



Pearson

Purpose Statement

Name of regulated qualification

QN: 603/5282/6

Title: Pearson BTEC Level 3 National Diploma in Marketing

Overview

The Marketing sector

A career in marketing is multi-faceted, with many different career paths to choose from including advertising, market research, public relations, digital marketing etc. However, all of these have things in common, being the ability to be creative and take a product or service through from a concept to a fully developed product or service that meets customers' needs and desires. The way this is communicated to the target market is done in so many ways, which is why a career in marketing is so exciting, wide-reaching and dynamic.

Pearson BTEC Level 3 National Diploma in Marketing

The **Pearson BTEC Level 3 National Diploma in Marketing** is 720 GLH and is equivalent in size to 2 A levels. It may be taken as part of a two-year, full-time programme, possibly alongside another level 3 vocational qualification or an A level as part of a two-year, full-time study programme. For example, it could be taken alongside the Pearson BTEC Level 3 National Extended Certificate in Art and Design, Information Technology, or Creative Digital Media production, broadening learners' potential career options in areas such as content marketing, advertising, digital marketing or social media.

Who is this qualification for?

The **Pearson BTEC Level 3 National Diploma in Marketing** is aimed at learners who are looking to progress to employment in the sector via an apprenticeship (Level 4 marketing executive or Level 4 digital marketing specialist) and whose aspirations may also be to enter higher education. The qualification is fully mapped to the CIM Level 3 Foundation Certificate in Professional Marketing and the CIM Level 3 Foundation Certificate in Professional Digital Marketing. This means that it will be recognised by employers and will support entry into this industry as for example, a marketing executive, digital marketer or events assistant.

What does the qualification cover?

The content of this qualification has been developed in consultation with employers and professional bodies. This ensures that the content is appropriate and consistent with current industry practice to enable learners to enter employment directly. In addition, higher education institutions have been consulted to ensure it allows appropriate progression for those aspiring to go to higher level study.

The qualification is a career-focused qualification with industry endorsement and accreditation. It enables learners to develop underpinning knowledge and technical skills needed to work in marketing as an executive. It is endorsed by the Chartered Institute of Marketing (CIM) which has confirmed that the qualification has gained exemption for their Level 3 Foundation Certificate in Marketing - Marketing Principles module, and is recognised as a suitable qualification to progress to the Level 4 apprenticeship or CIM Level 4 qualifications.

Learners taking this qualification will study six mandatory units:

- Careers in Marketing
- Marketing Principles (externally assessed)
- Customer Communications
- Applying Digital Marketing
- Branding Products and Services
- Generating Customer Loyalty

The mandatory content allows learners to develop their skills, supported by underpinning knowledge, and provides the opportunity for learners to relate these to the marketing industry.

Learners will also select to study one optional unit allowing them to increase their marketing skills and knowledge within a given area of specialist interest such as customer immersive experiences, influencer marketing, corporate social responsibility or market research, or to complete a work placement to help support their progression.

What could this qualification lead to?

The qualification is mapped to the CIM Level 3 Foundation Certificate in Professional Marketing and the CIM Level 3 Foundation Certification in Professional Digital Marketing, thereby extending the range of employment opportunities available and enabling access to the CIM professional body Level 4 qualifications.

This qualification will attract UCAS Tariff points and is recognised by higher education providers as meeting or contributing to entry requirements for many related courses. When studied alone, learners can progress to the BTEC Higher Nationals in a range of subjects including Business.

When combined with another qualification, such as an A Level or a BTEC National Extended Certificate, in a two-year, full-time study programme, learners can progress to higher education degree programmes, such as: a BA (Hons) in Business Marketing, a BA (Hons) in Fashion Marketing, a BA (Hons) in Marketing with a MFL (eg.French/Spanish). Learners should always check the entry requirements for degree programmes at specific higher education providers.

Why choose this size of qualification?

If there are larger and/or smaller versions of this qualification, or it is available at different skills levels, why should you take this particular one?

The Pearson BTEC Level 3 National Diploma in Marketing, which is equivalent in size to 2 A levels. It typically makes up two-thirds of a 16–19 study programme, and is normally taken alongside another level 3 qualification. The additional qualification studied will allow you either to give breadth to your study by choosing a contrasting subject, or to give your studies more focus by choosing a complementary subject. This qualification is ideal if you want the main focus of your studies to be in marketing, but want to take an additional subject in either a complementary area, for example a language, or another area you are interested in. You may progress to employment in marketing organisations, or possibly to a degree subject related to marketing.

There are other sizes in this suite of qualifications as follows:

The **Pearson BTEC Level 3 National Extended Certificate in Marketing**, which is equivalent in size to 1 A level. It is ideal for you if you are interested in learning about the fundamentals of the sector alongside other fields of study, with a view to progressing to a degree programme related to marketing or to one of a wide range of other higher education courses.

The **Pearson BTEC Level 3 National Extended Diploma in Marketing**, which is equivalent in size to 3 A levels and is typically the sole qualification in a two-year full-time 16–19 study programme. It will allow you to focus your study on this sector, with a view to progression direct to employment in the marketing industry in a particular specialist area of work, such as digital marketing, marketing research or social marketing. Alternatively, you may take a degree programme related to marketing before taking up employment in the sector. For more detail about the other qualifications listed here, and the different progression opportunities they particularly support, please refer to their statements of purpose.

How do these qualifications provide employability skills?

In the BTEC Nationals in Marketing, there are a number of opportunities during the teaching and learning phase to give learners practice in developing employability skills. Where employability skills are referenced in this specification, we are generally referring to skills in the following three main categories:

1. cognitive and problem-solving skills: using critical thinking, approaching non-routine problems applying creative solutions.
2. interpersonal skills: communicating, working collaboratively, negotiating and influencing, self-presentation.
3. intrapersonal skills: self-management, adaptability and resilience, self-monitoring and development.

There are also specific requirements in some units for assessment of these skills where relevant, for example where learners are required to undertake real or simulated activities such as developing and presenting a customer communications plan, marketing and running an event or creating digital and traditional marketing content.

How do these qualifications provide transferable knowledge and skills for higher education?

All BTEC Nationals provide transferable knowledge and skills in a vocational context that prepare learners for progression to university. The transferable skills that universities value include the ability: to learn independently; to research actively and methodically; to give presentations; to become a critical thinker; to develop analytical skills and to be an active group member.

BTEC learners can also benefit from opportunities for in-depth holistic study where they are able to make connections between different areas of learning, this is also supported by synoptic units that enable learners to apply knowledge and skills from a range of units.

These qualifications will attract UCAS Tariff points.