

T Level in Marketing

Ofsted Outstanding Provider

Course Level: Level 3

Campus: Stafford

Subject Type: Accounting, Business, Travel & Legal

Course Overview:

If you are interested in a career in marketing, this cutting-edge course provides you with a comprehensive understanding of marketing principles, digital strategies, and consumer behaviour. Combining classroom learning with an extended 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.

NEW COURSE

What's Covered:

The BRAND NEW T Level in Marketing will allow you to gain an understanding of the knowledge and key transferable skills needed to work in a marketing role in a diverse range of skills. You will be develop a wide-range of skills through concepts, theories and principles across areas such as; advertising, branding, communications, content management, digital marketing and social media.

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 no 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:

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

You will be assessed through a combination of external assessments, coursework, work based observations and an employer project. In addition to an industry placement of the 2 years (block or day release)

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?

If you wish to find out more you can contact the Curriculum Manager, Sarah Ashley, by emailing: sarah.ashley@nscg.ac.uk