

## Technical Certificate in Marketing

### What will I learn?

This qualification is for learners who want to start a career in marketing. It is designed for post-16 learners and can be taken as part of a wider study programme. It is an ideal qualification for learners intending to progress to direct employment in marketing or to a marketing Apprenticeship.

The qualification has been developed in consultation with employers in the marketing sector. This means that it will enable learners to develop the skills and behaviours that give them the best opportunity to be successful in applying for work.

The qualification relates directly to the skills, knowledge and behaviours expected by employers in the marketing sector. The areas learners will cover include:

- Marketing in business
- Research the marketing of a product or service
- Create digital marketing communications
- Plan and present a marketing campaigning.

Learners will also cover broader skills in literacy and numeracy, which will help them to progress.

Learners will develop other transferable technical and practical skills in communication (working with colleagues and customers), and research and project work (giving them the opportunity to show reflective practice by suggesting different approaches to solving a problem).

### What can I do next?

Achieving this qualification will give learners an advantage when applying for a job in marketing. The types of jobs they will be ready for are:

- marketing and branding assistant
- marketing and communications assistant
- sales executive
- sales agent
- sales associate.

The qualification gives learners a sound basis to progress to a Level 3 qualification, such as A Level Business or Level 3 Enterprise.

### What skills and knowledge will be covered?

Learners are required to complete and achieve all the units included in this qualification.

- Unit 1 - Marketing and Business (assessed externally)
- Unit 2 - Research the Marketing of a Product or Service (assessed internally)
- Unit 3 - Create Digital Marketing Communications (assessed internally)
- Unit 4 - Plan and Present a Marketing Campaign (internal synoptic assessment)

This qualification has 100% mandatory content and 25% external assessment.

#### Summary

**Level:** BTEC Level 2

**Duration:** 1 year

**Qualification:**  
Level 2 Technical  
Certificate

**Entry Requirements:**  
In order to study a programme of Level 2 courses students need to achieve a minimum of 5 GCSEs at Grades 3 or above. Students with a 3 or below in English and/or Maths must re-sit these. This is a government requirement, not just a school policy.

# Assessment Criteria

## External assessment

In this qualification, there is one external assessment (Unit 1: Marketing in Business) which takes the form of an onscreen test that includes a variety of onscreen question types and allows learners to apply their knowledge to several work-related contexts. The external assessment is taken under specified conditions, then marked by Pearson and a grade awarded. Learners must achieve the externally-assessed unit at Pass grade or above to achieve the qualification. Learners are permitted to resit the external assessment once during their programme by taking a new assessment.

## Internal assessment

Units 2, 3 and 4 are assessed through internal assessment. Internal assessment allows learners to apply technical knowledge and demonstrate mastery of practical and technical skills through realistic tasks and activities. This style of assessment promotes deep learning through ensuring the connection between knowledge and practice.

The synoptic assessment (Unit 4: Plan and Present a Marketing Campaign) is designed to take place towards the end of the programme and draws on the learning throughout. The design of this assessment ensures that there is sufficient stretch and challenge, enabling the assessment of sector-related knowledge and technical and practical skills at the end of the course. The assessment takes the form of a vocational activity in which learners have to carry out market research to plan, create and present a marketing campaign. In completing this synoptic activity, learners will have to consider and select content that will enable them to apply their knowledge and skills from across the other units in an integrated way to a realistic work situation.



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