



Who is this course for?

The AQA Tech Level 3 qualification in Business Marketing is aimed at students who would like the opportunity to learn first-hand from practising professionals and real employment environments, allowing them to fully appreciate what's involved in their chosen career

An AQA Level in Business Marketing is for students wishing to progress directly to employment or apprenticeships through specialist study, or choose to go on to higher level study.

Marketing is essential to the success of all businesses in the UK, whether they are making products or offering services. Businesses range in size from one employee to thousands of employees. The roles within sales and marketing are varied and include the process of researching initial product and service concepts to their development, advertising, and digital marketing and sales, including relationship management of customers. There are also specialist marketing agencies that businesses may use to support their marketing activities. These marketing agencies are part of the business services sector. Careers in sales and marketing offer a fantastic progression pathway into a number of roles throughout an organisation, and the skills you can develop are transferable into most businesses.

How will I be assessed and what will I be studying?

Learners have the opportunity to demonstrate their knowledge, skills and understanding in a range of work-related contexts –

- Internal assignments: Work-related assignments set and marked by the centre.
- External Tasks: Practical, work-related tasks, set and marked by AQA.

Written exams: Written answers to practical questions set and marked by AQA

Useful websites/further reading

<https://www.aqa.org.uk/subjects/business-subjects/tech-level/business-marketing-2016>

