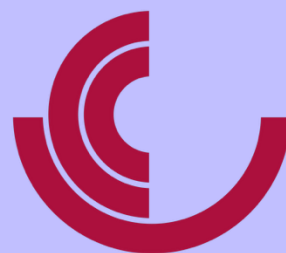


Joffe Matthews

T Level in Marketing

CIRENCESTER COLLEGE



**Cirencester
College**

What do you like about teaching T Levels?

T Levels bring an opportunity to bridge the gap between traditional A levels and apprenticeships. We have a more vocational style student studying T Levels who come with ambition and are motivated by the workplace. The up-to-date content of the T Levels lends itself to refer to industry for examples of theory and bring the classroom teaching to life. The varied assessments helps apply learning through a variety of measure, and allows students to be assessed academically, whilst applying learning to real world application.

How beneficial do you think T Levels will be to the sector ?

I think T Level Marketing will help the sector bring in young professionals, who have a wealth of theoretical knowledge, as well as work- ready applicable skills.

What elements do learners find engaging and motivating?

Students tend to find their pathway the most interesting and engaging part of their T Level, as this is where they can explore and learn more about the reasons they chose the course. They like to apply their learning to the task-based assessments of OSP in comparison to traditional methods of assessment that core may offer.

What are the strengths of T Levels in terms of the skills it helps students develop?

T Levels definitely help students to apply learning to the real world and gain professional skills ready for the workplace. Communication skills are enhanced when students navigate securing a placement. Time management is enhanced by balancing academia and work placement. Students are required to develop critical thinking through their assessments (evaluate), as well as their project-based assessments encouraging collaboration skills.



T Levels are the perfect qualification for a college that wants a current, up to date, and exciting curriculum, and for a student that wants a contextualised, exciting, and professional qualification that prepares them for whatever they vision their next step to be.



Do you think employers will value T Levels?

T Level work placement employers value the T Levels. They provide insights into how great it is to have a fresh pair of eyes on their practices, and how the T Level students apply classroom learning to reinforce their placement duties.

How do you think the skills learnt on a T Level course prepare learners for work?

Feedback from employers shows that students are prepared for the workplace as they develop in the work placement element of their course. Applying the course content to contextualised, real world examples help develop a worldly view of the business and marketing environment, helping the students to be ready for the working environment.

Would you recommend T Levels to another centre or teacher, and why?

Yes. T Levels help your centre accommodate a different type of student, as well as deliver an exciting, current qualification. T Levels help with networking between employers and colleges, keeping curriculum up to date, and encourage guest speakers and trips.

Do T Levels improve achievement for learners in your course and in the centre?

T Levels have introduced a great stepping stone to encourage positive next steps to a number of destinations, including apprenticeships, full-time employment, and further academic studies. In terms of achievement, students who may not have achieved as well as full exam-based qualifications, have had the opportunity to demonstrate academic ability through project-based assessment, leading to grades that may have once been unachievable.

Do you plan to keep teaching T Levels in the future?

Yes, I see T Levels as the best qualification model for post 16 studies.

Joffe Matthews:

- **Role:** T Level Marketing course lead.
- **Centre:** Cirencester college.
- **Number of students:** 24.