

PROFESSIONAL DIPLOMA IN SALES AND MARKETING

Awarded by _____



Who Are We?

Westford Learn is a flexible, self-paced learning platform designed to make quality education more accessible, engaging, and career-focused. Built for students, professionals, and lifelong learners, the platform combines academic excellence with the convenience of learning anytime, anywhere.

What Do We Do?

We deliver modular, outcome-driven learning experiences that help individuals gain new skills, enhance existing knowledge, and work towards recognised qualifications. Our programs are designed to support both professional development and academic progression through structured learning pathways.



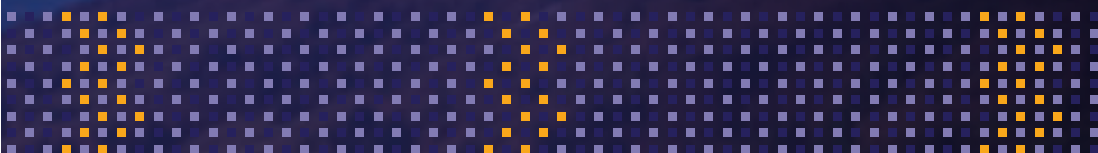


How Do We Deliver Learning?

Westford Learn offers a digital learning experience through expert-led pre-recorded videos, essential readings, interactive learning resources, quizzes, and assessments. This self-paced approach allows learners to study according to their own schedules, revisit content when needed, and progress at a pace that suits their goals.

What Can You Achieve?

Learners can access a range of pathways, including short courses, micro-credentials, and diploma programs, with opportunities to build skills progressively through stackable learning modules. Supported by Westford Learn certifications and quality-assured qualifications in collaboration with Qualifications Scotland these programs help learners develop future-ready competencies and achieve meaningful academic and career outcomes.



About the

PROFESSIONAL DIPLOMA IN SALES AND MARKETING

Program Highlights



SCQF Level
Level 11



Credits
40 SCQF Credits



Duration
3 Months



Mode
**100% Online
/Self-paced**

The Professional Diploma in Sales and Marketing, offered in collaboration with Qualifications Scotland, equips learners with the strategic knowledge and practical skills needed to excel in today's competitive business environment. The programme develops expertise in sales management, international marketing, brand strategy, and market analysis, preparing learners to create impactful marketing campaigns, lead sales teams, and drive business growth across global markets.



Modules

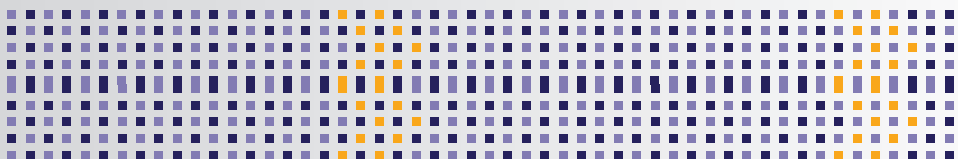
Sales Management

International Marketing Management



Sales Management

- Understand the basic principles of sales management.
- Critically develop a plan for organising, staffing and developing a sales force.
- Evaluate sales and sales management strategies in relation to current, legal and ethical standards of practice.
- Critically evaluate the use of sales management tools such as sales forecasting, compensation methods and sales reports.



International Marketing Management

-  Analyse the changing business environment(s) globally and how they pose challenges to marketing management functions in organisations.
-  Develop marketing plans with the application of appropriate marketing models, tools and techniques.
-  Evaluate the processes involved in brand management and how they influence consumer behaviour.
-  Evaluate the skill set needed as a creative marketer to launch new products/services in a dynamic global marketplace.





Certifications

This qualification is credit-rated at **SCQF Level 11** and aligned with the **Scottish Credit and Qualifications Framework**, ensuring international recognition, academic quality, and career progression opportunities.

Pathways:

Eligible learners may progress to advanced qualifications or MBA pathways.





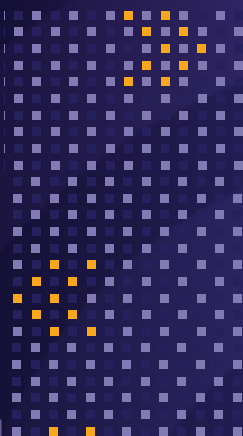
About Qualifications Scotland



Qualifications Scotland is Scotland's national awarding body, providing trusted qualifications that recognise knowledge, skills, and achievement. Its qualifications are respected internationally and are designed to support progression into higher education and employment.

Working closely with educators, industry experts, training providers, and employers, Qualifications Scotland develops qualifications that reflect real-world needs and evolving workforce demands. All qualifications are benchmarked against the Scottish Credit and **Qualifications Framework (SCQF)**, ensuring quality, transparency, and global recognition.

HIGHLIGHTS



- National awarding body of Scotland with international recognition.
- Qualifications designed for academic progression and career advancement.
- Strong focus on practical, industry-relevant skills.
- Developed in collaboration with education and industry experts.
- Benchmarked against the SCQF for quality assurance and global credibility.



Start
ANYWHERE. LEARN
EVERYWHERE.
Succeed
ANYWHERE.

WESTFORD
Learn

westfordlearn.com