

# Multi-Channel Marketer

## level 3



**This programme is perfect for those in the early career stages of their marketing career, or those who are new to their business and/or industry.**

This programme will equip learners to create customer-focused marketing that drives demand for products or services through brand and product awareness. Learners will design effective digital strategies using the latest digital technologies, ensuring that they are completely up-to-date with trends and best practice.

The course develops key communication and creative problem-solving skills, such as adapting communications for a range of stakeholders and audiences. Delegates will gain a deeper understanding of planning a digital campaign, customer relation management and commercial strategy, as well as SEO and analytics. Learners will use both creative and analytical skills to solve problems and come up with new insights and trends that can inform marketing activities.

## Contents

- ▶ **Marketing Methods, Principles, and Practices**
- ▶ **IT and Digital**
- ▶ **Regulation and Legislation**
- ▶ **Marketing Communications and Copywriting**
- ▶ **Customer Experience and Customer Journey**
- ▶ **Research and Campaign Planning**
- ▶ **Campaign Implementation and Management**
- ▶ **Data Analysis and Marketing Evaluation**

## Learning Journey

This training programme is based on the [Multi-Channel Marketer Apprenticeship Standard](#).

To provide an **immersive and varied experience**, the learning journey is made up of various teaching and learning methods, including practical and interactive workshops, project work, group work, and self-guided learning. Other teaching methods, such as flipped workshops, webinars and peer-to-peer learning, will also be used, if and when relevant.

Regular **on-programme assessment** can include assignments, presentations, reports, independent learning exercises, and building a portfolio of evidence. Every learner will also have regular progress reviews with their programme lead.

The **End Point Assessment** for this programme consists of two components: a written project with presentation and questions, and a portfolio-based interview.

**On completion** of the programme, learners will gain the Level 3 Multi-Channel Marketer Apprenticeship Certificate.

Typical training period of

**14–18 months**

followed by an End Point  
Assessment period of up to

**5 months**