THE DATA AND AI SCHOOL OF LONDON | NCFE APPROVED CENTRE

Request to fund a regulated qualification

International Certificate in Artificial Intelligence for Business and Marketing (Level 3)

For the person who signs off training spend: what the qualification is, what it costs, what it asks of the business, and how to verify every claim on it independently.

What it is

A regulated qualification awarded by OTHM, an awarding organisation recognised by Ofqual, sitting on the Regulated Qualifications Framework at Level 3. Not a certificate of attendance issued by a training company: the award is issued and recorded by the awarding organisation, so it is verifiable by anyone, including a future employer.

The facts

Regulated title	International Certificate in Artificial Intelligence for Business and Marketing (Level 3)
Level	Level 3 on the Regulated Qualifications Framework
Study time	150 guided learning hours, 300 total qualification time, 30 credits; self-paced
Delivery	Online, self-paced, no travel and no fixed classroom hours
Assessment	Internally assessed against the qualification specification and externally quality assured by the awarding organisation. Evidence is drawn from work the learner produces rather than a single timed exam
Fee	£495, payable in full or across 3 monthly instalments. Invoiced directly to the employer on request, payable within 30 days. No VAT: the school is not registered for VAT, so this is the total payable
Included in the fee	Registration with the awarding organisation, teaching, assessment by a qualified assessor, internal quality assurance and certification
Start date	Enrolment is open, so the start is any working day rather than a September intake

What they will cover

- Artificial Intelligence in Marketing Practice (50 guided learning hours)
- Audience Research, Segmentation and Discovery (50 guided learning hours)
- Generative Content and Campaign Development (50 guided learning hours)

What it asks of the business

Time. Study is self-paced and online, so it fits around the working week rather than removing someone from it. There is no day release and no travel.

Evidence, where the qualification is portfolio assessed. The evidence is drawn from work the learner is already doing, which means the assessment produces a written record of competence the business can also use.

Money. £495, invoiced to the employer. We can raise a purchase order against your own reference.

How to check all of this

- Confirm the centre with the awarding organisation: NCFE.
- Check the provider at Companies House: THE DATA AND AI SCHOOL OF LONDON LTD, company number 16953235. UKPRN 10100463, ICO registration ZC086597.
- Read the full course page, including the fee, the units and the entry requirements, at www.dataaischool.com/courses/international-certificate-in-artificial-intelligence-for-business-and-marketing-level-3/

What we are not claiming

No claim about salary, promotion or a job outcome, because no provider can know those. A regulated qualification is independent evidence, against a national standard, that the person can do the work. What you do with that evidence is your decision.