

BUSINESS MARKETING



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AQA LEVEL 3 TECHNICAL IN BUSINESS MARKETING

What does the course involve?

The course is split into 8 units of which 3 are externally assessed. The course units cover a wide range of marketing concepts including marketing principles, competitive businesses and digital marketing. There is a mix of individual and group work and the course will involve a wide range of employer engagement to demonstrate how marketing is used within the working world.

Entry requirements

- Grade 4 or above in 5 GCSEs including English and Maths
- An interest in the subject area and relevant career paths.

Why take this course at MEA Sixth Form?

MEA have excellent links to local businesses and Trust Partners including Manchester Airport. These links will facilitate opportunities to develop your marketing skills and knowledge in successful and exciting workplace environments. The department has an excellent academic track record and provides excellent support structures.

What can this course lead to in the future?

This course can allow you to move into some exciting career areas such as retail marketing, advertising and sales, digital and social media marketing, merchandising and public relations. Combined with your other qualifications it allows progression onto further study and university.