



Marketing



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Subject Area	Business
Course Type	School Leavers
Study Level	Level 1
Delivery Mode	Full-time
Duration	1 Academic Year
Start Date	September 2026
Course Code	PA000782

Course Summary

The skills on this course will be developed within the context of Marketing through practical and engaging delivery. The course is designed to allow you to develop knowledge and understanding which will support achievement and progression in Marketing and/or Business-related courses. The development of study skills will allow you to work towards higher level skills and prepare you for the next stage of your educational journey or employment.

What You Will Learn

The course is based on a Programme of Study, which consists of:

- The Vocational Qualification itself
- English and Maths
- A Tutorial programme
- Employer engagement

You will learn through lectures, online modules (Moodle), group work, electronic resources and external speakers.

Modules

The Award offers the opportunity for learners to study a sector specific unit and plan for their next steps by completing the mandatory unit:

- Developing a Personal Progression Plan

Learners will also complete the sector unit 'Branding a Product

Entry Requirements

You should have a keen interest in the subject and achieved a minimum of GCSE Maths and English at Grade 2 or an equivalent Entry Level 3 qualifications along with minimum Entry 3 at Maths and English will also be accepted.

Work Experience

- You will complete 30 hours of relevant work experience. This includes working with the National Citizens Service (NCS) programme, which helps you develop key employment skills and behaviours needed for progression to work. This experience is valuable for gaining practical insights and improving your employability in the sports sector.

Progression

Successful completion of the course along with improved Maths and English grades can help you embark on a Level 2 course of study. You will be able to progress to further learning, an apprenticeship or possibly employment.

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