

MSNQF Marketing Sectoral National Qualifications Framework



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Project Partners;

- EMC European Marketing Confederation (BE) www.emc.be
- Le Forem—office Wallon de la formation professionnelle et de l'Emploi (BE) www.forem.be
- Au Fil de l'Eau (FR)
- CNCP—Commission Nationale de la Certification Professionnelle (FR) www.cncp.gouv.fr
- MENFP- Ministère de l'Education Nationale et de la Formation Professionnelle (LU) www.men.lu
- NIMA-Nederlands Instituut voor Marketing (NL) www.nima.nl
- APPM—Associacao Portuguesa dos profissionais de marketing (PT) www.appm.pt
- MSSSB— Marketing and Sales Standards Setting Body (UK) www.msssb.org + www.cim.co.uk
- * SSETA - Services Sector Education and Training Authority (ZA) [www. serviceseta.org.za](http://www.serviceseta.org.za)

Project Objective; The project aims at bringing an improved comparability of qualifications between those actors developing qualifications in the field of marketing and sales management and the final users (labour market, companies and professionals), through the development of visibility, mobility and mutual trust.

How are we getting there? Testing the European Qualifications Framework in the context of the relationship between national authorities, a European sectoral organisation, with a special focus on employees' and other professionals' access to qualifications in the field of marketing and sales management, through adult learning, mainly in the field of higher education, including university education, and vocational training programmes..

Project Phases; The initial phase was a **comparison of learning outcomes** based on marketing qualifications. During a second phase project partners compared existing occupational mapping. Finally, project partners are building the tools for a Zone of Mutual Trust.

Targeted Sector; The targeted sector is the sector of marketing and sales management. One of its specificities is to be a professional sector (transversal), and not an economic sector with restricted professional mobility to the economic sector. **Most qualifications in this sector address the needs of professionals working in all economic sectors**, representing a population of more than 6 million workers in Europe.

Who will benefit from the final results?

- From National authorities and institutions developing qualifications to training providers, including universities, students and trainees.



Final Results. I would like to know how it works!

The final outcome of this project is a product that will contribute to build a Zone of Mutual Trust. We called it a “contextualisation grid”. The partners have considered that this adaptation into marketing words would bring more understanding from the actors of the sector.

In addition, this contextualisation template aims at being adaptable to the largest possible number of other sectors.

If you are interested to discover how it works, you have the chance to analyse and become familiar with this tool on the project website.

WWW.MARKETINGLEONARDO.EU



www.marketingleonardo.eu

For additional information about the project, please do not hesitate to contact;

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