

STARTING INFORMATION

Digital Industries

Welcome to Digital Marketing | Level 3

Course details

Course code: MMED033F

Campus: Brighton – Central

Attendance: Full Time

Duration: 1 Year

Qualification: UAL Level 3 Diploma in Creative
Media Production & Technology

Dear Student,

We're delighted to welcome you to Brighton MET College and are very much looking forward to you joining us this September.

During your first week, you'll receive key information about the course, the department, and the college. This will include your timetable and course handbook. Your tutor will introduce you to the structure of the course and assessments, outline the exciting work-related experiences you'll take part in, and explain our expectations of you as a student at Brighton MET.

We can't wait to support you on this creative and professional journey.

Best wishes,

Karena Morrison

Teaching & Learning Manager

[What to bring on your first day](#)

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- ✓ Kit List
- ✓ Water bottle
- ✓ Work from Summer Project

Kit list

Headphones

Example:

[Sony MDR-ZX110 Overhead Headphones – Black](#)

Price: £13.99*

Micro SD card and adapter

Example: [Kingston Canvas Select Plus microSD Card SDCS2/128 GB](#)

Price: £8.99*

Portable hard drive

Example: [Maxone Portable External Hard Drive 500GB 2.5" HDD](#)

Price: £24.95*

Notepad, pens, and pencils

Example: Nu Notebooks - [Evolve Range - Recycled Notebook - A4](#)

Price: £2.49*

[Helix Oxford Blazer Buddy Essential Stationery Set](#)

Price: £3.99*

Summer tasks

Summer Project 2025: “Pitch It!” – Create & Sell Your Big Idea

What’s This All About?

Imagine you’ve come up with the next big thing – a new product, app, service or brand. Your job is to **convince others it’s worth buying into**. You’ll spend the summer designing, branding and marketing your idea – just like a real business start-up.

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You'll **pitch your idea** to your classmates and teachers in September, like a business entrepreneur asking for investment. If you've ever seen *Dragons' Den* or *Shark Tank*, that's what this is all about – but don't worry if you haven't! You'll be judged on your creativity, thinking and presentation, not how "real" your product is.

What You're Creating:

A **new product or service**, fully imagined and marketed by you.

It could be:

- A **physical product** (e.g. smart bottle, sustainable fashion, wireless earbuds)
- A **digital product** (e.g. mental wellness app, budgeting tool, educational game)
- A **service** (e.g. mobile dog grooming, social media help for local shops, tutoring network)

Your Final Pitch Pack Should Include:

Your work can be in any format you like – Word, PowerPoint, Canva, Google Slides, or even neatly handwritten and drawn.

1 The Big Idea

- What is your product or service?
- What makes it different, better, or exciting?
- Why does the world need it?

2 Design & Branding

- A business or product name
- A logo (hand drawn or digital)
- Images, sketches or mock-ups of what your product looks like
- Brand identity (colours, slogan, tone of voice)

3 Know Your Audience

- Who is your product or service for?
- What age group, interests or lifestyle do they have?
- Why will it appeal to them?

4 Marketing Plan

- How will people find out about your product?
- What platforms will you use to promote it (e.g. Instagram, YouTube, TikTok, email, posters)?
- Will you do anything special (launch event, influencer deal, free trial)?

5 *Price It Right*

- What will it cost customers?
- Will there be different prices (basic version, premium, etc.)?
- How much would it roughly cost to produce?

★ **Extension Task: Market Research**

- Are there similar products or services already out there?
- Who are your competitors?
- What makes your idea better, cheaper or more creative?

Your Pitch (Induction Week)

In September, you'll **present your idea to the class** in a fun and relaxed pitch session. You don't need to memorise a script – just talk us through your idea with confidence and enthusiasm.

Your pitch should:

- Be around 3–5 minutes
- Show your visuals (slides, designs, logo, etc.)
- Explain your product, your audience, your pricing and your promotion plan

Top Tips

- Be passionate – if you believe in your idea, others will too
- Keep it clear and structured
- Make your branding stand out
- Think like a customer: why would *you* buy this?
- Don't worry if it's not perfect – just show your thinking!

Not Sure Where to Start? Here's Some Help:

Idea Starters:

- A healthy snack brand for gamers
- A planner app for college students
- A subscription box for pet lovers
- A mobile repair service run by students
- A streetwear clothing brand

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Free Tools You Can Use:

RESOURCES

1. **Google Slides**: Free Slideshow software
2. **Canva**: free graphic design software
3. **Pexels.com**: free stock images
4. **Social-mockup.app**: social media post mockups

Other?

Financial support

Information can be found on our main website: brightonmet.ac.uk

Go to 'help and support' then 'financial support'



[CLICK TO VIEW](#)

Link to LSG (Learner Support Grant) application

[CLICK TO VIEW](#)

Contact details

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Brighton MET Admissions Office: admissions@gbmc.ac.uk

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