

# Marketing Executive

**Level:** 4

**Typical Duration:** 15 months

**Possible Job Role:** Marketing Executive, Marketing Officer, Marketing Assistant

## Course Overview

Marketing is the oxygen that feeds sales and raises the profile of all organisations.

The aim of the apprenticeship is to give the learner the knowledge skills and behaviours to help shape, support and deliver marketing plans, working in conjunction with a Marketing Manager who will define the overall marketing strategy. This apprenticeship will equip the learner with transferable skills such as creativity, communication and project management.

Marketing is vitally important to all businesses, providing insight to develop and deliver new products and services to meet ever-changing customer needs. It is the process of researching, developing, promoting, and distributing products or services through effective channels to engage with a range of target audiences.

Occupations in marketing span most industries and sectors, and the roles can sit within a specific company/agency that provides marketing deliverables and advice to external clients, or within an internal marketing team. This is generally an office-based role with field-based activities across a number of settings.

## Qualification Achieved

On completion of this apprenticeship, you will hold a Level 4 Marketing Executive Apprenticeship  
Additional qualifications achieved include:

- Level 1 or 2 Functional Skills Mathematics
- Level 1 or 2 Functional Skills English

## Progression

The role may act as a gateway to further career and training opportunities, including, but not limited to:

- Level 6 Marketing Manager Apprenticeship
- Marketing Executive
- Marketing Officer

## Learning & Assessment

Apprentices will be assigned a dedicated tutor. The tutor will visit monthly in the workplace, as well as being on hand to support throughout the duration of the apprenticeship programme. The frequency of these sessions may be more, depending on the needs of the apprentice.

## End Point Assessment

Each Apprentice must undergo an independent end-point assessment to determine the outcome of their apprenticeship. The assessments will assess the knowledge, skills and behaviours gained during their programme. The methods by which this apprenticeship is assessed are:

- Multiple Choice Knowledge Test
- Project Showcase
- Professional Discussion

## Entry Requirements

Individual employers may set their own criteria for this apprenticeship.

## Hire an Apprentice

We can work with you to source a suitable applicant for your organisation or you can up-skill your existing employees. If the employee is under 19 and your business has fewer than 50 employees, there will be no cost for the training. If they are over 19 and/or your business has over 50 employees then you will contribute 5% towards the cost of the training. For any businesses paying into the levy, all training costs will be covered.

## Recruitment

With our Talent Match recruitment service, Talent Bank, we will advertise your vacancy, screen applicants and pre-interview potential prospects in order to ensure you only interview the most appropriate candidates for your vacancy – all free of charge.

## E-Portfolio

We offer a dedicated virtual learning platform which allows learners to keep on track of their course. In addition to this, it allows our tutors and employers to keep up-to-date with the progression of learners.

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