



Charlotte Bosworth
Director
OCR (Oxford Cambridge and RSA Examinations)
Skills and Employment
Westwood Way
Coventry
CV4 8JQ

Dear Charlotte

We are part of a large organisation that employs a significant number of staff across a number of sectors. Our marketing team consists of 17 staff, and is responsible for co-ordinating a range of national campaigns, aimed at both consumer and trade audiences, that make use of a wide range of media. We are happy to confirm that OCR has consulted with our marketing team, and that our views have been considered and incorporated, particularly within the design of the units that make up the marketing pathway, during the development of the qualifications listed below:

- OCR Level 3 Cambridge Technical Certificate in Business
- OCR Level 3 Cambridge Technical Extended Certificate in Business
- OCR Level 3 Cambridge Technical Foundation Diploma in Business (VRQ)
- OCR Level 3 Cambridge Technical Diploma in Business (VRQ)

As a result of our involvement in this development, we believe that these qualifications would prepare an 18 year old to enter the workplace possessing the knowledge and skills that would be expected of someone looking to work in marketing. Furthermore, we can confirm that these qualifications would support any student who had completed the marketing pathway when applying for relevant jobs within this sector.

Whilst we are happy to confirm our support for these qualifications, it should be noted that any applicants having these qualifications will not receive preferential treatment.

Yours sincerely,

Gill Riley
Marketing Director
Alton Towers Resort