

Qualifications

England and Wales

- Marketing professionals' entry requirements vary by company. Companies prefer candidates with a Higher National Diploma (HND) or Degree.
- A levels (entry requirements range from CDD to BBB; applications will be evaluated more on skills).
- Vocational qualification (Level 3) - e.g. Pearson BTEC Level 3 National Extended Diploma may be accepted as an alternative to A levels.
- Advanced apprenticeship (Level 3).
- Bachelor/Masters degree or Degree apprenticeship (Level 3-7).

Scotland

- Universities and colleges usually require BBBB for Scottish Highers. Universities sometimes require Advanced Highers (AA) to supplement Highers.
- Vocational qualification (SCQF Level 6) - may be accepted as an alternative to Highers.
- Foundation apprenticeship (SCQF Level 6).
- Bachelor/Masters degree or Modern/Graduate apprenticeship (SCQF Level 10-11).
- Most employers prefer business studies or marketing, but industrial companies may prefer science-based degrees for marketing positions. While smaller employers may prefer candidates with Chartered Institute of Marketing (CIM) diplomas.

209,400 estimated job openings by 2027

Useful skills

- Creativity
- Research
- Listening
- Communication
- Analytical and critical thinking
- Collaboration



Marketing; looking at the sector.

**£22,880-
£82,680**
average salary

Related subjects

- English
- Media studies
- Business

893,400 people currently employed in sector