# Leicester College

# BTEC Level 3 National Extended Diploma in Marketing

#### **Course Overview**

### What you will learn

This course is a two-year qualifications and you will study the following units in the first year:<br/> I > I. Careers in Marketing - You will investigate how the marketing industry is organised in the UK. You will research the different careers in the public, private and voluntary sectors, and examine the qualifications, skills and experiences required to pursue each career. I > I. Marketing Principles - You will study a range of marketing activities, including investigating how research is used and how important it is to check that it is valid and reliable. I > I. Customer Communication - You will look at the processes involved in creating a successful customer communications plan. You will learn about different types of customer and how these customers make buying decisions. I > I. Branding Products and Services - You will consider the ways in which organisations use branding to achieve their marketing objectives and organisation aims I > I. Influencer Marketing - You will investigate types of influencer and the requirements for a successful influencer campaign and you will contextualise this in an influencer marketing campaign. I > I. Or I > I. Corporate Social Responsibility - You will learn how corporate social responsibility (CSR) and ethical behaviour are a growing part of an organisation's success.

# **Entry Requirements**

You will need 5 GCSEs at grade 4 or above which should include English and maths. You will also need to provide one academic reference from your most recent place of education.

## **Course Progession**

The qualification is aimed at learners who are looking to progress to employment in the sector via an apprenticeship and whose aspirations may also be to enter higher education. The qualification is recognised by employers and will support entry into this industry as a marketing executive. This qualification also offers learners the opportunity to progress to a broad range of higher education programmes, including Higher National Diploma, Higher Technical Qualifications (HTQ) and bachelor degrees.

#### What Happens Next

Apply online via the College website, or if your school uses the Positive Steps @ 16 (PS16) application system please apply through this and speak to your careers advisor if you are unsure. You will need details of your qualifications and employment history, a reference, and a personal statement to complete your application. Once your application has been successfully processed, you will be sent a conditional offer and be invited to a Welcome Event at the College to meet your tutors, learn more about your chosen course of study and tour the facilities. You will then need to confirm your acceptance of the course offered to you

# **Course Details**

Course Code P00317

Start Date 08/09/2026

Study Hours Full Time

**Duration** 2 years

Campus St Margaret's Campus

Level 3

Apply Here