

Marketing BTEC Level 3

Overview

Marketing BTEC Level 3 National Extended Certificate is an exciting qualification and is a great entry point for students considering a career in Marketing. The BTEC Extended Certificate has two internally assessed units and one externally examined unit.

Why study?

The qualification is aimed at learners who are looking to progress to employment in the sector via an apprenticeship and whose aspirations may also be to enter higher education. The qualification is fully mapped to the CIM L3 Foundation Certificate in Professional Marketing. This means that it will be recognised by employers and will support entry into this industry as a marketing executive. When combined with other Level 3 qualifications, this qualification also offers learners the opportunity to progress to a broad range of higher education programmes, including Higher National Diploma and bachelor degrees.

Course Overview

- Unit 1: Careers in Marketing- this is an investigation into careers in marketing and learning suitable skills for recruiting marketing staff
- Unit 2: Marketing Principles (externally assessed) - in this unit you will learn key marketing principles and take an external exam

- Unit 3: Customer Communications- this is an investigation into customer communication and you will create a communications plan. This unit is internally assessed.

Progression

The content of this qualification has been developed in consultation with employers and professional bodies. This ensures that the content is appropriate and consistent with current industry practice to enable learners to enter employment directly. Higher education institutions have been consulted to ensure it allows appropriate progression for those aspiring to go to higher level study.



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