

T Level in Marketing



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Subject	Level	Study Mode	Duration	Start Date
Business	Level 3	Full-Time	2 Years	September 2026

Practical vs Theory



The Course

Ready to launch your career in marketing? Our two-year, full-time T Level in Marketing offers an exciting opportunity to dive into a fast-moving and creative industry. You'll explore the essential role marketing plays within organisations, learn the difference between consumers and customers, and discover what influences their decisions from social media and digital marketing tools to print and other offline channels. The programme combines classroom learning with around 45 days of industry placement, giving you valuable real-world experience and a genuine insight into the marketing sector and its challenges. You will work on projects with local employers and gain practical, relevant experience that will help you progress confidently into your next steps.

Course Aims

> Discover the exciting world of marketing with our T Level in Marketing a modern, industry-led qualification created for ambitious and creative learners looking for a career in sales or marketing.

What You Will Study

- > Studying this T Level course will develop your understanding of a broad range of topics relevant to the marketing sector, including:
- > The purpose and role of marketing within an organisation
- > How to apply research methods to acquire and analyse information to support marketing activities
- > Ways to assess customers and stakeholders
- > How to develop and define propositions for marketing activities
- > How to deliver effective marketing communications
- > Ways to analyse and evaluate marketing delivery effectiveness

Entry Requirements

Teaching and Learning Approach

You will learn through a mixture of theory and practical work, industry experience, guest speakers and relevant visits.

Time Required on Campus

You will normally be in college four days per week

Work Experience

You will undertake 315 hours of industry placement over the duration of the two-year course, which must be in a relevant setting, to enable you to gain the skills, knowledge and experience needed.

How You're Assessed

You will be assessed through external exams, employer set projects and practical assignments.

Progression

This course opens the door to a variety of exciting career paths in marketing. Upon completion, you could start an apprenticeship or move on to higher level study such as a degree- level apprenticeship or higher education course.

Careers

Once you have achieved this qualification, you could progress into a range of roles, for example, Project Management Assistant Marketing and Communication Executive Social Media Executive Brand Marketing Executive Account Executive in Marketing Advertising account manager Creative director