T LEVEL MARKETING

Level 3 · T Level · Truro College

WHY CHOOSE THIS COURSE?

The T Level in Marketing is designed for learners aiming to develop the knowledge, skills, and professional experience required for careers in advertising, public relations, social media management, and event marketing. This qualification combines rigorous classroom learning with substantial industry placement, ensuring students gain both theoretical understanding and practical insight into the marketing sector.

WHAT YOU WILL STUDY

Students will explore the core principles that underpin modern marketing practice, including:

- Brand development and the role of branding in shaping business identity.
- Marketing techniques and how they contribute to value creation.
- Unique Selling Propositions (USPs) and how businesses differentiate themselves.
- Ethical considerations in marketing, including stakeholder impact, sustainability, and the green economy.
- Business types, with particular focus on social enterprises and their role in the wider economy.

INDUSTRY PLACEMENT

A key component of the T Level is a substantial work placement with an employer. This provides students with valuable real-world experience, enabling them to apply classroom learning in a professional environment and develop essential workplace skills.

ENTRY REQUIREMENTS

Four GCSEs at Grade 4 or above to include maths and English (language or literature).

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.