

# Pathways to MARKETING



## Application Form Questions

*Please note, when completing the application form, you cannot save your progress and return at a later date. To enable you to prepare your responses before beginning the form, we have provided the 4 questions you will be scored on, below:*

**Why are you interested in the marketing sector? (250 word limit)**

**What do you think you will gain from the training and internship? (250 word limit)**

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

**You are working for a meal delivery company and have been tasked with promoting their new range of gluten free meals. With many other competitors on the market, outline how you would promote this bespoke meal delivery service and how you would reach your target audience, along with factors you would take into consideration. (350 word limit)**

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

**Applications close at 1:00pm on 15th  
January 2025.**