McCANN

McCann Erickson Central
McCann House
Highlands Road
Shirley, Solihull
West Midlands
B90 4WE

13.1.14

OCR
Progress House,
Westwood Way
Coventry
CV4 8JQ

Dear Madam,

As an employer within the Marketing Communications sector, we believe that the following qualifications will enable students in the 16-19 age range to develop specialist knowledge and skills relevant to employment in this sector and that the standard of knowledge and skills is suitable for an 18 year old in full time education.

We believe a student who achieves one of the following qualifications should be effectively prepared for related jobs, apprenticeships, training or higher education courses:

600/6176/5 OCR Level 3 Cambridge Technical Introductory Diploma in Media (QCF)
600/6100/5 OCR Level 3 Cambridge Technical Subsidiary Diploma in Media (QCF)
600/6197/2 OCR Level 3 Cambridge Technical Diploma in Media (QCF)
600/6177/7 OCR Level 3 Cambridge Technical Extended Diploma in Media (QCF)

The content within these qualifications prepares the learners for a career in this sector and I support them for inclusion in the school and college performance tables for 16-19 year olds.

I also believe that these qualifications will allow learners to develop the skills and knowledge they will need to progress into more specialist qualifications in the sector or directly into employment.

Yours faithfully,

James Wood
Associate Director
McCann

McCANN