

General Enquiries

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THE
CHEADLE
COLLEGE

Steps to Professional Courses - Digital, Media and Marketing (Level 1)

Location	Cheadle College
Course Type	College 16-18
Department	Foundation Learning
Start Date	Tuesday 1st September 2026
Course Code	CFP-TF1C-1100

Course Overview

This Level 1 course is designed for students who are interested in developing skills in digital media and marketing. It combines practical, hands-on learning with real-life experiences to help build creativity, confidence, and employability skills.

Students will work towards an Open Awards Level 1 qualification in Skills for Further Learning and Employment, following a Digital Media and Marketing pathway. This may include units such as Digital Media Projects, Creating Digital Content, Using Social Media, Producing Graphics or Images, Website Development, and Introduction to Marketing and Promotion.

Course Requirements

4 GCSE's at Grade 2 or above including English and Maths

What You Will Learn

Learning takes place in a range of settings, including classrooms, digital learning suites, and within the local community. Lessons are engaging and practical, allowing learners to develop their skills using industry-relevant tools and software. Students will create digital content such as images, videos, and promotional materials, while developing an understanding of how media is used to communicate messages and promote products or services.

Alongside practical learning, students will develop communication, teamwork, and problem-solving skills through group projects, campaigns, and creative tasks. Learners may plan and produce their own digital marketing materials, helping them gain insight into how businesses promote themselves and engage with customers.

Throughout the course, learners will also develop important life skills such as creativity, independence, organisation, and digital confidence, key qualities needed for further study, employment, and everyday life. On successful completion of the course, learners can progress onto higher-level Digital Media, Marketing, or Creative programmes, apprenticeships, or pathways into employment within the digital, media, and marketing industries.

Assessment

Continual independent project-based learning is evidenced through practical application of vocational specific presentations, portfolios of evidence, speaking and listening and group discussion. Vocational learning within the industry area provides evidence of independent research, critical evaluation and development of transferable skills, such as teamwork, communication, resilience and problem solving.

Progression

On successful completion of the course, learners can progress onto higher-level study programmes, supported internships, or pathways into employment and independent living.

Career Options

Social media assistant
Digital content creator
Marketing assistant
Junior graphic/web designer

Mandatory Units

Developing Own Interpersonal Skills

Contact Details

For further information please contact T: 0161 886 7070 or E: info@trafford.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.