

Poppy Pearson

T Level in Marketing

CIRENCESTER COLLEGE



Can you describe your T Level experience?

Having now completed my first full year, including my core exams, I can honestly say that I have really enjoyed the course. My lessons are split between three teachers, with each teacher covering different topics and using slightly different teaching styles which keeps lessons fresh and engaging, while still making sure we cover the required content.

Initially the course felt more Business focused than I expected but as we began learning the content for the Employer Set Project, the focus was more on practical marketing tasks. I have enjoyed this because it often involves creating reports and PowerPoints based on realistic business scenarios. This feels more like the kind of applied work I expected from the course, and I find it much easier to engage with when I can see how it would be used in a real workplace. I find it refreshing to have a practical-based exam, as it suits the way I like to learn and gives me the chance to show my understanding through real-world tasks rather than written theory.

What did you like most about taking a T Level?

What I like most about my T Level is how different the structure and attitude feel compared to GCSEs. Instead of my final grade depending on one final exam, my T Level is assessed through a mixture of my work placement, Employer Set Project, Occupational Specialism Project and two written papers. I think this varied structure keeps the course more exciting. I am also really enjoying my work placement with Mitsubishi Motors UK which has given me a real insight into how marketing, events and business operations work together in practice.

Would you recommend taking a Pearson T Level? If so, why?

I would definitely recommend a T Level. There is more independence in a T Level such as sourcing your work placement and attending work, alongside projects and learning in the classroom. This, as well as not having my grade solely depend on a final exam, suits me perfectly.



The best part of a Pearson T Level is the mix of classroom learning and a real work placement, it keeps things exciting and builds skills beyond a single final exam.



Have you completed a T level work placement?

I have not yet completed my work placement with Mitsubishi Motors UK, but I am currently about halfway through, and I am really enjoying my time there. Each day is different, which is one of the things I like most about the placement. I have completed a range of tasks, from smaller responsibilities such as sorting and organising office spaces, to attending and supporting dealer launch events at Thruxton Circuit.

For me, the biggest highlight so far was the dealer launch event. I helped set up and arrange the space to showcase new cars to dealers, which gave me a better understanding of how much preparation goes into a professional launch and gave me a real insight into how experiential marketing can bring a product to life.

What are your career ambitions?

I haven't yet decided what I want to do next, but the option I am considering the most is a degree apprenticeship. I like the idea of having the learning structure of a University, while also completing an industry placement where I will gain firsthand experience from a company and a head-start on my career.

How do you think studying a T Level has helped you?

By it being focused on one subject, it has helped me to remain on task and delve deeper into the topic. Because of this, I am learning more, am more engaged with the subject and am a happier learner.

Also, having the work placement element, I believe will help me to learn far more than I would just in the classroom.

What top 5 skills did you gain from your T Level?

- Improved teamwork
- Multi-tasking
- Working to deadlines
- Independent responsibility
- Organisation.