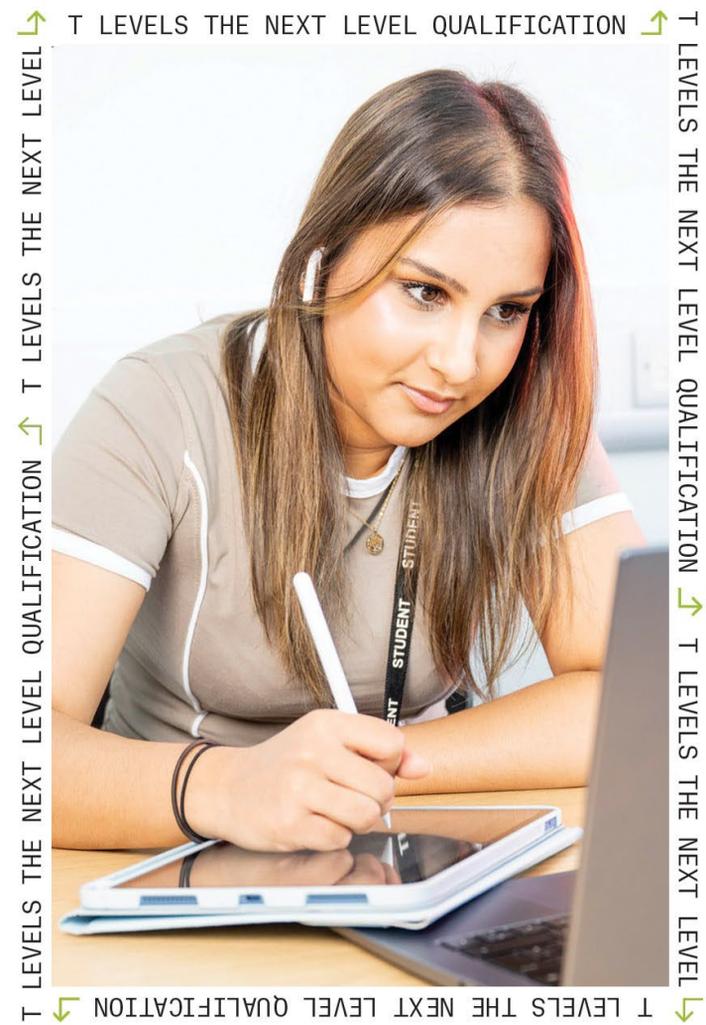


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Better Futures
 Multi-Academy Trust



HM Government

T-LEVELS

THE NEXT LEVEL QUALIFICATION

T LEVEL TECHNICAL QUALIFICATION IN MARKETING



COURSE OVERVIEW

You will gain skills and knowledge across marketing principles, digital marketing, business environments, communication, and much more. Alongside classroom learning, you will complete an industry placement to build practical experience and employability.

As part of the programme, students complete a minimum 315-hour industry placement (around 45 days) with an employer, giving real workplace exposure.

FURTHER INFORMATION

- You will combine industry-standard marketing education (core + specialism component) with real-world work experience, giving you a head start in the job market.
- The industry placement helps build employability skills, work-readiness, and real workplace contacts.
- You get a qualification equivalent to three A Levels, but with strong vocational focus - ideal if you are more practically minded or already know you want a marketing career.
- Offers multiple progression paths: straight to work, higher apprenticeship, or university/higher education.
- Students run an exciting Instagram page full of relevant course content and also get involved in creating their own Podcasts.
- The College is a member of The East Midlands Chamber of Commerce so we are invited to Business Breakfasts that students attend

CAREER PROGRESSION

On completion of the course, you will be ready to:

- Enter employment in marketing-related roles (e.g., digital marketing, marketing assistant, media/advertising, brand support).
- Progress to a higher-level apprenticeship; or
- Move on to Higher education education / university (e.g. marketing, business, media/advertising degrees).

KEY FACTS

Course Duration:

- T Levels are a 2-year qualification that you can do as an alternative to A levels, other post-16 courses or an apprenticeship.
- They bring classroom learning and an extended industry placement together on a course designed with businesses and employers.
- The course is equivalent to 3 A Levels.

Entry Requirements:

5 GCSEs grade 4-9 including English and Maths

Assessment:

The classroom-based content covers: marketing theory and practice, business environment, consumer behaviour, branding, digital marketing, marketing communications and campaign work, procurement and sales principles, aspects of sustainable and ethical business, business technology, project management, and more.

- Core component: two external exams plus an Employer-Set Project (ESP).
- Occupational specialism component: practical, project-based assessments relevant to marketing roles.

For more information go to www.gateway.ac.uk

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