

# Marketing

## Strategy for t



Woolwich Polytechnic  
Sixth Form

# Marketing BTEC

"According to the Office for National Statistics, marketing contributes more than £120 billion to the UK economy, by raising the level of economic activity and boosting productivity. The marketing industry employs approximately 862,000 people in a huge variety of careers, and this number is predicted to grow in the future (Statista). Choose marketing at Woolwich Polytechnic School Sixth Form to begin that journey.

## Course Content

### Unit 1 – Careers in Marketing

You will develop an understanding of the careers available in the marketing industry and of the skills, knowledge and behaviours required to work in the industry. The marketing industry is constantly changing and growing, there are many different opportunities for employment. To have a successful career in marketing, it is vital that you understand the industry and the types of behaviour, values, skills, and techniques required to participate in it.

### Unit 2 – Marketing Principles

You will explore marketing principles and apply them to a variety of contexts. Marketing is a dynamic field central to the success of all types of organisations. You will study a range of marketing activities, including investigating how research is used and how important it is to check that it is valid and reliable. You will look at how and why organisations segment the market and how and why marketing activities are adapted according to the different segments identified. You will understand consumer behaviour in a marketing context. You will explore the importance of marketing strategies and campaigns to support the ethos of an organisation and of the importance of adapting the 7Ps of the marketing mix to the stage of the product life cycle for a product or service.

### Unit 3 – Customer Communications

You develop and use customer communications (by developing your own marketing campaign for a business) to engage with customers. Customer communications is a key component in the overall marketing strategy of an organisation. Different types of organisations use different forms of communication to reach their customers. Increasingly, they are implementing a range of communication techniques to achieve their end goal of boosting awareness or revenue. You will look at the processes involved in creating a successful customer communications plan. You will learn about different types of customer and how these customers make buying decisions. You will explore the purpose of marketing communications and the range of tools available. You will prepare a customer communications plan and measure the plan's effectiveness. To complete the assessment task in this unit, you will need to draw on your learning from across your programme.

## How will I learn?

You will become an independent learner. Lessons are activity based and there is a strong focus on both exam questions and coursework completion (including a marketing campaign and videos as evidence). Today's BTEC Nationals are demanding, as you would expect of the most respected applied learning qualification in the UK. You will have to complete a range of units, be organised, take some a range of assessments that we will set and mark as well as an external examination.

## Minimum Course Requirement

GCSE Maths Grade 5 and GCSE English Grade 5

## How will I be assessed?

The course is a combination of both coursework and an exam;

**Unit 1** – A coursework portfolio of two written assignments and video evidence [worth approx. 16%]

**Unit 2** – There is an external composed of 1 paper (1.5 hours) [worth approx. 32%]

**Unit 3** – A coursework portfolio of three written assignments, including a marketing campaign and a presentation to a client [worth approx. 52%]

## Which awarding body is the course validated by?

Pearson/Edexcel

## What qualification will I receive?

BTEC extended certificate – equivalent to 1 A level

## What can I do with this qualification?

Marketing BA (Hons)

Business Management and Marketing BA (Hons)

Fashion Marketing and Branding BA (Hons)

Marketing (Advertising and Branding) BA (Hons)

Creative Advertising BA (Hons)

## Careers:

Marketing

Digital marketing

Social media

Public relations

Advertising

