

Marketing



Subject Area	Business
Course Type	School Leavers
Study Level	Level 1
Delivery Mode	Full-time
Duration	1 Academic Year
Start Date	September 2025
Course Code	PA000782

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Course Summary

This course teaches you what marketing is and how to use it to help businesses grow. It's great if you want to work in advertising, business, or sales one day. You'll learn how to find out what people like, plan ways to sell things, and run fun promotions. The course also shows you how to use computers and the internet to do marketing, and how to make sure your work is fair and honest.

What You Will Learn

- **What Marketing Is:** Learn how to find customers and share your ideas with them.
- **Doing Research:** Discover how to ask questions and learn what people want.
- **Planning Promotions:** Get hands-on experience creating ads and selling ideas.
- **Using Technology:** Learn how to do marketing online and what to watch out for.
- **Doing the Right Thing:** Understand how to be honest and kind in your marketing.

Modules

The course is split into several modules, each focusing on different parts of marketing: Essential module: Developing a Personal Progression Plan: This unit helps you plan and develop your personal and professional goals in the Marketing industry.

Optional modules (Choose one)

- Finding Out About Businesses in Your Area: Learn about local businesses and their operations. Learn what a marketer does and basic marketing methods.
- Organising a Meeting: Understand how to plan and organise effective meetings.
- Branding a Product: Gain skills in creating and managing product branding.
- Creating a Visual Display: Learn how to design and set up visual displays.
- Presenting a Business Idea: Develop skills in presenting business ideas effectively. Understand and process different marketing strategies.
- Contribute to Running an Event: Understand the process of planning and executing events.
- Conducting Market Research: Learn how to accurately conduct market research.
- Communicating with Customers: Gain skills in effective customer communication.
- Developing Routine Office Administration Skills: Learn essential office administration skills.

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

Completing the Level 1 Marketing course can lead to various career opportunities in the marketing industry. This course can be the starting point for a career in marketing, such as:

- Marketing Assistant: Assisting in managing marketing campaigns and promotional activities.
- Clerical Assistant: Supporting administrative tasks in marketing departments.
- Other Marketing-Related Careers: Opportunities in digital marketing, market

research, and more.

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