

Marketing Handbook

Promoting BTEC
qualifications in
your centre





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Welcome

A warm welcome to the Pearson BTEC Marketing Guide. We want you to have the guidance you need to confidently attract students to your BTEC courses. We've included copy guidance, logo usage and lots of other useful hints and tips.

Questions?

Please contact us at

btecinternational@pearson.com





Understanding Pearson qualifications

About Pearson

Founded in 1844 by Samuel Pearson in Yorkshire, England, Pearson has grown to become one of the largest international awarding organisations supporting tens of millions of learners every year.

We create vibrant and enriching learning experiences designed for real-life impact.

More than 160 million users in 200+ countries trust Pearson products and services.

Whether it's upskilling in the workplace, getting ahead in school, making a grade at university, or learning a new language, our products and services help people realise the life they imagine every day.

For us, learning isn't just what we do. It's who we are.

You can learn more about Pearson [here](#)



A person with a backpack is seen from behind, looking out over a city skyline at night. The city lights are blurred in the background, creating a bokeh effect. The person is wearing a white t-shirt and grey shorts. The overall mood is contemplative and forward-looking.

About Pearson BTEC

Established in 1984, Pearson BTEC (Business and Technology Education) is the UK's most respected skill-building programme.

It is a framework of vocational courses, globally renowned qualifications, and learning solutions.

From fundamental learning to professional courses at the postgraduate level, Pearson BTEC offers an alternative to academic education with practical, hands-on learning experiences.

Each Pearson BTEC qualification comprises a variety of units designed to enable students to build their understanding and skills across the course of study.

Pearson BTEC qualifications develop a trained and highly skilled workforce ready for the future.

Why do students opt for Pearson BTEC qualifications?



Recognised by 300+* international universities



Developed and validated in partnership with educators, employers and government to ensure content reflects the needs of a workforce



Affordable option to study an international qualification in India



Available at different levels of school, college and postgraduate



Provided in 24+ subjects



Established for 40 years



Pearson BTEC in India

BTEC Levels and their Indian equivalent

		BTEC Levels	Level 1 - 2	Level 3	Level 4	Level 5	Level 6	Level 7
Who is Pearson BTEC for?	Indian equivalent		Class IX-X	XI- XII	UG Y-1	UG Y-2	N/A	PG Diploma
	Best suited for		School students seeking foundational knowledge from vocational subjects	School students seeking additional knowledge from vocational subjects ITI aspirant, workplace upskilling etc	Students seeking routes to pursue higher education abroad in global universities or pursue a dual degree in India		Progression to international university	Students seeking international Master's Degree
Duration of Pearson BTEC qualifications			3 - 12 months	3 - 24 months	12 months	12 months	12 - 24 months (location and course dependent)	6 - 8 months
Nomenclature of Pearson BTEC qualifications			BTEC International Level 1, BTEC International Level 2	BTEC International Level 3 (Certificate/ Diploma/ Extended Diploma)	Higher National Certificate	Higher National Diploma	Undergraduate Degree	PG Diploma
Pearson BTEC subjects offered			Business, Creative Media, Engineering, Art and Design and many more		Available in 24+ subjects including: Business, Creative Media, Engineering, Art and Design, Esports, Digital Technologies, Cloud Computing		N/A	Strategic Management and Leadership
Who can provide Pearson BTEC qualifications?	Type of institution		International schools	International schools	Higher Education providers - colleges, universities, private training centres		<i>No solution available within Pearson BTEC at this level</i>	B-Schools, Higher Education Institutions
	Pearson BTEC partner/s in India		MGIS (Ahmedabad), Fountain Head (Surat)	NSDCI, AIFF (PAN India)	GNA University (Punjab), King Cornerstone (Chennai), Vidyajyoti Eduversity		N/A	Westford Management College (Kochi), ISMS (Pune), The B School International (Calicut)

A person wearing an orange sweater is sitting at a desk, writing in a notebook. The person's hands are visible, holding a blue pen. The notebook is open, and the pages are white. The background is blurred, showing a window and some greenery.

Qualification titles

When referring to one of our qualifications you should always use the full title of the qualification, such as 'Pearson BTEC Level 3 Applied Science' or 'Pearson BTEC Level 5 in Business Management'.

Promoting BTEC qualifications

Here are a few guidelines for promoting and marketing Pearson BTEC courses to keep in mind when you are creating your marketing collateral which will be used to promote and market your Pearson BTEC courses.





Talking about Pearson BTEC

Here are some general guidelines that you can follow while promoting Pearson BTEC qualifications.

- Ensure your messaging is accessible and easy to understand, avoid unnecessary jargon. For example, state the full form of BTEC (Business Technology and Education Council) whenever you state it for the first time.
- Highlighting key features of Pearson BTEC qualifications, such as practical skills, industry relevance, and career pathways

that a student will be interested in knowing while taking a Pearson BTEC qualification.

- Outline how BTEC qualifications contribute to the real success of your students, the applied nature of the courses and the strong focus on skills development.
- Whenever you mention BTEC, please ensure to use a tone that aligns with the values of Pearson BTEC, maintaining a professional and approachable tone.
- Emphasise the credibility of Pearson BTEC qualifications. Showcase your accreditation as an approved BTEC Centre. Guidance for this can be found later in the handbook.
- You can use the information on the previous pages of this guide to explain Pearson, Pearson BTEC qualifications, Pearson BTEC Levels, and qualification titles to your audience.

Prepare your team

To help students and parents understand and choose the right Pearson BTEC courses, it is important that your whole team - faculties, admission counsellors, marketing, and BTEC students - understand Pearson and Pearson BTEC courses.

This includes – what are Pearson BTEC qualifications? How are they designed? What are their salient features? How they are different from other courses offered in your institution? What is their equivalence in India, and how they will accelerate the career of a student?

Learn more about BTEC qualifications [here](#)

Using the Pearson BTEC Approved Center logo

You can use the Pearson BTEC Approved Center Logo in your marketing and admission assets.

Endorsement of an Approved centre means that the Center has been reviewed by Pearson to offer Pearson BTEC qualifications. This endorsement is shown with the use of the Pearson BTEC Approved Center endorsement typemark on **marketing materials**.

Download the logo [here](#).



Approved Centre



Imagery

We would recommend using imagery that emphasises the human and emotional dimensions of learning and shows people connected, engaged and emboldened through the learning process.

Do's

- Stay consistent: Please use imagery that aligns with Pearson's brand guidelines, including colours, style, and tone.
- Show diversity: The imagery represents diverse cultures, backgrounds, and experiences around the world and related to your course.
- Tell a story: Prefer visuals that tell a story or evoke emotions related to learning and development.
- While using real pictures of your learners, please make sure there is a good representation of both - Centre and the BTEC brand.



Don'ts

- Don't overcrowd: Avoid cluttered or busy imagery that can overwhelm the viewer. Keep the visuals clean and focused to convey the intended message clearly without distractions.
- Quality over quantity: Avoid using low-quality or generic stock images or videos rather pick high-resolution clear visuals.





On your website

Tips for promoting Pearson BTEC on your website

- Optimise your website to showcase Pearson BTEC courses effectively. You can have a dedicated admissions page for the Pearson BTEC courses provided in your institution.
- Enrich the page with information like subject and qualification level. For example, Pearson BTEC Level 4 in Business Management.
- Explain the relevancy of a BTEC course in the Indian context. Add information about the progression routes and the university tie-ups.
- You could add a brochure as a PDF to your website to enable people to download more information.
- Feature testimonials from previous students.
- Work with your marketing team to leverage online advertising and SEO (search engine optimisation).
- You can bid on Pearson BTEC-related keywords such as Pearson BTEC, BTEC in India, and Pearson vocational courses to rank your page higher in search results.

Social media

Promoting your courses on social media will help you find learners on the sites they visit most. Consider Instagram, YouTube and Facebook in your planning:

- If you are posting anything on social media to promote your Pearson BTEC qualifications or students, please tag official Pearson BTEC social media handles in your relevant posts. This not only boosts the visibility of your content but also allows us to share and amplify your achievements.
- Highlight how Pearson BTEC courses bring learning to life and foster hands-on experiences by sharing photos and videos of engaging classroom activities.
- Use the hashtags **#PearsonBTEC**, **#BTECIndia**, or **#PearsonIndia**, with all your posts to increase the reach.
- Share success stories and testimonials from students who have excelled in Pearson BTEC courses.
- Encourage students to create and share content related to their BTEC journey and ask them to cross-tag Pearson BTEC handles as mentioned above.



Collaborating with Pearson on social media

If you wish to collaborate with us on our social media handles cross tag us on LinkedIn and send a collaboration request on Facebook/ Instagram

Our social media handles are:



For your social media

You can download our social media toolkit [here](#).

Please read the guidance shared with every template before you start editing. If you have any questions about these asset templates, please get in touch via email at btecinternational@pearson.com

Listings on College Aggregator websites

We highly recommend you list your institution on the college aggregator/ education information portals. When listing yourself, please ensure:

- You provide comprehensive details about the course offered, the institution and the Pearson BTEC affiliation.
- When adding information about the courses offered, please ensure you use the relevant keyword for Pearson BTEC qualifications.
- You can feature success stories of students who have completed BTEC programmes at your Centre in video or blog format.
- The information is updated regularly.

Offline events

When you are conducting any offline events, these tips can be helpful:

Visually appealing brochures, flyers, posters, and standees that highlight key information about BTEC programmes. Include the key description of Pearson and Pearson BTEC Qualifications as shown on page 9.

You can add to this your facilities, other courses and learner success stories.

Centre branding

You can create display boards within your Centre that highlight the various BTEC programmes offered. Include key details such as programme names, duration, and the industries they cater to.

You can also use these display boards to spread awareness about Pearson BTEC in your institution.

Please share newly created artwork with the Pearson team for approval at [**btecinternational@pearson.com**](mailto:btecinternational@pearson.com)



PR

Tailor your PR campaigns to your specific regions in India and consider the language preferences and regional aspirations of the students.

You must share an overview of Pearson and Pearson BTEC in your press brief.

Please ensure you share the PR release with the Pearson marketing team to review before it is published at [**btecinternational@pearson.com**](mailto:btecinternational@pearson.com)



Celebrating learner success

Creating success stories

At the end of each academic year, there are many ways to celebrate your students who have achieved great results in their BTEC qualification.

You could celebrate them by presenting them with certificates of excellence at an annual awards ceremony, incentivise great work by awarding the top achievers in each sector or level, or showcase exemplary students in your advertising. You could even employ graduates as student ambassadors to inspire future cohorts.

We would love to know how you are celebrating your students so that we can support them by amplifying your social media posts or creating our own Pearson case studies to showcase our customer success. Please tag us in these posts or share the news with your Pearson representative via email.



Using existing stories

You can use our existing success stories to showcase the impact of Pearson BTEC on a student's life.

[See our learner case studies.](#)

Thank you

If you would like Pearson Marketing to review any of your artwork or have any other questions, please share via this email id

bteciinternational@pearson.com

