

# T-Level Marketing

## Course Overview

Discover your pathway to success with our Marketing T level. Combining classroom learning with real-work experience during a 45-day industry placement, you'll delve into the different types of marketing activities and tools to ensure you are ready for your next steps. Explore the complexities of the marketing industry, guided by our industry experts you will learn about marketing frameworks and take part in interactive projects that bridge theory and practice. Elevate your career prospects with a qualification developed in partnership with employers and open the doors to diverse roles in the marketing sector which is becoming one of the fastest growing sectors in today's current global economy.

## What you will learn

You will develop an understanding of a broad range of core skills relevant to the sector, including: learn about the business environment - the principles of marketing and sales - understanding the principles of procurement - understand legislation and regulations in marketing, sales and procurement - understand sustainability in business - learning about the communication tools within the marketing sector - project management methods and tools - develop an awareness of digital and emerging technology, digital transformation and digital tools, and its impact on the business environment - discover the ethics in the business environment

In the second year, your study will focus on the specialist content. Occupational specialisms ensure you develop the knowledge and skills necessary to achieve the level of competence needed to enter employment in the chosen occupational specialism. These specialisms are organised around 'performance outcomes' that indicate what you will be able to do as a result of learning and applying the specified knowledge and skills gained during study. The performance outcomes on the T-Level Marketing are: - apply research methods to acquire and analyse information to support marketing activities - assess customers and stakeholders and how businesses build relationships with these stakeholders - develop and define propositions for marketing activities - deliver effective marketing communications - analyse and evaluate marketing delivery effectiveness

## Entry Requirements

You need to be between 16 and 18 years old on 31 August of the year you start the course. You should have 5 GCSEs at grade 5 or above, including Maths and English. We can accept alternative equivalent qualifications. Additionally, this course requires one reference (usually from your school) and it is desirable that you can demonstrate a minimum of 90% attendance at your last place of study.

## Course Fees

Material fee: £40 Residential fee: £40 Tuition fee: £0 Total fees: £80 There are no tuition fees to study a T level if you start before you are 19 years old but there will be material costs that will need to be paid at the start of the course. This course is for under 19s only.

## Course Progression

The T-Level Marketing supports progression to entry-level job opportunities in multi-channel marketing which includes job roles such as marketing administrator, marketing assistant, digital marketing assistant, marketing and communication assistant, digital marketing coordinator, marketing executive, marketing researcher, marketing analyst and digital marketing specialist. Alternatively, students can progress to relevant Higher National Certificate (HNC) or Higher National Diploma (HND) programmes, or to degree programmes such as BA in Marketing (related to creative and communications) or BSC in Marketing (related to big data and analytics).

## 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, 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	P00718
Start Date	07/09/2026
Study Hours	Full Time
Duration	2 years
Campus	St Margaret's Campus
Level	3

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