

# Qualification Description

## T Level Technical Qualification in Marketing

T Levels are new qualifications that will follow GCSEs and are equivalent to three A Levels. The T Level Technical Qualification in Marketing will start in September 2025.

T Levels will combine classroom theory and practical learning, and are made up of the following:

- Technical Qualification: the substantial component of your course.
- Industry placement: of at least 315 hours (approximately 45 days) with an employer to make sure you have authentic experience of the workplace.

The Technical Qualification (TQ) is the main classroom-based element of the T Level. During your two-year course, you will learn the core knowledge that underpins the sector, and you will also develop occupationally specific skills that will allow you to enter skilled employment within a specific occupation.

### What is Marketing?

Marketing is a multifaceted practice that involves understanding, communicating, and delivering value to customers. It encompasses strategies, techniques, and activities used to promote products, services, or brands, aiming to attract, engage, and retain customers while ultimately driving sales and fostering brand loyalty. It involves market research, segmentation, targeting, positioning, and the use of various channels like advertising, social media, content creation and more to reach and influence the intended audience.

Studying marketing equips you with valuable skills like critical thinking, communication, and creativity. It helps you understand consumer behaviour, market trends, and branding strategies, making it beneficial in various careers, from business to entrepreneurship and creative digital.

The UK marketing industry is a significant contributor to the economy, generating Gross Value Added (GVA) of £17.1bn in 2019, and employing 190,000 people in the same year<sup>1</sup>. In 2021, 225 thousand people were employed in the advertising and marketing sub-sector of the UK's creative industries<sup>2</sup>. The UK is the largest advertising market in Europe and one of the leading advertising markets worldwide, with ad spending amounting to 35 billion British pounds in 2022<sup>3</sup>.

<sup>1</sup>[Advertising: Why the UK? - The Creative Industries](#)

<sup>2</sup>[Advertising and marketing employment UK 2021 | Statista](#)

<sup>3</sup>[UK: Advertising Industry - Statistics & Facts | Statista](#)

### Who is this Technical Qualification for?

This Technical Qualification can only be taken as part of a T Level course and is not available as a stand-alone qualification. It is for post-16 students and is ideal if you are intending to progress directly to employment within the

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marketing sector in roles such as influencer coordinator, brand ambassadors, social media coordinator, marketing assistant, junior marketing analyst, email marketing coordinator, account executive, or related apprenticeships, or to further study in higher education.

Employers vary within the profession as it is such a broad sector for opportunities, from small marketing agencies to large marketing departments within corporates organisations, to charities and fundraising organisations. All careers in marketing require good communication skills, time management, attention to detail, and an ability to collaborate with others to meet client needs.

## What does the Technical Qualification cover?

The content is split into a core component that has been created for this T Level Technical Qualification in Marketing and a single occupational specialism, which is:

- Marketing

The core component provides a broad understanding of the marketing industry and covers the following topics:

- The business environment
  - The different types of organisations
  - The impact of organisations on society and the external environment
  - The forms of business ownership
  - Organisational objectives in different contexts
  - Business operations and functions
  - Business models
  - The needs and interests of stakeholders
  - The impact of digital technologies on organisations
  - Organisational cultures
- Marketing
  - The purpose of marketing
  - Managing marketing activities
  - Differences between consumers and customers
  - Routes to market
  - Customer personas
  - Influencing different types of consumers and customers
  - Marketing objectives in an organisational context
  - The extended marketing mix and the extended promotional mix
- Sales
  - The techniques and processes for understanding customer needs
  - Core sales processes

- The link between marketing and sales
- Negotiation, handling objections and reaching a conclusion
- Procurement
  - The role of procurement in an organisation
  - Value for money concepts
  - The supplier approval process
  - Determining the specification requirements
  - Contractual obligations
  - Negotiating with suppliers
- Customer service
  - Customers and their importance to a business
  - Customer experience mapping
  - Meeting customers' after-sales needs
- Sustainability
  - The emerging green economy
  - Advantages of sustainable business models
  - Sustainability regulations
- Communications
  - Communication process and communication channels
  - Effective communications
  - Conveying messages
  - Internal communications
- Project management
  - The features of project management in a marketing context
  - Project management methods and tools
  - Project budgeting and financial monitoring
  - Strategies to improve project management and outcomes
- Technology
  - The impact of Big Data and analytics on the marketing function
  - Digital tools and technology trends
  - The influence of social media on marketing activities
- The regulatory environment
  - The regulation of marketing activities
  - The role and scope of the regulators
  - Sanctions to address non-compliance

- Ethics
  - Ethical behaviour in marketing
  - Ethical behaviour in marketing operations
  - Substantiating claims and assertions in marketing activities

The core component will be assessed by two exams and an employer set project.

Your occupational specialism will allow you to develop the relevant skills in preparation for your career in the marketing sector. The occupational specialism is assessed by a project that is created in conjunction with employers. The content covers the following topics:

## Marketing

- Apply research methods to acquire and analyse information to support marketing activities
- Assess customers and stakeholders
- Develop and define propositions for marketing activities
- Deliver effective marketing communications
- Analyse and evaluate marketing delivery effectiveness.

As part of this Technical Qualification, you will also enhance your broader skills in literacy and numeracy, which will be valuable in supporting progression in other areas. In addition, you will develop transferable technical and practical skills in communication, collaboration (working with colleagues), research and project work, providing you with an opportunity to demonstrate your reflective learning and identifying improvements.

## What could this Technical Qualification lead to?

Achieving this Technical Qualification will provide several progression options. These could include:

### Skilled employment in:

- Marketing Assistant
- Account executive in Marketing or related disciplines

### Level 4 Apprenticeships in:

- Marketing Executive
- Market Research Executive
- Public Relations and Communications Assistant

### Degree related programmes:

- Business and Marketing
- Marketing

Like many degree programmes, there are a range of entry requirements for marketing; so be prepared to speak about your experience. When it comes to soft skills, you'll want to show initiative, a natural flair with technology, creativity, consistency, patience, and drive.

## Who supports this Technical Qualification?

This Technical Qualification has been developed in collaboration with several employers and other stakeholders:

Chartered Institute of Marketing	Hacky your self now
Chartered Institute of Procurement and Supply	Hays
Blueprint Sports & Entertainment	Loreal
Coutts	Everton FC
Britvic	Bloomsbury
Sid Lee	Consultancy Academy
Agency Space	University of South Wales
Space Zero	Promo Veritas
Support Revolution	Bedford college
Consultant	Cirencester college

## Further information

Further information about this Technical Qualification can be accessed at:

<https://qualifications.pearson.com/en/qualifications/t-levels.html>

The T Level Technical Qualification in Marketing will be approved and managed by the Institute for Apprenticeships and Technical Education. Pearson is currently authorised by the Institute for Apprenticeships and Technical Education to design and deliver the Technical Qualification.

For further information on the other components please see the DfE website.

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