Pearson

A guide to explain Pearson's BTEC qualifications

Marketing handbook for students and parents



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Find out more



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Welcome

This guide is designed to help you confidently promote Pearson BTEC qualifications to students, parents, and other key audiences.

Inside you'll find practical guidance on messaging, branding, imagery and marketing best practice to help you tell the Pearson BTEC story effectively.



Questions? Please contact us at:
btecinternational@pearson.com

Understanding Pearson BTEC qualifications

Established in 1984, Pearson BTEC qualifications help students build the knowledge, skills and confidence they need for their next step.

Combining practical learning with real-world application, BTEC qualifications help learners develop industry-relevant skills through hands-on experiences.

Students build their understanding and skills over time through a range of units and assessments designed to prepare them for further study and employment.

Whether progressing to higher education or the workplace, Pearson BTEC qualifications help them take their next step with confidence.



About Pearson

We create learning experiences designed to help people make progress in their lives through learning.

Whether someone is preparing for their next exam, building new skills for work, earning a qualification or learning a new language, we're here to help people realise the life they imagine.

Learning isn't just who we are, it's what we do – and more than 160 million people in over 200 countries trust us in that.

Discover more



About Pearson BTEC

Why do students choose Pearson BTEC qualifications?

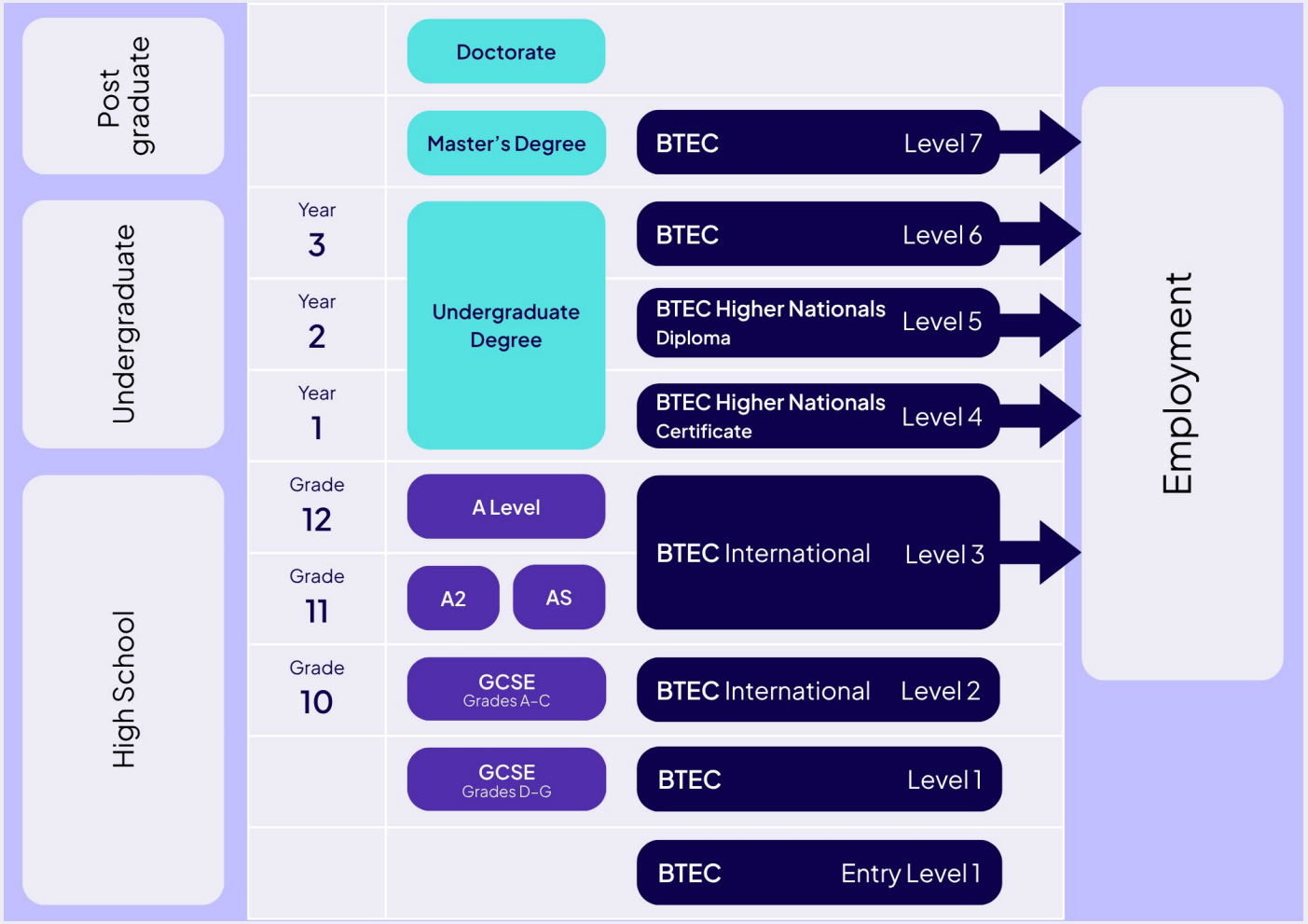
- Recognised by **300+*** international universities.
- Developed in partnership with **educators**, **employers**, **governments**, and **industry experts** to help students build relevant, in-demand skills.
- An affordable route to gaining an internationally recognised qualification in **their home country**.
- Available across different stages of learning, supporting progression from **school** through to **higher education**.
- A wide range of **subject areas**, helping students pursue their interests and career aspirations.
- Backed by over **40 years of experience** in vocational and skills-based education.



* Universities that recognise L3, L4/5, or both.

Qualifications for all learners

No matter the starting point or destination, there's a BTEC for each student.



Promoting BTEC qualifications

Here are a few simple guidelines to keep in mind when creating marketing materials to promote Pearson BTEC courses.

Access the BTEC Marketing Toolkit for a comprehensive collection of marketing materials and resources to support your centre's promotional activities and student recruitment efforts.

Access toolkit



Talking about Pearson BTEC

1. Use clear, simple language that is easy to understand. Avoid jargon, and spell out BTEC (Business and Technology Education Council) the first time you mention it.
2. Highlight the key benefits of Pearson BTEC qualifications, such as practical learning, industry relevance, and clear career pathways.
3. Show how BTEC qualifications help students succeed, with a strong focus on applied learning and skills development.
4. When referring to BTEC, use a professional, positive, and approachable tone that reflects Pearson BTEC values.
5. Clearly showcase your status as an approved Pearson BTEC Centre, following the guidance in this handbook.
6. Use the information in earlier sections of this guide to explain Pearson, Pearson BTEC qualifications, BTEC Levels, and qualification titles.



Promoting BTEC Qualifications

Helping students and parents make informed choices starts with ensuring your team understands the value of Pearson BTEC qualifications.

Your team should be confident explaining:

- What Pearson BTEC qualifications are.
- How they're designed.
- The key benefits they offer students.
- How they compare with other options available in your country.
- The progression opportunities available after completion.



The Pearson logo is an important part of our brand identity and should always be used consistently and correctly.

If you would like to use the Pearson logo in any marketing or promotional materials, please refer to the official Pearson Partner Brand Guidelines before creating or publishing your assets. These guidelines provide information on correct logo usage, placement, sizing, spacing and other requirements to help ensure the Pearson brand is represented appropriately.

View the Pearson Partner Brand Guidelines
Download the Pearson logo



Imagery

We would recommend using imagery that emphasises the human and emotional dimensions of learning and shows people connected, engaged and emboldened through the learning process.

Do's

- **Learning is personal**: Choose imagery that reflects real people, real progress, and real potential. Focus on authentic moments that show people learning, collaborating, building skills, and achieving their goals.
- **Stay consistent**: Use imagery that reflects Pearson's brand, with a consistent style, tone, and visual identity.
- **Show diversity**: Use imagery that reflects the diverse backgrounds, experiences, and aspirations of your students and communities.
- **Tell a story**: Choose visuals that feel authentic and help tell a story about learning, growth, and achievement.
- **Use real imagery where possible**: When featuring your students, use images that positively represent both your centre and the Pearson BTEC experience.

Don'ts

- **Don't overcrowd**: Avoid busy visuals that can distract from your message. Keep imagery simple, focused and easy to understand.
- **Avoid low-quality or generic stock photography**: Choose high-quality, authentic imagery that feels relevant and engaging. Avoid generic stock photography whenever possible.





On your website

Tips for promoting Pearson BTEC on your website

Your website is often the first place prospective students and parents go for information. Make it easy for them to understand what Pearson BTEC qualifications offer and how they can support their future goals:

- Create a dedicated page for your Pearson BTEC courses.
- Clearly explain **qualification levels**, **subjects** and **progression opportunities**.
- Highlight how Pearson BTEC qualifications help students build practical, **career-relevant skills**.
- Include **downloadable brochures** or **course information**.
- Share **learner stories**, **testimonials** and **success stories** – see examples **here**.
- Use **SEO** and **GEO** best practices to help prospective students find your courses online.

Focus on clear, helpful information that gives students and parents the confidence to take the next step.



Social media

Social media is a great way to showcase learning in action and celebrate student success:

- Share **photos**, **videos** and **learner stories**.
- Tag **Pearson social accounts** where relevant.
- Use hashtags such as **#PearsonBTEC** for reach.
- Encourage learners to **share their experiences** and **achievements.**

You can download our **Social Media Assets.**

If you have any questions, get in touch via email at **btecinternational@pearson.com**.



College aggregator websites

Listing your institution on college and education websites can help more students discover your Pearson BTEC courses. To make the most of your listing:

- Include **clear information** about your institution and the Pearson BTEC qualifications you offer.
- Highlight the benefits of Pearson BTEC qualifications, including **practical learning**, **industry-relevant skills** and **progression opportunities**.
- Use relevant **course** and **qualification** keywords to help students find your courses online.
- Share **learner stories** or **testimonials** to bring the student experience to life.
- Keep your **course information** and **contact details** up to date.



Offline events

Recruitment events are a great way to introduce prospective students and parents to Pearson BTEC qualifications:

- Make sure your event materials are **clear**, **engaging** and **easy to understand**.
- Use **brochures**, **posters** and **display materials** that highlight the benefits of Pearson BTEC qualifications.
- Include **approved descriptions** of Pearson and Pearson BTEC qualifications.
- Bring your courses to life through **stories**, **testimonials** and **examples** of student work.
- Showcase your **facilities**, **learning environment** and **wider course offering** to help students picture themselves studying at your institution.

The most effective materials focus on what matters most to students and parents: **the skills they'll develop**, the **opportunities available** to them, and **where their learning could take them next**.

Posters Pull-up banners



Centre branding

Use display boards to promote your Pearson BTEC courses around your institution:

- Include key details such as **programme names**, **duration**, and **progression opportunities**.
- You can also use **learner success stories** to help bring the qualifications to life.
- Please share newly created artwork with the Pearson team for approval at **btecinternational@pearson.com**.



PR

Tailor your PR campaigns to your specific regions and consider the language preferences and aspirations of the students:

- You must share an **overview of Pearson** and **Pearson BTEC** in your **press brief**.
- Please share any **new artwork** or any **PR release** with the Pearson team to review at **btecinternational@pearson.com**.



Celebrating student success

Celebrate your students' achievements through awards, certificates, stories, or student ambassador programmes.

Spotlighting these is a great way to highlight the impact of your Pearson BTEC courses and inspire future learners.



Creating success stories

At the end of each academic year, there are many ways to celebrate your students who have achieved great results in their BTEC qualification.

You should celebrate them by presenting them with certificates of excellence at an annual awards ceremony, incentivise great work by awarding the top achievers in each sector or level, or showcase exemplary students in your advertising. You could even employ graduates as student ambassadors to inspire future cohorts.

We would love to know how you are celebrating your students so that we can support them by amplifying your social media posts or creating our own Pearson case studies to showcase our customer success.

Tag Pearson in your posts or share your stories with your Pearson representative.



Using existing stories

You can use our existing success stories to showcase the impact of Pearson BTEC on a student's life.

See our **learner case studies**.



Contact us

If you would like Pearson Marketing to review any of your artwork or have any other questions, please share via email: **btecinternational@pearson.com**.

Find out more