

BTEC TECHNICAL CERTIFICATE

LEVEL 2

Marketing



WHY STUDY THE LEVEL 2 Marketing Course

This **one year foundation** course is suitable for post 16 learners **with an interest in Business** who are wishing to gain skills and knowledge to apply for a variety of jobs or apprenticeships in Business.

Achieving this qualification will give you an advantage when applying for a job in business, or if you intend to start your own business. The types of jobs you will be ready for are:

- digital sales assistant
- marketing and branding assistant
- marketing and communications assistant
- sales agent
- sales associate.

Upon successful completion of this course you can also progress to a Vocational Level 3 course, which in turn could lead to higher education.

WHAT DOES THE COURSE CONSIST OF?

This qualification has been developed in consultation with employers in marketing to ensure that you learn the skills and behaviours that will give you the best opportunity to be successful when applying for work.

Marketing is essential to the success of all businesses in the UK, whether they are making products or offering services. Businesses range in size from one employee to thousands of employees. The roles within marketing are varied and include the process of researching initial product and service concepts through to their development, advertising, and digital marketing and sales, including relationship management of customers. There are also specialist marketing agencies that businesses may use to support their marketing activities. These marketing agencies are part of the business services sector. Careers in marketing offer a fantastic progression pathway into a number of roles throughout an organisation, and the skills you can develop are transferable into most businesses.

Your course will cover the following units:

Unit 1: Marketing in Business (Exam)

Unit 2: Research the Marketing of a Product or Service (Coursework)

Unit 3: Creative Digital Marketing Communication (Coursework)

Unit 4: Plan and Present a Marketing Campaign (Coursework)

The exam will be sat in January and is 25% of the qualification. There will be one resit opportunity in May. The internally assessed units are graded as either pass, merit or distinction.

A variety of teaching and learning strategies will be used throughout the course, from traditional teaching styles to interactive business simulations and group activities.

Employer involvement is a key part of the course. Local entrepreneurs may advise you on your business idea and plan. You may also have the opportunity to take part in a one-week work experience, organised by the college.

In order to be successful on the course it is important to have **good attendance** and **punctuality**. You will also need to be able to **meet deadlines**.



Good links to local businesses will give you a focus for your assignment research. In the past we have visited Cadbury World, Westons Cider and Aztec Watersports. The cost of these trips is around £30.

This course can be combined with other Level 2 qualifications. You could also re-sit GCSE English and Maths as required. You will have the opportunity to take part in Young Enterprise, Duke of Edinburgh Award scheme or any other college enrichment programmes.

CONTACT US:

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