



# Marketing - T Level

The T Level in Marketing will be delivered at our new state-of-the-art Mosaic Creative Media Centre in Soho, a vibrant hub designed to provide students with the best environment to develop their skills and creativity in the heart of London.

The T Level in Marketing is an innovative, two-year, Level 3 qualification that combines in-depth classroom learning with practical industry experience. Designed in collaboration with leading employers, this course equips students with the core knowledge and specialist skills needed to thrive in the fast-paced marketing sector.

Students will explore key concepts, including principles of marketing, sales, and procurement, the business environment, and the impact of technology on marketing. The program emphasises sustainability, communication, and project management, ensuring a well-rounded educational experience.

Highlights:

- **Minimum 315 hours of industry placement with an employer, offering real-world experience.**
- **Core subjects like digital marketing, customer behavior, legislation, and sustainability.**
- **Pathways to careers as Marketing Assistants, Digital Marketing Executives, or further study at universities.**
- **Integrated development of English, maths, and digital skills.**

This course is aimed at learners who wish to progress into a career within the Marketing sector. The purpose of this course is to understand the key concepts of marketing and how they can add value to an organisation through leadership, culture and vision.

You'll spend 80% of your time in the classroom and 20% on an industry placement with an employer (equivalent to 45 days) to give you the skills and knowledge companies look for. Your industry placement gives you the chance to learn what a real career is like while you continue your studies. To achieve the T Level, you will need to successfully demonstrate your achievement of each of the components.

## WHAT WILL I STUDY?

**Start Date: 1 September 2025**

**Duration: 2 Years**

**Attendance: Full Time**

**Center: Soho Centre**

<https://www.capitalccg.ac.uk/course/pdf/44322/>



Students studying the T Level in Marketing will delve into a comprehensive Core Component that equips you with foundational knowledge and skills necessary for the marketing industry. Here's an overview of what you will study:

#### CORE COMPONENTS:

##### The Business Environment

- **Types of organisations (national, international, multinational, global)**
- **Organisational structures and their characteristics**
- **Impact of organisations on society, economy, and the environment**
- **Business models and stakeholder relationships**

##### Principles of Marketing

- **Purpose and importance of marketing**
- **Marketing research methods (primary and secondary)**
- **SWOT analysis and its applications**
- **Marketing's role in adding value to a business**

##### Principles of Sales

- **Understanding customers and their importance to business**
- **Sales processes, pipelines, and lifecycle stages**
- **The relationship between marketing and sales**
- **Customer experience and customer journey mapping**

##### Principles of Procurement

- **Procurement processes and supplier relationships**
- **Ensuring value for money and sustainability in procurement**
- **Negotiation and supplier approval processes**

##### Legislation and Regulation in Marketing, Sales, and Procurement

- **Current data protection laws (e.g., GDPR)**
- **Consumer rights and unfair trading regulations**
- **Roles of regulatory bodies such as ASA, CAP, and CMA**

##### Sustainability in Business

- **Supporting the green economy through sustainable practices**
- **Sustainable business models and their benefits/challenges**
- **Corporate Social Responsibility (CSR) initiatives**

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- **Effective communication channels and strategies**
- **Teamwork and reflective practice**
- **Creative and logical problem-solving approaches**

#### Impact of Technology on Business

- **Use of digital tools like AI, MIS, and POS systems**
- **Advantages and challenges of digital integration in marketing**

Throughout the Core Component, students will also develop key skills:

- **Communication tailored to different audiences**
- **Creative thinking and problem-solving**
- **Teamwork and collaboration**
- **Reflective practice to improve performance**

This core foundation ensures you understand the interplay between marketing, sales, procurement, and sustainability while preparing you for specialised skills in the Occupational Specialism Component.

## WHAT WILL I NEED?

Entry requirements for this T Level programme are:

- Overall 5 x GCSEs at Grade 4 and above for all T Levels
- English and Maths Grade 4 and above

All applicants will be invited for an interview and assessment to confirm that the course is suitable for them.

## HOW WILL I BE ASSESSED?

Students undertaking the T Level in Marketing will be assessed through a combination of core examinations, an Employer Set Project, and an Occupational Specialism assessment. These assessments are designed to evaluate both theoretical knowledge and practical skills.

### CORE COMPONENT (50% of OVERALL GRADE)

#### Core Examinations (60%)

- **Core Paper 1: Business Principles**  
Duration: 2.5 hours | Weighting: 30% of the Core Component  
Covers topics such as the business environment, organisational structures, and sustainability.
- **Core Paper 2: Principles of Marketing, Sales, and Procurement**  
Duration: 2.5 hours | Weighting: 30% of the Core Component  
Focuses on marketing principles, sales processes, and procurement strategies.

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## Employer Set Project (ESP) (40%)

- A 10-hour, externally assessed project.
- Students complete a real-world marketing challenge set by industry professionals, applying their knowledge and skills to practical scenarios.

## OCCUPATIONAL SPECIALISM COMPONENT (50% of total Grade)

### Skills-based Project

- Duration: 24.5 hours | Weighting: 100% of this component.
- Focuses on marketing-specific tasks, including researching markets, developing propositions, creating marketing communications, and evaluating their effectiveness.
- Assessed through a project that simulates workplace tasks, ensuring students demonstrate their occupational competence.

## WHAT WILL IT COST?

AGED 16-18

If you will be aged 16, 17 or 18 on 31st August prior to the start date of your course and you have the legal right to remain in the UK for the duration of your programme then your study with us will be free. Please see [here](#) for the documents you will need to show us.

Some courses will have other associated costs, such as for specialist materials and trips. Many of our students are eligible for financial support, see [here](#) for details.

## WHAT CAN I DO AFTER?

Graduates can move into roles such as Marketing Administrator, Marketing Assistant, or Digital Marketing Assistant. Alternatively, progression to higher apprenticeships, HNCs, HNDs, or university degrees in marketing and business is supported.

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