



Oxford Cambridge and RSA

QUALIFICATION TITLE - OCR Level 2 Cambridge Technical Diploma in Retail

QUALIFICATION NUMBER – 603/2733/9

OVERVIEW

This qualification is for learners who are 16 years old or over, and who want to apply their skills and knowledge in retail.

It will equip you with the essential skills and knowledge required to progress onto a retailer apprenticeship, or into a retail-related job role, such as a retail assistant, sales assistant, shop floor assistant or after-sales advisor. It will also enable you to acquire a range of transferable skills and knowledge which are highly regarded by employers.

You will learn by applying your skills, knowledge and understanding to tasks or activities that happen in the retail sector. We have worked with employers who have helped us include the transferable skills, knowledge and understanding that they are looking for in prospective applicants.

The qualification is designed to be taken as part of a study programme alongside other vocational qualifications, GCSE resits or A-Levels. There are no formal entry requirements for this qualification, but, ideally, you will typically have been or be working towards GCSEs at grade 4/grade C or above including maths and English.

What does this qualification cover?

This qualification contains seven mandatory units:

- 1 Principles of working in service sector organisations
- 2 Understand customer expectations and issues
- 3 Social media at work
- 4 Practical merchandising
- 5 E-commerce and retail technologies
- 6 Enhancing the customer experience
- 7 Selling techniques

Units 1 and 2 are knowledge and understanding based examined units. The learning from these can be applied in Units 3-7, which are skills-based units. Unit 7, *Selling techniques*, will draw on the skills, knowledge and understanding developed through the other units. This will provide opportunities for synoptic assessment, enhancing the applied nature of the qualification.

Employer Engagement

You will have opportunities to find out from employers how the skills and knowledge they will acquire are used in work. The centre will decide how this will happen. However, you should undertake structured work-experience or work-placements that develop skills and knowledge relevant to this qualification or you may benefit from an employer visiting the centre as a guest speaker to talk to you about how the skills you are gaining are used in employment.

Is this qualification right for me?

This qualification is part of a suite of Cambridge Technicals in Business at Levels 2 and 3. It takes 360 guided learning hours to achieve – this means that it can be taken in one year, forming the majority of a study programme. Normally you would take this qualification because you are aged 16 years or over, in full-time education, but aren't quite ready to study a Level 3 qualification in this sector at this stage.

The qualification is not just about retail; it will provide you with the skills, knowledge and understanding to progress onto a Level 3 Tech Level qualification in the business sector, or into employment, either directly or through a Retailer Apprenticeship.

Support

The following employers support this qualification:

IBM UK LTD, Chessington World of Adventures Resort, Luminary Bakery, Salter Street Toys and Models, The Blackpool Tower, Scottish Power, Ryman Limited, Coop.

Details of this support can be found on the OCR website:

<http://www.ocr.org.uk/qualifications/by-type/vocational-education-and-skills/purpose-statements-and-letters-of-endorsement/>

If you have any other queries please contact vocational.qualifications@ocr.org.uk

About us

OCR is a leading UK awarding body. We provide qualifications which engage people of all ages and abilities at school, college, in work or through part-time learning programmes.

Our general and vocational qualifications equip learners with the knowledge and skills they need for their future, helping them achieve their full potential.