other questions from a choice of 8
- All questions are worth 20 marks each
- At least 3 questions in section B will require an answer in the form of a report or memorandum

Answer Formats

Candidates will be asked to provide answers in one or more of the following formats:

- memorandum
- press/news release
- presentation notes
- report
- email
- short paragraphs

Appropriate public relations language should be used with relevant diagrams properly labelled.

If requested to answer in the form of a press/news release, approximately 120 words in short paragraphs are required. It should contain no superlatives, meaningless words, clichés, sub-headings, quotation marks, punctuated acronyms or underlining.

The correct layout should have the sequence of address, telephone number, fax number, after hours number, date, release reference number, release heading, endings, contact for further information and finally, the name of the writer. In order to achieve full marks the candidate must use a date and reference number. Three marks are awarded for style.

If requested to answer in the form of a report, candidates will need to correctly address the report and structure their report with headings and sub-headings. The report should contain correctly numbered sections or bullet points.

Mark Allocation

A positive marking approach is used. Marks are not lost for spelling, grammar or punctuation. However, for the press/news release, a limit of +10% is allowed for the word count. Excessive words are ignored, they are not penalised – simply not marked.

Similarly where a question asks for a specific number of examples (e.g. List 5 publics for ...), only the specified number of examples asked for are marked, and any answers above the requested number are likewise ignored.

Marks are allocated for a question requiring a specific format answer e.g. a report, a memo. Candidates not presenting their answer in the required format will not receive the marks allocated for this.

Certification

Successful candidates will be awarded the Level 3 Certificate in Public Relations based on the achievement of the percentages and grades below:

Pass	50%
Merit	60%
Distinction	75%

Recommended Reading List:

Essential Reading

Title	Author	Publisher	ISBN Code
How to Pass Public Relations. Third Level	LCCI Chief Examiner	LCCI	1 86247 085 5

Additional Recommended Texts

Exploring Public Relations	Tench & Yeomans	Prentice Hall	0 273 68889 8
Effective Public Relations	Cutlip, Center & Broom	Prentice Hall	0 13 245523 4

It is recommended that candidates read as widely as possible and to monitor the relevant media available to them, and the commercial environment, for examples of Public Relations in action

Support Material

Model answers and past question papers are available from the LCCI website; www.lcci.org.uk

How To Offer This Qualification

To offer this qualification you must be an LCCI IQ registered examination centre. To gain centre approval please contact Customer Support on 08700 818008 between the hours of 0830 and 1700 (GMT) Monday to Friday or by email on centresupport@ediplc.com.

Alternatively you may contact your Regional LCCI Office or Co-ordinating Authority.

Syllabus Topic

Items Covered

1. The Nature of Public Relations

1.1 Understanding Public Relations

Candidates must be able to:

- a) Provide a definition of Public Relations as given by The Institute of Public Relations and explain the relevance of the important key words in this definition
- b) Explain the Mexican statement
- c) Identify and explain the differences between:
 - i) Public Relations
 - ii) Marketing
 - iii) Advertising
 - iv) Propaganda
- d) Describe Public Relations as a management function and its position within an organisation
- e) Identify and explain the managerial role and duties of a Public Relations manager in control of a Public Relations department

1.2 The uses of Public Relations

Candidates must be able to:

- a) Explain the use of Public relations in:
 - i) Financial markets
 - ii) International markets
 - iii) Parliamentary liaison
 - iv) Commercial markets
 - v) Non- profit organisations
 - vi) Community relations
 - vii) Crisis situations

1.3 The organisation of Public Relations

Candidates must be able to:

- a) Provide an organisational chart for an internal Public relations department and an external consultancy

- b) Identify and explain the advantages and disadvantages of an internal Public relations department
- c) Identify the advantages and disadvantages of using an external Public Relations consultancy
- d) Explain the numerous duties that can be carried out by a Public Relations consultancy
- e) Identify and explain the various methods used by a Public Relations consultancy in preparing their fees and charges

2. The Publics of Public Relations

2.1 Understanding and identifying publics

Candidates must be able to:

- a) Provide a suitable definition of publics in respect of Public relations
- b) Identify 8 major publics of an organisation and provide relevant and appropriate examples of such
- c) Identify relevant, practical and economical ways of communicating with identified publics in a given scenario
- d) Explain the consequences of failing to identify or target the correct publics
- e) Explain the differences between:
 - i) A market segment and publics
 - ii) A target audience and a target market
 - iii) Publics and a target audience

2.2 The communication process

Candidates must be able to:

- a) Provide a suitable diagram to show the communication process, including noise
- b) Explain each element involved in the communication model

- c) Describe what is meant by noise in the communication process and identify various examples of noise that may be encountered
- d) Explain why feedback is an essential part of the communication process and the dangers of not reacting to feedback

2.3 Operating environment for Public Relations

Candidates must be able to:

- a) Carry out an environmental analysis using a recognised analytical tool such as STEEPLE, SLEPT or PESTLE
- b) Carry out an internal organisational analysis using SWOT

3. Law and Voluntary Codes

3.1 Law, statutory legislation and codes of conduct

Candidates must be able to:

- a) Provide an acceptable definition of statutory legislation
- b) Explain the differences between statutory legislation and voluntary controls
- c) Explain what is meant by copyright, patent, trade-mark, plagiarism, brand and logo and the legal implications of each
- d) Explain the differences between libel, slander and misrepresentation
- e) Describe in detail what is meant by a code of conduct and to whom it may apply
- f) Identify some of the elements contained within the Code of Conduct applied to Public Relations professionals

4. International Public Relations

4.1 Preparing for and carrying out Public Relations

Candidates must be able to:

- a) Identify various sources of information services available to provide information about foreign countries, markets and organisations
- b) Explain the difficulties that may be faced by an organisation when carrying out research in a developing nation
- c) Identify and explain how different cultures as well as language and literacy levels can impact on carrying out a Public Relations campaign in a developing nation
- d) Identify and explain how media, infra-structure and communication methods available in a developing nation may be significantly different to those of a developed nation
- e) Offer suitable methods available to Public Relations personnel that may be used to communicate a Public Relations message in a developing nation with limited media and/or infra-structure
- f) Identify and explain suitable methods for evaluating the results of a Public relations campaign that has been undertaken in a developing nation
- g) Explain the role of foreign correspondents and translation services when dealing with international markets or media

5. Community Relations

5.1 The role of community relations

Candidates must be able to:

- a) Give a relevant definition of community relations emphasising that it relates to the local community

- b) Identify the relevant community publics (which may be different to the recognised general publics) with whom an organisation may need to interact
- c) Identify and explain the need for an organisation to have a community relations policy with regards to:
 - i) The advantages and benefits to the organisation of a good relations program
 - ii) The disadvantages and dangers of poor community relations
- d) Explain the importance of local media and identify relevant, practical and economic means of communicating with a local community
- e) Identify and explain various community relations activities that an organisation might carry out or be involved with
- f) Explain how an organisation may evaluate the results of their community relations activities

6. A Public Relations Campaign

6.1 Preparation

Candidates must be able to:

- a) Use the 6 point planning model to plan, implement and evaluate a Public Relations campaign
- b) Assess the current situation in a given scenario
- c) Formulate relevant and practical objectives in line with the current situation
- d) Identify and explain the relevant publics that will need to be communicated with

6.2 Implementation and evaluation

Candidates must be able to:

- a) Identify the relevant communication techniques to be utilised and explain how they would be used
- b) Provide a relevant budget in a correct format to carry out the campaign
- c) Demonstrate how the campaign could be evaluated using various criteria

7. Working with the Media

7.1 Understanding the media

Candidates must be able to:

- a) Explain the organisation of the press, television and radio:
 - i) News requirements
 - ii) Deadlines
 - iii) Staff positions and roles
 - iv) How information will need to be presented to them
- b) Identify what constitutes a news story
- c) Produce an appropriate news release relating to a given scenario ensuring:
 - i) it is presented using the correct layout
 - ii) the appropriate writing style is adopted
 - iii) all relevant items of information are included
- d) Describe how the media gather news through the use of news and picture agencies, international agencies, freelance journalists, correspondents and stringers

7.2 Media events

Candidates must be able to:

- a) Explain the differences between a facility visit, a press conference and a press reception
- b) Produce a detailed plan and sequences of events for a facility visit and a press reception
- c) Explain the importance of media interviews with the press, television and radio and be aware of the different interview techniques

7.3 Media relations

Candidates must be able to:

- a) Explain what is meant by media relations
- b) Identify and explain the various methods and ways used to establish and maintain good media relations
- c) Explain what is meant by media evaluation and be capable of performing a media evaluation exercise of a well known publication in their own country

8. Exhibitions

8.1 Types of exhibitions and their uses

Candidates must be able to:

- a) Identify and describe what is meant by:
 - i) Consumer exhibition
 - ii) Trade exhibition
 - iii) Travelling exhibition
 - iv) International exhibition
- b) Explain why an organisation might attend any or all of the various types of exhibitions

- c) Describe how Public Relations can aid an exhibition through the use of prior media notification, stand design and media facilities
- d) Understand and explain the importance of establishing good relationships with the exhibition organiser's press office and the relevance of post exhibition media contact
- e) Prepare a detailed and time tabled plan for an organisation that wishes to take part in an exhibition

9. Sponsorship

9.1 Understanding sponsorship

Candidates must be able to:

- a) Provide a suitable definition of sponsorship and explain key words in this definition
- b) Explain the different objectives and uses of sponsorship compared to those of advertising
- c) Identify the different types of sponsorship available and to provide relevant examples of each

9.2 Organising, planning and control

Candidates must be able to:

- a) Identify and explain the objectives of a sponsorship program
- b) Explain a variety of reasons why an organisation would consider a sponsorship program
- c) Identify and explain the 7-step approach for creating an effective sponsorship program
- d) Explain how organised media events and integration with other elements of the marketing mix are required for the maximum impact

- e) To evaluate the success or failure of a sponsorship program using a variety of means

10. Research

10.1 Methods of research

Candidates must be able to:

- a) Explain what is meant by:
 - i) Primary research
 - ii) Secondary research
 - iii) Qualitative research
 - iv) Quantitative research
- b) Identify relevant sources of secondary research
- c) Explain the three methods of obtaining primary research
- d) Describe different methods of research:
 - i) Ad-hoc
 - ii) Continuous/Tracking study
 - iii) Omnibus
 - iv) Focus group
- e) Identify and explain the 5 steps required when carrying out a research project
- f) Identify and explain how target markets for research can be derived using demographics, ACORN, MOSAIC etc

11. Technology and the Internet:

11.1 Technology

Candidates must be able to:

- a) Explain how technology has impacted on Public Relations through the introduction of:
 - i) Mobile telephones
 - ii) Satellite television
 - iii) Video conferencing
 - iv) Closed circuit television
 - v) Satellite navigation
 - vi) Computers and computer software

11.2 Uses of IT

Candidates must be able to:

- a) Explain what is meant by desk top publishing
- b) Identify and explain examples of how desk top publishing is used in Public Relations
- c) Identify the use of database systems for Public Relations
- d) Explain the use of computer programs (e.g.PowerPoint) for making presentations in Public Relations

11.3 The Internet

Candidates must be able to:

- a) Explain the difference between:
 - i) The Internet
 - ii) The World Wide Web (WWW)
 - iii) A website
- b) Identify and explain how the Internet has impacted upon Public Relations
- c) Describe various uses of the Internet for Public Relations
- d) Explain the importance of search engines in respect of:
 - i) Searching for information
 - ii) Registering with them
 - iii) Using meta-tags
- e) Identify and explain the major elements of information that will have to be included in an organisation's Public Relations website or web page(s):
 - i) Company background and history
 - ii) Key personnel
 - iii) Key customers
 - iv) Contact information
 - v) Press release archive
 - vi) Financial information
 - vii) Product/service catalogue
 - viii) Article/white paper library
 - ix) Trade show list/activities
 - x) Location/facilities information

- f) Identify and explain how the Internet has dramatically increased the communication opportunities for Public Relations
- g) Prepare a news release to be sent out by email and displayed on the organisation's Public Relations website/web page

12. Public Relations Miscellaneous:

12.1 Public Relations own media

Candidates must be able to:

- a) Describe the use of visual and audio visual aids as a tool of communication
- b) Explain what is meant by:
 - i) House journal
 - ii) Annual report
 - iii) Corporate brochure
 - iv) Educational literature
- c) Identify and explain the likely contents of:
 - i) House journal
 - ii) Annual report
 - iii) Corporate brochure
 - iv) Education literature
- d) Identify relevant tools of internal communication

12.2 Photography in Public Relations

Candidates must be able to:

- a) Identify and describe the various categories of photographer that may be available for use by a Public Relations officer
- b) Identify and explain the various opportunities when a photographer may be used or hired
- c) Identify and explain the relevant information that will be needed when briefing a photographer
- d) Explain what is meant by, and the purpose of a photo-caption

13. Professional Development:

13.1 Making a presentation

Candidates must be able to:

- a) Identify and explain the various types of presentation a Public Relations officer might be required to carry out
- b) Identify various sources used for gathering material for speeches and presentations
- c) Identify and explain the various stages and actions required in preparing for a presentation:
 - i) Writing a speech
 - ii) Rough draft/final proof
 - iii) Time limits
 - iv) Vocabulary
 - v) Time for questions
- d) Explain the importance of the following when making a presentation:
 - i) Personal appearance
 - ii) Body language
 - iii) Voice tone, use of language
 - iv) Mannerisms
 - v) Use of humour

13.2 Organising and managing effective meetings

Candidates must be able to:

- a) Select the participants for a meeting
- b) Prepare the agenda for a meeting
- c) Select and prepare the venue for the meeting
- d) Facilitate the recording of the minutes of the meeting
- e) Open the meeting
- f) Establish the ground rules, the purpose and the objectives of the meeting
- g) Effectively apply time management during the meeting
- h) Carry out evaluation reviews during the meeting

- i) Carry out a final evaluation review at the end of the meeting
- j) Close the meeting
- k) Prepare a written report of the meeting, discussions and decisions made for superior management

13.3 Problem solving, decision making and negotiation

Candidates must be able to:

- a) Draw a relevant diagram to illustrate the problem solving and decision making process and explain fully each stage of this process:
 - i) Problem identification
 - Generation of possible solutions
 - ii) Evaluation of possible solutions
 - iii) Selection of best solution
 - iv) Implementing the best solution
 - v) Evaluation and feedback for the solution applied.
- b) Explain what is meant by negotiation, and the purpose of negotiations
- c) Draw and explain the elements of the negotiation/conflict matrix
- d) Explain the tactics adopted for Distributive (win-lose) and Integrative (win-win) negotiation
- e) Explain what is meant by Best Alternative to a Negotiated Agreement (BATNA) or what is more commonly referred to as a “reservation or walk away agreement”
- f) Identify and explain other elements that can influence the process of negotiations:
 - i) Type of communication used
 - ii) Personalities
 - iii) Past experiences
 - iv) Time pressures
- g) Briefly explain the elements of “Soft, Hard and Principles Negotiation”

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and performance

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