

Student Case Study

Latimer King

Millfield School, United Kingdom



Current role

Head of Marketing for Esports
Global

Qualification

BTEC Level 3 Enterprise and
Entrepreneurship

Institution

Millfield School

Country

UK

Why did you choose to study at this institution?

When deciding upon my upper sixth qualification, my current school didn't offer the right course. This is when I started exploring schools and found Millfield which offered a BTEC qualification. On the face of it, this seemed more suited to my learning capability. Due to my dyslexia, a more coursework-heavy qualification with interactive learning experiences and fewer exams was beneficial to me.

Which BTEC did you study?

I studied the BTEC Level 3 Enterprise and Entrepreneurship.

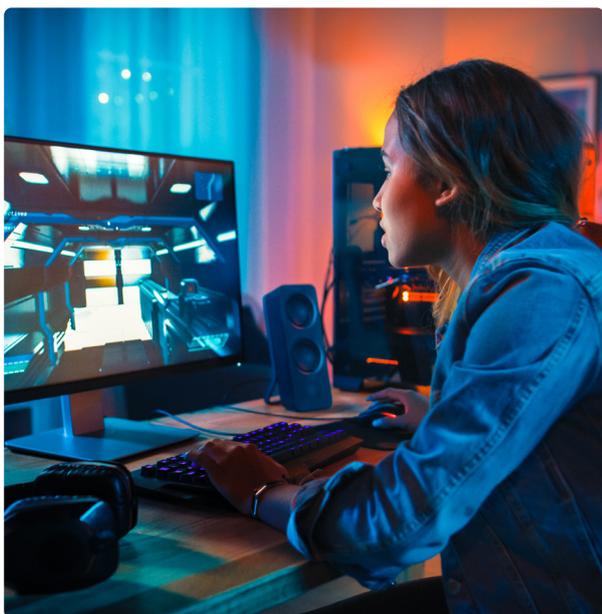
How did you hear about the BTEC qualification?

I first heard about the Enterprise and Entrepreneurship course when browsing the new BTEC courses options available on the Millfield website. Coming from an entrepreneurial background my father agreed that this would have a positive impact on my future.

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What have you enjoyed most about your BTEC?

One of my best memories studying my BTEC course came from how everyone was respected with their different creative ideas and if one wasn't viable it was processed by the class with constructive feedback. With this course being very hands on there were productive trips away where we would see how different types of businesses operate. This was an enjoyable memory as it gave real life examples which we could then bring into our enterprise modules.

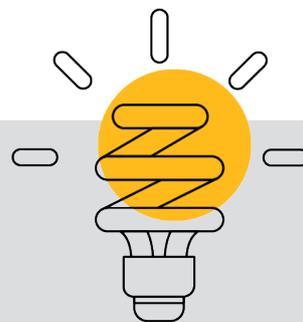


What are your plans after completing a BTEC - employment or further education?

I currently work in the esports industry which has been a rapidly growing industry over the last 9 months. This has been an incredibly exciting and ever-developing industry to be in during these times. Currently I'm a Senior Advisor for the British Esports Association and Head of Marketing for Esports Global.

What do you think makes students who take a BTEC stand out against their peers?

Personally, I think BTEC students have different approaches to work and their everyday lives. I was fortunate enough to be able to live in a boarding house with students taking A' levels and BTEC so I could see the different characters develop over the two years. I was able to get real life examples of working in a business environment. I believe that BTEC students have a confidence about them which helps them excel in the business environment from being around all this.



Latimer's top three reasons for choosing BTEC

1. BTEC is a great learning solution, which is taught in an updated way compared to the basic learning stereotype.
2. It is a much more hands on learning experience which will create memories that will help you in future careers.
3. A BTEC in Enterprise and Entrepreneurship is a great course for anyone who shares creative qualities and wants to enhance their skills.

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Working in the Esports Industry

Why did you choose to work in the esports industry?

I chose to pursue a career in the esports industry because from a young age I was very passionate about esports, whether that was the competitive edge or socialising with my friends. As I grew up I saw the industry expanding and I wanted to be involved in this growth.

What does your current role entail?

Currently I am involved in all marketing aspects of the British Esports Association (BEA). This could be anything from social media design to our national schools' competition. Also, we have been planning the Covid-19 logistics to allow our school programmes to continue. At Esports Global, my current role mainly involves updates on the current status of the industry and what we potentially need to get involved in, especially in these times of rapid growth.

What inspired you to pursue your career?

I was inspired to pursue this career ever since I was taken on a tour around global games developer Activision headquarters in Slough. I couldn't believe the scale of an esports brand and the staffing. This was a key motivator to make me want to move into esports for work in the future.

What do you enjoy most about working in the esports industry?

There are many things I enjoy, but one of my favourite things is being able to communicate with a diverse range of people of different ages who all have the same interest and passion as myself. I also love the buzz of day-to-day life in the industry as new things are always being developed which could change what we are doing. That is why it is important to stay on top of all social media/ news in esports.

How do you think the new BTEC Level 3 with British Esports Association will prepare learners for future?

I believe that this BTEC qualification will advance pupils who want to get into the esports industry. The content of the course is created around specific roles in the industry, which would make it easier for a pupil to enter a variety of roles on- and off-screen. I know this will be a better route than a student who wants to get into esports taking three A' levels. As a former BTEC student, I feel like BTECs have a more creative approach to learning, and this has positively impacted my esports career.

Who do you think will benefit from this qualification?

This qualification will benefit individuals who want to work in esports but don't know which roles are within the industry. This qualification will provide learners with a wide knowledge of the industry and what is required in necessary roles, for example a shoutcaster, games designer, team manager, and so on.



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