

VENUE AND DURATION OF COURSE:

East Surrey College, Gatton Point, London Road, Redhill, RH1 2JX, 2 years Full-time.

ENTRY REQUIREMENTS:

5 GCSE grade 9-4 (A*- C) that includes English & Maths, GCSE Art beneficial or; BTEC Level 2 Diploma / BTEC Level 2 Extended Certificate Merit / Distinction, or an equivalent Level 2 qualification, at Merit or Distinction level. Students over 19 without these qualifications, but with relevant work experience will be considered for the course. All applicants will have an interview and applicants may be required to take a literacy and numeracy assessment. You must also be very interested in current affairs and the business world.

WHAT QUALIFICATIONS WILL I GET?

- BTEC Level 3 National Foundation Diploma in Business – achieved in Year 1
- BTEC National Extended Diploma in Business – achieved in Year 2

COURSE DESCRIPTION:

This course is aimed at students who have an active interest in creative industries such as fashion, music, film, visual arts, advertising, promotion and marketing. It promotes creative thinking within a commercial context and develops a good understanding using theory and its application in practice.

The course will help you develop the necessary skills, knowledge and understanding to provide a sound, basic business education. The course is continuously assessed through assignments, project tasks and case studies.

The course can lead to more specific pathways in higher education. It develops a good understanding using theory and its application in practice.

You will take part in work experience or a work based project during non-college days. This can be in collaboration with students across the College.

UNITS/TOPICS COVERED:

The Units of study cover a range of topics such as:

- Introduction to marketing
- Merchandising campaigns
- Digital advertising campaigns
- Visual communication

TYPE OF ASSESSMENT:

The majority of the course is continuously assessed through assignments, involving practical project tasks and case studies. In some subjects, there will also be computer based exams (externally set).

EQUIPMENT NEEDED:

- Pens
- Paper
- Folders
- USB stick

WHERE CAN IT LEAD?

- Business Foundation degree (FdA) at ESC
- Degree courses at University for the Creative Arts (UCA) – Business School for the Creative Industries
- Careers in the creative industries

COURSE FEE:

If you are under 19 on 31/08/2022, tuition is free. If you are 19 or over, please consult Client Services for advice and guidance on funding and eligibility.

Please be aware that there may be additional costs for equipment and educational visits. This information will be available from the curriculum staff at interview.

WHAT TO DO NEXT:

If you have any outstanding queries please contact our Client Services team on 01737 788444 or at clientservices@esc.ac.uk.

To apply online for this course please visit www.esc.ac.uk.

Disclaimer:

Every effort has been made to ensure that the details contained in this leaflet are up-to-date and accurate at the time of printing. However, the College reserves the right to alter or cancel courses, their content, entry requirements, fees or other details should circumstances dictate.

Should you require this leaflet in a different format please contact Client Services on 01737 788444.

