

MULTI-CHANNEL MARKETER

LEVEL 3

APPRENTICESHIP STANDARD

This training programme is based on the Multi-Channel Marketer Apprenticeship Standard, so it's important that you familiarise yourself with it and the knowledge, skills and behaviours that it covers. You can find a copy of the standard [here](#).

HOW LONG DOES IT TAKE?

Typical training period of
14–18 months

followed by an End Point Assessment period of up to

5 months

SUMMARY

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. The knowledge gained will allow delegates to create 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. They will learn from the industry experts and apply new skills in their professional settings.

WHAT DOES THE CONTENT LOOK LIKE?

- ▶ Marketing Methods, Principles, and Practices
- ▶ Campaign Management
- ▶ 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

WHAT DOES IT INVOLVE?

To provide an immersive and varied experience, the learning journey is made up of various teaching and learning methods including:

- ▶ Practical and interactive workshops
- ▶ Set assignments & independent learning exercises
- ▶ Project work
- ▶ Self Guided Learning including Digital Workbooks
- ▶ Progress reviews with your dedicated Programme Lead
- ▶ Other methods such as flipped workshops, webinars and peer to peer learning, if and when relevant.

ASSESSMENT & QUALIFICATIONS ACHIEVED

Regular on programme assessment including reports, presentations, project work, research assignments and the development of a portfolio of evidence.

The End Point Assessment for this programme consists of two components:

- ▶ Written Project with presentation and questioning
- ▶ Portfolio-based Interview

Upon successful completion of this programme, learners will have created a portfolio of work and achieved the Level 3 Multi-Channel Marketer Apprenticeship Certificate.

