



Welcome to the September edition of the Pearson BTEC International newsletter. This edition includes information about our new Marketing Specialist Qualifications, testimonials from recent BTEC International Level 3 in Sport students, as well as an insightful case study from a BTEC Institution in Bangladesh.

## Our new website

We have updated our BTEC International website to provide you with a better user experience, new content and general rebrand. These changes will allow you to navigate our website easily and find the pages you are looking for faster.

[Explore our new website](#)



## BTEC International LFC Sport Student Testimonials

We spoke with some of our BTEC students in India about their experiences completing our [BTEC International Level 3 qualification in Sport](#) (in partnership with Liverpool FC).

This ground-breaking partnership draws on the sporting and education success of Liverpool Football Club and over 50 years of Pearson's education expertise and learner success with BTEC International qualifications.

This qualification aims to elevate sports education around the world and transform the learning experience for young people and adults who want to gain a quality qualification and aspire to careers in the global sports industry.

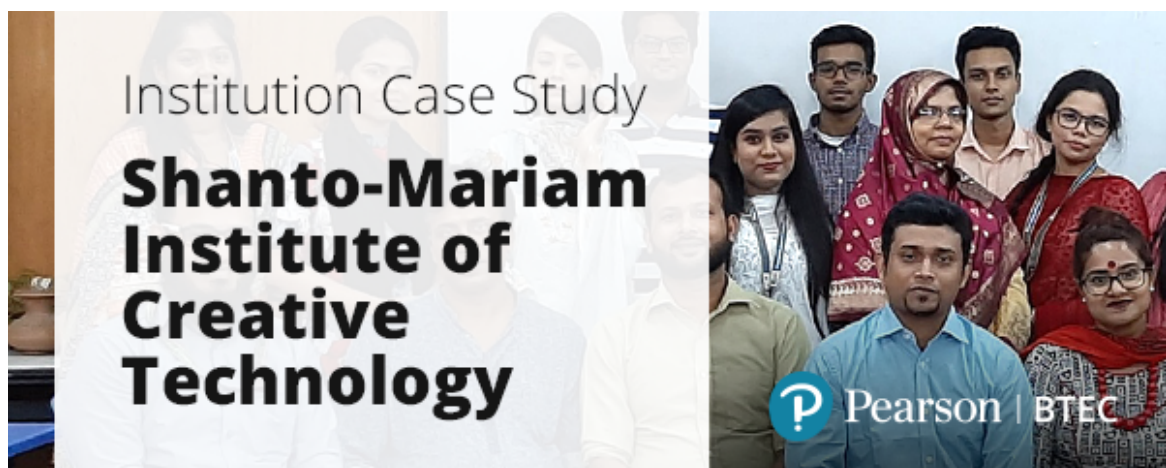
[Watch the testimonials](#)

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## Blog: Developing a trained and highly skilled workforce with vocational learning

The global economy has gone through turbulent times recently, forcing thousands of people out of their jobs. We wrote a blog about the need for vocational education and the benefits of practical based learning to a countries workforce.

[Read more](#)



## Center Case Study: Shanto-Mariam Institute of Creative Technology

Shanto-Mariam Institute of Creative Technology is a pioneer BTEC institute in Bangladesh focusing on Art & Design. We spoke with Abdullah Masud, a previous director at the institution to discuss more about their centre and how their BTEC courses have been providing their students with the skills and knowledge to achieve their further education and career goals.

[Read more](#)

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Pearson BTEC International

## Specialist and Professional Qualifications

### New Specialist Qualifications in Sport & Marketing

**Specialist Awards in Sport** developed in association with Liverpool Football Club to provide a focused and specialist introduction to this area of work.

Units available include:

- History and Governance of Liverpool Football Club
- Liverpool Coaching Skills and Practice
- Liverpool Coaching Employability Skills

[Learn more](#)

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**Specialist Awards in Marketing** teach the skills employers need and provide learners with a focused and specialist introduction to marketing.

Units available are:

- Investigating Customer Communications
- Investigating Digital Marketing
- Branding Products and Services

[Learn more](#)

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## Delivering BTEC Guides

Thinking about introducing BTEC to your curriculum or offering more BTEC courses in your centre for your learners? We have created clear and easy to

follow information to help you get started and find out how to become an approved centre.

[Learn more](#)

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