Pathways to MARKETING



Application Form Questions

To enable you to prepare your responses before beginning the form, we have provided the 4 questions you will be scored on, below:

1. Why are you interested in the marketing sector? You may wish to draw on any personal life experiences, your degree background and/or work/volunteering opportunities you've undertaken. (250 word limit)

2. What do you think you will gain from completing the programme? (250 word limit)

3. What skills and qualities do you possess that demonstrate your suitability for working in the marketing sector? (350 word limit)

4. You have been tasked with promoting a new product or service to a specific target audience. Select an industry and target audience of your choice, and outline how you would develop a promotional campaign that would appeal to them and include what factors you would you consider? (350 word limit)

To apply for the Pathways to Marketing programme, please complete the Microsoft application form here with your prepared answers to the above questions. Please note, this is the only way to apply for the programme.

Applications close at 12 noon on Wednesday 16th December 2026.