



THE BEST YOUNG BUSINESS PROFESSIONALS!

Study Programme Overview

Our full-time study programmes are designed to maximise your career prospects and widen your options for further or higher study.

This course has been designed to introduce you to the exciting work of Marketing and Business. You will study the importance of this function in the business chain and investigate a host of new and emerging employment opportunities as Marketing is the gateway to customer communication.

As part of the programme you will investigate marketing practices and create new business ideas, as well as develop essential marketing, business and professional skills that employers are demanding.

Work experience is also an integral part of our study programmes, enabling you to gain essential exposure to the world of work.

What You'll Learn

This course has been designed to cover all aspects of the marketing function.

The course is delivered over two years. In Year One you will study for your Extended Certificate in Marketing and cover the following units:

- Careers in Marketing
- Principles of Marketing
- Customer Communication

On successful completion of the first year you will progress on to the full Diploma programme, equivalent to two A-Levels and study units including:

- Branding Products and Services
- Applying Digital Marketing
- Market Research for a Start Up Business
- Generating Customer Loyalty

If required for your chosen career or HE course, you may wish to study English & maths to Level 3.

Elements of study

Your programme consists of the following elements:

- Study of your chosen vocational subject - 50% of your programme
- English and Maths GCSE studies continued until the achievement of grade 4 or equivalent
- Employability skills, such as punctuality, attendance, communication and team work
- Work experience or an Industry Placement, giving you a taste of working life
- Tutorial and personal development, such as healthy living, volunteering and citizenship skills

Entry Requirements

We ask that you have four GCSEs grades 8-4, including English and Maths, or a Merit-grade BTEC Extended Certificate Level 2. We will also invite you to attend an informal interview and provide a satisfactory school reference.

How will I be Assessed?

For each unit you will complete a number of assignments and activities. These will include a mixture of:

- Presentations
- Observations
- Written reports
- Professional discussions
- Group assessments
- Practical activities
- One computer based assessment



Pre-Professionals Programme

Working with your Learning Development Mentor (LDM), Tutors and Careers Coaches, you'll gain an insight and understanding of your sector, helping you to make important decisions about your future, whether that's university or employment.

Thanks to our partnership with the University of Bolton, you'll also benefit from everything the University has to offer, with a range of opportunities to build additional skills and experiences, giving you everything you need to become a **FUTURE BUSINESS PROFESSIONAL**, in whichever field you choose!

Exposure to employers is also an integral part of this programme – we'll seek to ensure that you have opportunities to gain real-world experience of your sector, giving you the qualifications and experience to progress!

Supporting Your Learning and Wellbeing

We have a range of dedicated support and wellbeing services including **FREE** travel; **FREE** breakfast; dedicated Learning Development Mentors (LDMs); impartial advice and guidance; dedicated one-to-one support for learners with additional needs; and support with the cost of College, plus much more.

Future Opportunities

Alongside your studies, you'll have a unique opportunity to be part of the University of Bolton's EXCEED programme.

This will give you a range of additional skills and experiences, and includes masterclasses; university visits; access to industry experts; and mentoring and support with your university application, perfect for that next step into Higher Education.

After you have completed the course you could progress on to a Higher Education course at College or university, or explore the possibility of doing a Higher Apprenticeship (Level 4).

Check out opportunities at the University of Bolton by visiting www.bolton.ac.uk

Following further study you could work as:

- A Marketing Executive, where you can earn between £26,000 and £33,000 a year, depending on experience
- A Digital Marketer, earning between £23,000 and £31,000 per year
- A Creative Director earning between £40,000 and £80,000

Enrichment

Sitting a job interview, writing a personal statement, applying for university – taking part in our enrichment programme will give you a CV to wow in all of these situations! You'll benefit from:

- Inspiring trips and experiences
- Meetings with industry experts
- Visits to leading companies in your sector.

As well as giving you essential professional and technical skills, you'll demonstrate that you're a successful and well-rounded person, helping you to make a lasting impression.

We want you to have fun, so we also have plenty of leisure and sporting activities for you to enjoy, improving your health and wellbeing.

Why Choose Us?

We're an elite College, and part of the University of Bolton Group, offering you a gateway to all of Greater Manchester's vast range of fantastic opportunities for specialist careers, university degree courses and higher Apprenticeships.

We'll reward your achievements with trips to The Anderton Outdoor Activity Centre and the opportunity to apply for the prestigious Duke of Edinburgh Award.

Our £75 million campus offers a refurbished fitness suite and sports hall; Apple Mac suites; libraries, a theatre and dance studios; hair and beauty salon; and a restaurant, café and canteen.

You'll also enjoy a wide range of events, including showcases, enterprise activities and cultural celebrations.



Disclaimer: Every care has been taken to ensure that the information contained within these course information sheets was accurate at the time of publishing. Bolton College is constantly evaluating its services to meet the needs of learners; therefore programmes/courses/Apprenticeships, resources and facilities may be subject to change without prior notice.

Open Events

Open Events are the best way to discover what life as a Bolton College student is like, giving you an insight into College life.

Open Events at our Deane Road Campus are as follows:

- **Thursday 20th October 2022, 5pm-8pm**
- **Tuesday 15th November 2022, 5pm-8pm**
- **Wednesday 7th December 2022, 5pm-8pm**
- **Wednesday 8th February 2023, 5pm-8pm**

If you'd like to attend one of these events, register by visiting www.boltoncollege.ac.uk/register-open-events

How to Apply?

Find this course on our website

www.boltoncollege.ac.uk then click the 'Apply' button.

You'll be asked to set up a Learner Hub account so that you can track your application and enrol online. You'll also be asked to book your interview for your course at the same time.

If you have any difficulties setting up your Learner Hub account, please email learner.hub@boltoncc.ac.uk



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