

MARKETING

Interested in a dynamic career in marketing? This two-year programme, developed with input from industry leaders, provides you with a comprehensive understanding of marketing principles, digital strategies, and consumer behaviour. Combining classroom learning with an industry placement, you'll gain practical experience and valuable insights into real-world marketing challenges. Whether you're planning to enter the workforce or pursue higher education, this T Level equips you with the skills and knowledge to excel in the fast-paced marketing sector.

Specific course entry requirements

5 GCSEs at grade or above, including English Language and Mathematics.

How will I be assessed?

The assessment in T Level Marketing involves a combination of core knowledge and skills, occupational-specific content, and practical experience.

The assessment for the Marketing T Level involves a combination of methods to evaluate both theoretical knowledge and practical skills. You will undertake 2 externally set exams and an employer-set project based on an occupational specialism to suit your placement. You must complete 315 hours of hands-on work in a relevant marketing environment. This real-world experience is essential for applying learning in practical settings and developing skills that employers seek.

What will I study?

You will develop an understanding of a broad range of issues relevant to the sector, including:

- The purpose of marketing, how it adds value to an organisation including leadership, culture and vision and the impact of having no marketing activity.
- role of marketing including marketing as a management process, its importance, market type and reach.
- the key differences between consumers and customers and the different ways to influence them.
- routes to market including the role of suppliers and procurement: business to business, business to consumer and other channels, and how this influences marketing activity.
- customer personas and how they are used to determine marketing campaigns.

- customer personas, including their purpose and typical types (e.g., competitive, spontaneous, analytical, and methodical).
- different types of customers and consumers and what influences their behaviours.
- organisational purpose and business aims including for-profit and not-for-profit marketing objectives.
- the marketing and extended promotional mix (advertising, personal selling, sales promotion, public relations and direct marketing) including the differences between the channels and the benefits of a coordinated marketing mix in relation to:
 - product
 - price
 - place
 - promotion
 - people
 - process
 - physical evidence

In addition to the core content, you will also complete at least one module of occupation-specific content. The specialisms available in the Marketing T Level are: Marketing Assistant (Multi-Channel).

Where will this course lead me?

On successful completion of this course you will be able to enter either:

- Employment
- Higher Education
- Apprenticeship

Students can also use this T Level to progress to a related higher-level apprenticeship or a higher education course.