

General Enquiries

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BTEC Level 5 Higher National Diploma in Business and Marketing

Location	Stockport College
Course Type	University Level
Department	Business & Law
Start Date	Monday 12th January 2026
Duration	Full-time, 1 Year
Time	09:00 - 17:30
Fee	£ 8000.00
Course Code	SFQ-HB5H-1200

Course Overview

This course is designed to equip students with the knowledge and skills required for a range of careers in business and specifically those in the marketing profession. The first year provides a solid foundation for students to not only acquire a broad understanding of business but to develop professional skills and behaviours that will enhance employability and progression opportunities, such as teamwork, research, time management, project management and communication.

Greater specialism in the field of marketing takes place at Level 5, equipping students to pursue a career in the marketing profession and perform effectively in this specialist area. Students may also continue their studies at Level 6 in Business and/or Marketing. Students will be given the opportunity to work on live briefs learn from business and marketing professionals and apply their learning in the context of any part time employment.

Course Requirements

Whilst applications are considered on an individual basis, they are usually based on a requirement to have 64 UCAS points from either:

A level 3 vocational qualification, GCE A levels or an Access to Higher Education Diploma

GCSE English Language and Maths at grade C/4 or above. In some circumstances, we can accept Functional Skills Numeracy level 2 instead of GCSE Maths.

Mature students with relevant experience and/or professional qualifications are welcome to apply and may be invited to interview.

What You Will Learn

In addition to gaining awareness of the environment in which businesses operate, students will develop a practical understanding of the activities that underpin and support business operations and systems. This includes the role and impact of HRM, fundamental accounting principles and financial and management accounting techniques. You will analyse leadership and management theories, principles, styles and their influence and impact on the culture and effectiveness of organisations. Project management skills will be developed and assessed as you undertake research to carry out and execute a business project of your choice. Examination of digital technologies, emerging trends and the development of a proposed digital strategy will strengthen your digital literacy and give you confidence when seeking employment in a changing digital landscape.

Appreciation of how marketing interrelates with other business functions and how it contributes to the achievement of business objectives, will be gained early in the course. You will learn how to develop marketing and media plans, design and monitor a digital marketing campaign using multimedia as well as how to apply digital tools and techniques. Marketing analytics and insights focuses on the customer journey and decision-making process, designed to develop the knowledge and skills to be able to enhance customer experience, develop customer relationships and devise measures and metrics to improve them. Students will examine intellectual property rights and the principles that affect the legal relationships between business organisations and consumers.

Assessment

Assessment is continuous and includes a wide range of methods including the development of portfolios, delivery of presentations, design of creative communications, preparations of reports, essays and research projects. You will be expected to complete one or two pieces of assessed work to meet the learning outcomes for each of the eight units at each level of the course.

Progression

On completion, you may progress to a Level 6 top up degree programme including for example:

BA (Hons) Business Management
BA Business and Marketing

Career Options

On completion, you may consider roles such as:

- Digital marketing executive
- Marketing executive
- Marketing communications assistant

Mandatory Units

At level 4 you study:

- The Contemporary Business Environment
- Marketing Processes and Planning
- Management of Human Resources
- Leadership and Management
- Accounting Principles
- Managing a Small Business Project
- Innovation and Commercialisation
- Digital Business in Practice

At level 5:

- Research Project
- Organisation Behaviour Management
- Marketing Insights and Analytics
- Digital Marketing
- Integrated Marketing Communications
- Launching a New Venture
- Consumer and Intellectual Property Law

Exam Validation Body

Pearson Education Ltd

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Hours Per Week

Full time, 12 hours per week (day)

How Long To Complete

2 years full time

Contact Details

For further information please email HEenquiries@tcg.ac.uk

Disclaimer

Although every care has been taken to ensure that the information contained within this document is accurate, there may be changes to this programme and provision. We will endeavour to keep prospective and current students updated where appropriate and when the information becomes available.