



## APPRENTICESHIPS

### Marketing Executive Level 4

This apprenticeship is designed for learners who wish to manage a tactical marketing strategy across digital, offline and social media channels.



**NTG**  
TRAINING

# Course Overview

The Marketing Executive Level 4 Apprenticeship Programme is for businesses and learners who acknowledge the vital importance of marketing to a business. Learners will study how to effectively engage with your target market to meet business goals, through a range of disciplines including social media, offline and digital marketing.

Marketing Executive apprentices will study campaign planning, marketing distribution, stakeholder networking, marketing research, branding and event marketing. They will also gain a grounding in an extensive range of digital and offline marketing skills such as budget management, data analysis and creative content production.

Upon completion of the course, learners will have a good working knowledge of:

- The theory behind the construction of a strong marketing campaign
- The impact of marketing on the business as a whole
- How marketing can be tailored to meet the unique goals of the business
- How data analysis helps to refine marketing campaigns to make them more effective
- The importance of budget management and ROI

**This is a 15-month apprenticeship program.**

The programme is delivered during normal working hours and training can be flexible to meet the needs of your organisation. We use a blend of online, webinar and practical sessions, and the apprentice will receive regular 1-1 sessions and support from their tutor.

# Topics of Study for This Apprenticeship Include:

## Marketing Concepts and Theories

- Marketing Theory such as the 7Ps, product development and segmentation
- Concepts of brand positioning to support reputation
- The principles of stakeholder management

## Business Understanding and Commercial Awareness

- Business Characteristics
- Marketing's contribution to business objectives
- The audience decision making process
- Legal, regulatory and compliance frameworks

## Market Research

- The principles of effective market research and how this can influence marketing activity.

## Products and Channels

- The principles of product development
- The marketing landscape
- Features and benefits of different communications channels

## Marketing Campaigns

- Coordinating and maintaining key online and offline channels
- Delivering campaigns against SMART objectives
- Managing production and distribution of marketing materials

Continued Next Page...

# Topics of Study (Continued):

## Interpersonal and Communication Skills

- Producing effective communications through copywriting and proofreading
- Engaging and collaborating with stakeholders

## Service Delivery

- Project and time management skills
- Campaign coordination to deadlines
- Liaising with stakeholders to achieve desired outcomes

## Budget Management

- Monitor project budgets within their scope of work using appropriate systems and controls

## Evaluation and Analysis

- Evaluating the effectiveness of marketing campaigns
- Analysing data to support marketing activities
- Data evaluation to support improvements to future campaigns

## Systems and Processes

- Using business systems to deliver marketing outcomes efficiently
- Using appropriate technologies to deliver marketing outcomes



# Get Up to £4,000 In Apprenticeship Incentive Grants

**The Apprenticeships Incentive Scheme has been extended and funding has now been doubled.**

Growing a business during a pandemic is hard, but it also presents an incredible opportunity to take advantage of exclusive government incentives that may never happen again.

Did you know? If you take on an apprentice between now and September 30th 2021, you could get up to £4,000 as a grant?

Businesses who hire an apprentice will now receive £3,000, no matter what age the apprentice is. They will also gain an additional £1,000 on top if their apprentice is 16-18 and they have less than 50 employees.

**Apprentices can be any age and they can study up to a Master's Degree level.** Gain skilled staff with a tiny investment – apprenticeship training fees are funded up to 95% by the government for the vast majority of businesses!

## £3,000

**Get £3,000 for every single apprentice you take on between now and September 30th 2021.**

The grant is cash from the government and is paid directly in to your bank account.

Your new apprentice can be any age, and there's no limit to how many apprentices you can hire to claim the grant.

The grant is paid in two instalments, £1,500 3 months into your hire's apprenticeship, and £1,500 12 months into their apprenticeship.

## + £1,000

**You can claim an extra £1,000 on top of the original £3,000 grant if your apprentice is aged 16-18, and you have less than 50 employees.**

You can also claim this £1,000 extra grant if your apprentice is under 25 with an Education, Health and Care Plan.

We'll talk you through the entire process and explain exactly what you can claim. Then, when you're ready, we'll make the claim on your behalf, making the whole process effortless.

## Progression from Digital Marketing Level 3

The Marketing Executive Level 4 is the perfect course to progress to, for those who have completed their Digital Marketing Level 3 Apprenticeship.

Learners will develop on their previous expertise gained specifically in digital marketing and enhance their skills to include overall strategy planning.

The Marketing Executive Level 4 Apprenticeship enables learners to see the bigger picture and to understand how their work impacts the business as a whole.

Learners will be able to apply the practical skills studied on their level 3 apprenticeship to create tailored strategies that are backed up by data, research and analysis.

They will gain critical thinking skills, to ensure their work is as efficient and honed as possible, leading to better ROI on marketing for the business.

This course is ideal for marketing staff who see themselves moving into management roles in the future.



# Entry Requirements

Entry requirements may be deemed by the employer.

Learners may also need to complete English and Maths qualifications if they do not already have these to the required standard.

# Qualifications

## Level 4 Diploma Marketing Executive

# CIM Membership

This apprenticeship is designed to meet the requirements for registration as an Affiliate Member with the Chartered Institute of Marketing (CIM).

## Study Marketing Apprenticeships with NTG Training

We offer a range of marketing apprenticeships for businesses, if you find these qualification doesn't meet your needs, we also offer a Digital Marketing Level 3 Qualification. Get in touch to learn more.

info@ntgtraining.co.uk @

www.ntgtraining.co.uk

01244 678100

/ntgtraining f

