THE DATA AND AI SCHOOL OF LONDON | NCFE APPROVED CENTRE

# Request to fund a regulated qualification

International Diploma 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

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| Regulated title | International Diploma in Artificial Intelligence for Business and Marketing (Level 3) |
| Level | Level 3 on the Regulated Qualifications Framework |
| Study time | 300 guided learning hours, 600 total qualification time, 60 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 | £995, 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)
- Marketing Measurement and Analytics (50 guided learning hours)
- Customer Conversations and Enquiry Handling (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.** £995, 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-diploma-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.