

T Level in Marketing

Ofsted Outstanding Provider

Course Level: Level 3

Campus: Newcastle

Subject Type: Accounting, Business, Travel & Legal

Course Overview:

Are you creative, curious about how brands connect with customers, and interested in the world of business? The **new T Level in Marketing** is designed to give you the knowledge, skills and real industry experience needed to launch a successful career in one of the UK's fastest-growing sectors.

Throughout the course, you will explore the exciting world of marketing by developing an understanding of key concepts, theories and professional practices. You'll learn about advertising, branding, marketing communications, content management, digital marketing and social media, while also discovering how businesses use market research to understand customer needs and create successful campaigns.

What's Covered:

Thus new T- Level marketing course will enable you to gain valuable knowledge in areas that are essential to modern marketing, including procurement, ethical and sustainable business practices, and the legal and regulatory responsibilities that marketers must follow. This will help you understand how organisations create marketing strategies that are not only effective but also responsible and compliant.

What makes this T Level different is the opportunity to put your learning into practice. As part of the course, you will complete a **weekly industry work placement within a marketing environment**, giving you valuable hands-on experience alongside your classroom studies. You'll work with marketing professionals, develop workplace skills, build your confidence, and gain real experience that employers and universities value.

During this 2-year course, you will develop an understanding of a broad range of issues relevant to the sector, through studying units including:

- The purpose of marketing, how it adds value to an organisation including leadership, culture and vision and the impact of marketing activity.
- The 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 (B2B), business to consumer (B2C) and other channels, and how this influences marketing activity
- Customer personas and how they are used to determine marketing campaigns
- 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.

Entry Requirements:

You'll need a minimum of five GCSEs at grade 4 or above, in subjects that are relevant to the course you'd like to study, including English Language. You will also need a minimum of a grade 3 in GCSE maths.

Assessment Information:

The T Level in Marketing is assessed through a combination of exams and practical assessment tasks. During the course, you'll complete two core written exams that test your understanding of business and marketing principles. You'll also complete an Employer Set Project (ESP), where you'll apply your knowledge to a real-life marketing challenge under controlled exam conditions. Finally, in your final second year, you'll undertake the Occupational Specialism (OS), a series of practical marketing tasks completed under exam conditions that demonstrate the professional skills and knowledge required in the workplace.

Students will spent 80% of the course within a classroom environment and will be required to undertake the remaining 20% within an extended industry work placement.

Fees and Financial Support:

This course is free for anyone aged 16 – 18.

College Maintenance Allowance (CMA):

Anyone with a gross household income under £35,000 can receive financial support to cover college related costs such as transport, meals, course equipment and uniform. Bursary support is based on individual circumstances and will be allocated to best suit your individual needs. A range of other financial support is available depending on your personal circumstances. For more details visit nscg.ac.uk/finance

Progression:

T Levels carry UCAS points and are recognised by university and education providers as equivalent to completing three A Levels. Gaining a T level can lead on to higher study, Apprenticeships or into skilled employment as a marketing professional.

How do I find out more?

For more information, please email Alison Parker by emailing alison.parker@nscg.ac.uk