

LEVEL 6



MARKETING MANAGER

An advanced apprenticeship designed to equip future leaders with the required skills to plan high-level marketing strategy whilst also effectively managing a team.



@ntgtraining

01244 678100

www.ntgtraining.co.uk

info@ntgtraining.co.uk

COURSE OVERVIEW

The Marketing Manager Level 6 Apprenticeship is designed for employers who are looking to develop and mentor individuals who will come to oversee high-level company marketing strategy. This course equips learners with the ability to utilise research, analytical thinking, technical skills and critical thinking to meet the marketing goals of the business. This apprenticeship also explores leadership and motivation techniques that your manager can use to bring out the best in their team.

Who Can Enrol On This Course?

This course is an ideal progression route for those who have completed a Level 3 marketing apprenticeship, but it's not essential to have any prior marketing qualifications. Your apprentice should however:

- Be aged 16 or over (although please note this is an advanced course, the equivalent educational level of a degree.)
- Have a good grasp of Maths and English, ideally to a Level 2 standard.
- Have some good understanding of marketing functions.
- Be already in, or taking on, a marketing-focused role where they manage a team.

You may use this apprenticeship to train a new member of staff, or an existing employee.



KEY LEARNING OBJECTIVES

Once learners have completed this course, they will have a strong working understanding of:



Developing and implementing operational marketing strategy, key marketing campaigns and stakeholder engagement plans in line with overall business objectives.



Delivering data and evidence driven decision making through commissioning reliable research to inform marketing strategies.



Tracking and reporting on marketing/sales data to inform senior management decision making.



Establishing marketing goals based on campaign analysis, product/service performance and market forecasts.



Managing the marketing budget to develop cost-effective marketing plans.



Approving and overseeing the creative development of a range of marketing materials/channels.



Managing relationships with key stakeholders to support marketing delivery and corporate reputation through both internal teams and external partners.

QUALIFICATION

Marketing Manager Level 6
Apprenticeship Standard

DURATION

18-24 Months

TOPICS OF STUDY

Marketing Concepts & Theories

- » Principles such as the extended marketing mix (7 Ps), marketing management processes, product development and how to apply these to the business plan and objectives.
- » Brand development and safeguarding, brand perception within the market, value propositions and the delivery of elements such as pricing, packaging etc.
- » Consumer and organisational behaviour theories and concepts, including the B2B or B2C decision making process and it's effect on marketing strategy.
- » Advanced stakeholder management and the application of customer relationship management (CRM) on an internal and external basis to facilitate the delivery of a marketing plan.
- » Marketing communication planning models and budgetary methodologies.

Business Understanding and Commercial Awareness

- » Understanding the organisation's vision, mission, values, strategy, plans, stakeholders, customers and competitors in order to support the decision and planning process.
- » Understanding the wider perspective of marketing campaigns on a national and international campaign, including how external and internal factors may create opportunities and challenges, and how these can be addressed.
- » How to measure and deliver Return on Investment in relation to marketing activities and plans.
- » Relevant industry/sector specific legal, regulatory and compliance frameworks that affect marketing functions, such as data protection regulations.

TOPICS OF STUDY

Research & Insight

- » Effective market research and evaluation techniques and methods and how to use the results to inform marketing planning and activities.
- » How to identify reliable information sources and use them to deliver measurable improvements to marketing activities, including how metrics are used to measure these.
- » How to research and adopt new and emerging themes in marketing, such as AI.

Product and Service Development

- » The principles of product and service design and implementation and portfolio management
- » The features and benefits of different marketing communications, and routes to market, and how to leverage these to maximum effect, including the use of appropriate digital channels and systems.

IS THIS COURSE RIGHT FOR YOU?

Why not check out the other marketing courses we offer at NTG Training:

Multi-Channel Marketer
Level 3

Content Creator
Level 3

COURSE FUNDING

The overall value of this training is £9000, however at NTG Training we can access apprenticeship funding from the government meaning most businesses will only pay 5% of the training fees at:

£450



95% Funding From The Government

All businesses that do not pay the Apprenticeships Levy will only need to pay 5% of the total training fees. We call this an 'Employer Contribution'.



100% Funding for Enrolling Apprentices Aged 16 to 21

If your apprentice is 16 - 21 years old and your business has a payroll bill of less than £3 million, the government will fund your apprenticeship training 100%



Have a Payroll Bill Over £3mil? Access Your Apprenticeships Levy Pot

Businesses who operate with a payroll bill over £3 Million are required to pay a levy which allocates funds to a pot for apprenticeship training. Ask us for more advice on utilising this.





WHY CHOOSE NTG TRAINING?



We believe “those who CAN, teach” – all of our tutors have years of real-world industry experience within their fields and are still actively passionate about their sectors.



We know that innovation and change are the accelerators of success, so unlike other providers we constantly adapt our teaching to cover new and emerging technology, skills, thought leadership and best practice.



Employers and learners alike love our friendly and expert tutors, who know how to adapt their teaching for each individual, in order to help them to achieve their maximum potential.



We always keep your business goals at the heart of our training plans. Every apprenticeship project is adapted and designed to actively, positively impact your business during your apprentice’s study.



01244 678100



www.ntgtraining.co.uk



info@ntgtraining.co.uk



@ntgtraining



NTG
TRAINING