

Business and Marketing

Locations 



d'Overbroeck's

Key Facts:



Age range:
13-17



Location:
d'Overbroeck's



Class size:
12



Certificate:
External industry
certificate from
trusted UK provider



Minimum language level:
B1 (intermediate)



Tuition content
Academic subject studies,
Industry workshops and
Capstone Industry Project



Weekly excursions:
2 full-day, 1 half-day



Hours per week:
25



Dates:
8 July - 5 August



Duration:
2 weeks

This course equips students with essential skills and knowledge to become a successful business entrepreneur or marketer. Students will explore idea generation, market research, business planning, marketing strategies, financial management, and problem-solving. Engaging discussions, case studies, and real-world examples will deepen theoretical understanding, while hands-on activities and group projects will allow practical application. By the end, students will have the confidence and tools to turn their creative ideas into viable businesses and make a positive impact.

Learning outcomes

- Analyse world-leading businesses, understanding their success and strategies across different departments including marketing, finance and HR
- Explore effective leadership practices globally and examine case studies of leadership in different countries
- Develop a critical understanding of organisations, the markets they serve, their value-adding processes, and evaluate business behaviour from various stakeholder perspectives
- Explore historical and contemporary themes in trade and business, and the influence of national governments and cultural changes

Example Industry Workshops

Museum of Brands - Students learn about the purpose of packaging and the development of supermarket brands from Victorian times to the present day. After undertaking research from the Museum's collection, students work to improve packaging designs in relation to consumer habits and market trends.

Insider London - Students are guided through London on a Retail Design Tour, visiting the most iconic Mayfair streets to analyse the great success of the British heritage brand and the strategies of world flagship stores. Students will consider the changing world of high street shopping and how brands use technology, sustainability, and visual merchandising strategies to get consumers through the door.

Capstone Industry Project

The Business and Marketing industry project is designed and delivered by GoCreate Academy, a learning provider offering university accredited and industry endorsed qualifications across the creative arts.

Students will develop a comprehensive business plan and establish a compelling brand identity for an innovative product, event or festival launch. At the end of the course, students will be assessed based on their participation in discussions and the final presentation including a podcast episode and video project.

Capstone Industry Project in collaboration with:



*Discover our
Business &
Marketing course*

