

T Level in Marketing

Welcome! We look forward to you joining a T Level programme with us in September.

Whether you're aiming to start your career in marketing or progress to higher-level study, Burnley College's T Level in Marketing is here to help you develop industry standard knowledge.

Our programmes are designed to equip you with the skills and knowledge needed for employment in the accounting sector, an apprenticeship, or further education. To help you prepare for your future career, we have selected a range of resources for you to access over the summer.

Key UK Marketing & Advertising Bodies to Research:

- **CIM (Chartered Institute of Marketing)** – www.cim.co.uk
- **IPA (Institute of Practitioners in Advertising)** – www.ipa.co.uk
- **CIPR (Chartered Institute of Public Relations)** – www.cipr.co.uk
- **DMA (Data & Marketing Association)** – www.dma.org.uk

Recommended UK Marketing News Websites:

- **Marketing Week** – www.marketingweek.com
- **The Drum** (Marketing, advertising, and media news) – www.thedrum.com
- **Campaign Live** (Advertising and branding insights) – www.campaignlive.co.uk
- **BBC Business** – www.bbc.co.uk/news/business

Bonus: Read about UK advertising laws and regulations on the **Advertising Standards Authority (ASA)** website: www.asa.org.uk

Recommended UK Marketing & Business Podcasts:

- **Marketing Week Podcast** – Insights into marketing trends and case studies.
- **Call to Action by Giles Edwards** – Interviews with marketing experts.
- **The Uncensored CMO** – Insights into branding, advertising, and customer behaviour.
- **The Diary of a CEO (Steven Bartlett)** – Business and marketing insights from entrepreneurs.