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T Level Marketing: Marketing Assistant (Multi-Channel)

Location	Altrincham Campus
Course Type	College 16-18
Department	Business & Law
Start Date	Tuesday 1st September 2026
Course Code	AFP-BU3T-1300

Course Overview

T Levels are new two-year, Level 3 study programmes that will follow the study of GCSEs and Technical Awards at Key Stage 4 and offer an attractive alternative to A Levels and Apprenticeships. T Levels will combine classroom theory, practical learning and a minimum 315 hours of industry placement with an employer to make sure students have real experience of the workplace.

Students will develop an understanding of a broad range of issues relevant to the sector, including:
- The business environment
- Careers within marketing
- Ethics
- Technology and Social Media
- Sales and procurement

This course is suitable for anyone wanting a career in the marketing sector. Students can also use this T Level to progress to a related higher-level apprenticeship or course of study at a higher level.

Course Requirements

5 GCSE's grade 4 and above including Maths & English

What You Will Learn

Students will develop an understanding of a broad range of issues relevant to the sector, including:

- the purpose of marketing, how it adds value to an organisation including leadership, culture and vision and the impact of no marketing activity
- role of marketing including marketing as a management process, its importance, market type and reach
- the key differences between consumers and customers and the different ways to influence them
- routes to market including the role of suppliers and procurement: business to business (B2B), business to consumer (B2C) and other channels, and how this influences marketing activity
- customer personas and how they are used to determine marketing campaigns
- - including purpose and typical types, e.g. competitive, spontaneous,analytical, and methodical
- - different types of customers and consumers and what influences their behaviours
- organisational purpose and business aims including for profit and not for profit marketing objectives
- the marketing and extended promotional mix (advertising, personal selling,sales promotion, public relations and direct marketing) including the differences between the channels and the benefits of a coordinated marketing mix in relation to:
- - product
- - price
- - place
- - promotion
- - people
- - process
- - physical evidence

Assessment

The core content is assessed through an examination and a practical employer-set project. The Occupational Specialism is assessed through a project that is created in conjunction with Marketing employers.

Progression

The doors are open with this versatile course, being equivalent to 3 A-Levels, you can apply to University or head straight into employment with all the industry experience you'll have, You can also apply for a Degree Apprenticeship too.

Career Options

Career options might include:
Advertising and Media Executive
Digital Marketer
E-Commerce Manager
Events Manager
Fundraiser
Marketing Assistant
Marketing Manager
Marketing Researcher
Public Relations Manager

https://nationalcareers.service.gov.uk/job-categories/business-and-finance

Mandatory Units

TBC

Contact Details

For further information please contact T: 0161 886 7070 or E: info@trafford.ac.uk

Disclaimer

Although every care has been taken to ensure that the information contained within this document is accurate, there may be changes to this programme and provision. We will endeavour to keep prospective and current students updated where appropriate and when the information becomes available.