

# T Level in Marketing, Sales and Procurement

## **The Progression Profile**

This T Level has one occupational specialism: Marketing.

For this occupational specialism, there are progression pathways into apprenticeships, education and work.

The T Level is based on an occupational standard. The occupational standard will have an apprenticeship option, which is referred to in the profile as the 'relevant occupation'.

For some apprenticeships, in particular the relevant occupation, a learner may have covered the content to a high level. They will not need to complete the apprenticeship in this step, this is noted as 'not applicable'. An apprenticeship may also be shortened due to recognised prior learning (RPL), this is noted as accelerated. Links to the mapping have been included which detail the areas in need of further development before full competence is reached in that occupation.

For work, whilst some roles may be accessed after completing the T Level, others are available after further training and gaining more experience.

Please see below, the progression options for this occupational specialism.

## **1. Marketing Specialism**

For apprenticeships and technical qualifications at level 3, the relevant occupations are: [Multi-channel marketer](#) and [Advertising and media executive](#) apprenticeships.

At level 4, there are the [Market research executive](#), [Marketing executive](#), [Commercial Procurement and Supply](#), [Sales Executive](#) and [Public relations and communications assistant](#) apprenticeships.

At level 5 there are no relevant apprenticeships.

At level 6, there is the [Marketing Manager](#), [Digital marketer](#) and [Senior Procurement and Supply Chain Professional](#) apprenticeships.

For **education**, degree options may include Marketing BSc (Hons), Advertising and Marketing, Digital Marketing, Business and Marketing, Communications and Digital Marketing and Communication Foundation Degree.

Professional qualifications may include: Marketing Impact (level 4), Responsible marketing (level 4), Planning integrated campaigns (level 4), CIM Certificate in Professional & Digital Marketing (level 4), CIPR Foundation/ Professional PR Certificate and Marketing Management for England (level 4).

For **work**, career progression could include: Sales Administrator/ Executive, Market Researcher, Marketing Assistant/ Executive, Social Media Executive, Digital Marketing Assistant, Advertising Account Executive, Agency Account Executive, Junior/ Assistant Brand Manager, Junior Production Assistant, Junior Consultant, SCO Specialist, Content Creator, Content Strategist, Events Executive/ Manager Marketing Data Analyst.

# PROGRESSION PROFILE T LEVEL IN MARKETING

**(Accelerated)** = May be shortened due to recognised prior learning (RPL)

**Not applicable** = The learner has covered the content to a high level and may bypass the apprenticeship in this step

