



SUMMER BRIDGING WORK 2026

Summer Bridging Work is an important part of your transition to Wilberforce Sixth Form College. This piece of work will count towards your effort grade. Please complete your summer bridging work in time for the start of term.

You are required to bring evidence in paper format and hand this into your subject teacher during your first lesson.

BTEC Marketing

OVERVIEW OF SUBJECT

Welcome to the exciting, dynamic world of Marketing! The business environment is forever changing, and businesses are constantly looking at ways of researching, analysing and communicating with their customers so that they can launch new products, services and improve their performance. Every time you purchase a product, use a service, or simply engage with friends and family through social media such as Facebook or Instagram, you are engaging with the marketing function of a business. During your study of BTEC Marketing, you will be exploring different areas of marketing activity linked to careers in marketing, marketing principles and customer communications. To give you a direct insight into the world of Marketing there are multiple resources you can explore and investigate to help you develop a greater understanding of the course and what it is you will be learning.

ENTRY CRITERIA To study BTEC Marketing you need to have good range of GCSE qualifications including Maths and English.

SUMMER TASK Please complete the following activities, including the progression opportunities task at the end;

TASK ONE – DIFFERENT SECTORS:

Research and explain the following sectors which marketers may be employed in. For each give a definition of the sector and what it means, then develop to explain what the focus of marketing activities may be in this sector.

- Public sector
- Private sector
- Voluntary/Not-for-profit sector
- Business to business (B2B)
- Business to consumer (B2C)

TASK TWO - LITERACY TASK:

Research a successful business of your choice. Your research must cover the following;

- Background information about the business and its achievements.
- Identify a recent marketing campaign launched by the business and what promotional methods were used. e.g. Social media, TV advertising, Public relations, Sales promotions etc.
- Give an analysis of why you think it was successful.
- Provide an evaluation of the success of the campaign.

Your work must be at least one side of A4, handwritten not word processed. You must not copy directly from Wikipedia or any other websites you use for research! **15mks**

TASK THREE - PROGRESSION OPPORTUNITIES

Marketing Manager, Market Researcher, Social Media Manager, Web Content Editor

Above we have listed four careers linked to BTEC Marketing. You are tasked to research the four careers, choose one that most appeals to you and write a 300-word essay as to why you feel this career would be most suited to you. If your chosen career is not in the list then please feel free to write about that one!

TASK FOUR – CURRICULUM VITAE

In Unit 1 you will need to apply for a selected marketing role. Over the summer, ensure you have an up-to-date CV which could be modified for this activity. A CV should include the following sections:

Title, personal details, education, qualifications, work experience, personal statement, references

There is an example of a CV on the left →

Kind regards

Vicky Moore

Vicky Moore

Teacher of Marketing and Business

If you have any queries regarding your Summer Bridging Work, please contact vim@wilberforce.ac.uk who will aim to respond before your enrolment appointment.

Curriculum Vitae	
Personal Details	
Name	Gina Wilberforce
Address	123 Wilberforce Road Hull HU8 9TF
Telephone	07722 890 233
Education	
2025 - Present	Wilberforce Sixth Form College
2021 - 2025	Ansoff's Secondary School
Academic Qualifications	
BTEC Ext Cert in Marketing	DDD
BTEC Ext Cert in Business	DDD
BTEC Ext Cert in Travel	DDD
Eight GCSEs Grade 5+	Including Maths and English
Work Experience	
February 2025 (2 weeks)	I did my work experience at XXXX and my duties included XXXX
September 2026 - Present	Part time employment at Matalan using the till, pricing stock and stock management as well as dealing with customers.
Personal Statement	
I am an outgoing person who enjoys playing sport. I am a member of a Football team at college and play at the weekend for my local team. I enjoy reading and computing and can use a <u>range</u> of different software packages including Microsoft Office and Canva. I am hardworking and work well with others. I am always on time.	
References	
Emma Watson 88 The Lane Hull HU8 7CE	