

BUSINESS & MARKETING

Turn creative ideas into campaigns with a purpose. Discover how organisations connect with customers and achieve their goals.

This two-year Level 3 programme combines business understanding, marketing knowledge, practical projects and workplace experience.

Develop confidence in research, communication, teamwork and presenting ideas. A T Level is equivalent in size to three A levels.

WHAT YOU WILL LEARN

- Customers, consumer behaviour and market research.
- Business aims, brands and the marketing mix.
- Campaign ideas, digital channels and communication.

You will also build skills in planning, handling information, evaluating results and responding to business needs.

LEARN IN THE WORKPLACE

315 hours

At least 315 hours of industry placement, approximately 45 days, across the two-year course.

Apply your learning in a professional setting, develop workplace confidence and understand how organisations operate.

Tasks may include supporting research, organising information, helping with communications or contributing to projects. Duties and placement patterns are agreed with the employer and academy.

HOW YOU WILL BE ASSESSED

- Externally assessed core examinations.
- An employer-set project applying your knowledge to a business or marketing brief.
- Assessment of occupational specialist skills.
- Completion of the required industry placement to achieve the full T Level.

PREPARE FOR PLACEMENT

Bring your usual study materials and follow the employer's dress and safety requirements. The Post-16 team will explain additional equipment, any costs and bursary support for eligible students.

ENTRY REQUIREMENTS

5 GCSEs

at Grade 4 or above

Including English and mathematics.

An interest in business, customers, creative communication and collaborative work will support your learning.

FIND OUT MORE

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WHERE COULD IT TAKE YOU

Progress to relevant employment, apprenticeships or higher education, subject to individual entry requirements.

Further study could include marketing, business management, advertising or related subjects.

EXPLORE CAREER DIRECTIONS

- Marketing support and campaign coordination.
- Market research and customer engagement.
- Digital marketing and business administration.
- Future enterprise or self-employment.

Career options depend on your qualification pathway, experience and further training.