

LEVEL 2 BUSINESS MARKETING

Marketing is essential to the success of all businesses in the UK, whether they are making products or offering services. The roles within marketing are varied and include digital marketing, advertising, sales, content creation and relationship management of customers.

Level 2 · Other · Penwith College

WHY CHOOSE THIS COURSE?

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 employment. All the content relates directly to the skills, knowledge and behaviours expected by employers in marketing. 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. You will also enhance your broader skills in literacy and numeracy, which will be invaluable in supporting progression in other areas. In addition, you will develop transferable technical and practical skills in communication and research and project work.

WHAT WILL I LEARN?

The areas you will cover include:

- Marketing in business
- Marketing activities
- Digital marketing communication
- Marketing campaigns.

WHERE WILL IT TAKE ME?

The Level 2 course will prepare you to take the next steps on your journey, providing you with a sound basis to progress further in marketing to a Level 3 qualification or an Apprenticeship. Career options may include Digital Sales Assistant, Marketing and Branding Assistant, Marketing and Communications Assistant, Sales Agent, Sales Associate.

ENTRY REQUIREMENTS

Three GCSEs at Grade 3 or above to include English Language or Literature and/or Mathematics.

IMPORTANT

Course information can change. Please use the QR code below for the current assessment arrangements, entry requirements and start dates.

FOR THE LATEST COURSE INFORMATION

Scan for assessment arrangements, learner support, confirmed start dates and how to apply.
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