

# T LEVEL IN MARKETING



**Stamford**  
College

**SUMMER PROJECT**



# YOUR TASKS

01

## Create your folder and documents

Using iCloud, google drive or your laptop/PC storage, create a folder entitled 'T Level Summer Project 2026 - **First Name, Last Name**'. Put your own first and last name in.

For example 'T Level Summer Project 2026 - Sam Smith'.

Using either word, docs or a similar word programme create a document called 'Table Task - Part 1'.

Using either powerpoint or google slides (or any other presentation programme) open a file called 'Presentation: Part 2'.

02

## Complete the 2 tasks

The tasks are on the following pages. Complete the word document and presentation to the best of your abilities. Remember to check spelling and grammar before you submit.

03

## Email the folder to college

Once complete, email the folder to **hayden.honey-allen@ieg.ac.uk**. We will confirm receipt and put this folder in the summer project file. You will need to have done this **BEFORE** you attend enrolment. This would be supporting evidence of your commitment to the course.

04

## Attend your enrolment slot

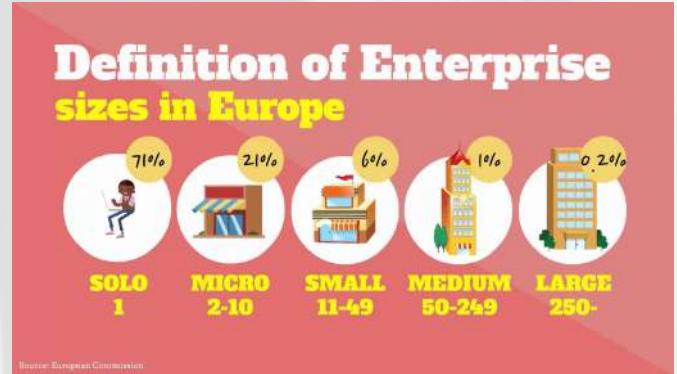
Don't forget to bring your exam results transcript as this will need to be photocopied for our records. We will then give you your timetable and get you set up to start the induction.

# PART 1

Your first job is to create a table that shows 5 different sizes of business.

The graphic below shows the definition of different sized businesses in Europe (also the UK). A Micro Business, for example has between 2-10 employees whilst a large enterprise has 250+ employees.

- Firstly, choose one business for each 'size'. For example, you may choose 'Apple' for a large business and a self employed personal trainer for solo. You may choose a local micro/small business. Please note, you might have to guess with the smaller businesses how many employees but we do not need this to be accurate.
- Research the differences between **private, public and voluntary/non-profit** sectors. Which of these does your business belong to?



- Next, re-create the table below in your own way in your word document. Do some research to find out the answers and remember it does not have to be entirely accurate. We know some smaller businesses will not give out information like number of employees, so you may have to guess. Remember not to use AI for this work, we can detect AI generated work in college.
- Finally, check your spelling and grammar and then save your word document.

| Size of Business | Name of Business Chosen | Purpose of the Business | Is the business in the private, public or voluntary/non-profit sector? |
|------------------|-------------------------|-------------------------|--|
| Solo             |                         |                         |  |
| Micro            |                         |                         |  |
| Small            |                         |                         |  |
| Medium           |                         |                         |  |
| Large            |                         |                         |  |



# PART 2

- Create a presentation showing how NIKE became an **INTERNATIONAL** success.
- Show as much information as you can about how the brand has gone from how it started, to **INTERNATIONAL**.
- Talk about costs, distribution, manufacturing locations, the rise of the brand in the UK, collabs
- Think about the future of the business globally.
- Consider sales, best sellers, marketing strategies including social media.
- Once complete, save the file and then send part A and part B to the address on the info sheet. Useful sites as a starting point:

<https://thesolesupplier.co.uk/news/the-history-of-nike/>

<https://www.companieshistory.com/nike/>

<https://investors.nike.com/investors/news-events-and-reports/default.aspx>



## Nike Logo Evolution

1964

1971

1978

1985

1995

### FUN FACT:

NIKE WAS ORIGINALLY CALLED 'BLUE RIBBON SPORTS' UNTIL JEFF JOHNSON SUGGESTED THE NAME "NIKE" AFTER THE GREEK GODDESS OF VICTORY.



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# PART 2

## Key Information About NIKE

**ORIGINATION**  
Originally known as Blue Ribbon Sports until 1971

**BRAND INSPIRATION**  
Inspiration came from the Greek Goddess of Victory, Nike

**STORE SPACE**  
The world's largest Nike store is in London and measures about 42,000 sq. ft.

**BRAND VALUE**  
Brand value of \$15.9B

**PROFIT**  
\$1.9B profit in the year 2018

Business Strategy Hub

## 12 CRAZY FACTS YOU PROBABLY DIDN'T KNOW ABOUT NIKE

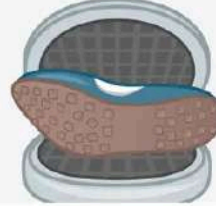
The company was founded as **Blue Ribbon Sports**, a U.S. distributor of Onitsuka Tiger shoes (now known as Asics). It was nearly renamed Dimension Six before the name Nike was selected.



The name Nike comes from the **Greek goddess of victory**, and it's pronounced "ny'kee."



The company's first shoes were made **inside a waffle iron**, with the iron creating the grooved pattern that helps athletes grip running tracks.



The Nike swoosh was designed by a **Portland State University student for just \$35**. She was later given stock now worth more than \$640,000.



## Ahead of the Game: Nike Rules the Sneaker World

Worldwide footwear sales of selected sports brands in 2022



\* Nike's and Converse's fiscal year ends May 31.  
\*\* Skechers sales include apparel and licensing fees but are primarily made up of footwear sales.

Source: Company filings



statista

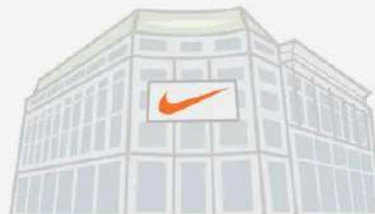
Serial killer **Gary Gilmore's final words** "let's do it" inspired the slogan "Just Do It."



Nike's 1987 ad for Air Max shoes was the first time a Beatles song was ever used in a TV commercial. The song was "Revolution."



The world's **largest Nike store** is 42,000 feet and located in London's Oxford Street.



Nike sells approximately **900 million** items of footwear, apparel, and equipment each year.



Nike has won **two Emmy awards** for its commercials, in 2000 and 2002.



Nike shoe designer Tinker Hatfield also designed the **Bat boot** in the first "Batman" and Michael J. Fox's **hoverboarding shoes** in "Back to the Future Part II."



According to ad agency Moosylvania, Nike is **millennials' favorite brand**, holding 62% of the athletic-shoe market.



Nike has patented a shoe with an **embedded computing device**, which can communicate with the wearer's smartphone.



## EU Most Sold

- 1** Nike Air Force 1 Low '07
- 2** Nike Dunk Low White Black
- 3** Nike Air Force 1 Supreme Box Logo
- 4** Nike Dunk Low White Black (Women's)
- 5** Jordan 1 Mid Gym Red Black White



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**COURSE INFO**



# TRIPS & VISITS

## BUSINESS DEPARTMENT

During the year there is a number of trips as part of the curriculum. These trips could include **(subject to change)**:

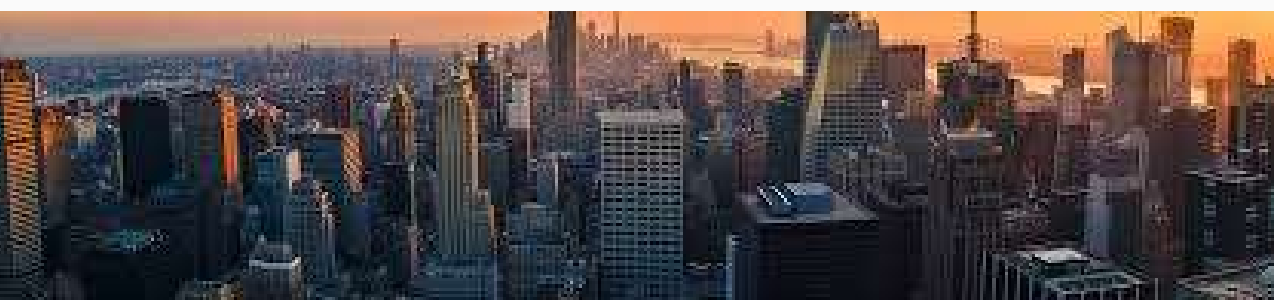
- Tallington Lakes Team Building Event
- Federation of Small Business - Networking Event
- Houses of Parliament - Tour and Workshop
- What Career Live - Birmingham
- Museum of Brands - London
- Bank of England
- UK University Fair
- UCP - Tour and Workshop

## Trip Fee

The fee for the curriculum trips is **£100** for the full year and payable in advance by WisePay. Information on how to pay will be included in enrolment/induction.

Those who do not pay the trip fee will be unable to attend the events throughout the year.

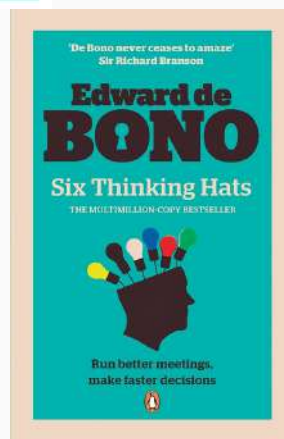
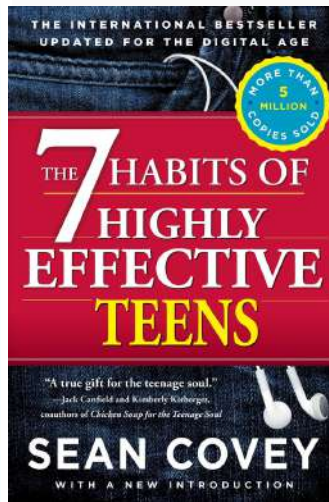
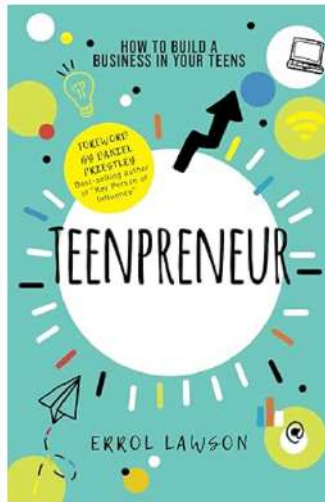
Payment is expected by Friday 11<sup>th</sup> September 2026.



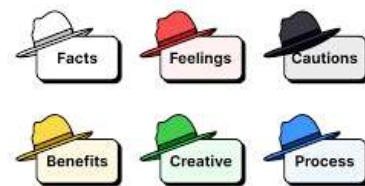
# SET BOOKS

## 2026-2027 T LEVEL BUSINESS

The optional books below are useful and will support you in your studies.



One of your first tasks will involve using the 'Six Thinking Hats' - have a look online and see what this is about.





# IMPORTANT INFO

## 2026 - 2027 T LEVEL BUSINESS

### Trip Fee

The fee for the curriculum trips is **£100** for the full year and payable in advance by WisePay. Information on how to pay will be included in induction. Those who do not pay the trip fee will be unable to attend the many events throughout the year.

### Dress Code

For taster day, please wear something comfortable. Sports wear is acceptable for this session.

During your time on the TL course you will have 3 different dress codes for events as follows:

- Casual: Normal college lessons
- Smart-casual: Smarter dress for in college when we have visiting speakers or are running events
- Smart: Trips and visits to businesses, networking events etc.

### What next?

After taster day, ensure you complete the summer project and get this handed in before your enrolment date. If you do not complete, you will not be able to enrol and this may mean you cannot secure a place on the T Level.

### Key dates:

- **Enrolment:** 21<sup>st</sup> August (to be confirmed)
- **Induction:** W/C 1<sup>st</sup> September
- **Term commences:** Monday 7<sup>th</sup> September.



# INDUCTION INFO

## 2026-2027 T-LEVEL BUSINESS

### Induction Week:

**Tuesday 1<sup>st</sup> September - Friday 4<sup>th</sup> September**

### Dress Code for Induction:

**Thursday:** As part of the day you will be attending Tallington Lakes. You need to bring with you the following:

- Closed-toe water shoes — essential for being on the water; trainers, neoprene shoes, etc. Flip flops or sliders are not acceptable.
- Swimwear — wear under your wetsuit or for comfort.
- Own wetsuit (optional) - Tallington will provide this if needed.
- Warm clothing for after being on the water.
- Towel, a spare change of clothes, and possibly a dry bag or separate bag for wet gear
- Sun protection if a hot day
- Water bottle
- Hair tie — to keep long hair secure and safe on the water.

### Remember:

- **LinkedIn:** Ensure you are signed up and have your user name and password.
- **Placement:** Please come prepared with your list of placement options and any contact made.
- **Bring a notepad and pen:** This is essential for taking notes throughout.



# ASSESSMENT & DATES

## 2026-2028 T LEVEL BUSINESS

Please do not take holidays in term time on this programme.

### Year 1 Assessment Dates:

- ESP: 10th May - 20<sup>th</sup> May 2027
- Core Paper 1: Weds 9<sup>th</sup> June 2027
- Core Paper 2: Weds 16<sup>th</sup> June 2027

### Term Dates:

- October Half Term: 26<sup>th</sup> October - 2<sup>nd</sup> November 2026
- End of Term: Friday, 18<sup>th</sup> December 2027
- Back to college: Monday, 4<sup>th</sup> January 2027
- Feb Half Term: Monday, 15<sup>th</sup> Feb - Friday, 19<sup>th</sup> Feb 2027
- Break for Easter: Thursday 25th March 2027
- Back to College: Monday, 12<sup>th</sup> April 2027
- May Half Term: Monday 31st May - Friday 4<sup>th</sup> June 2027
- Break for summer: Thursday 24<sup>th</sup> June 2027

