

Marketing Manager

level 6



Throughout this programme, learners will explore the evolving marketing landscape, from foundational principles to advanced strategies, delving into topics such as marketing concepts, business acumen, research, strategy development, project management, leadership, and continuous improvement.

They will master the art of crafting effective marketing plans, navigating complex business environments, and leveraging data-driven insights to optimise marketing performance. Through hands-on practice and theoretical exploration, learners will cultivate essential skills in communication, collaboration, critical thinking, and problem-solving. They will emerge as adaptable, innovative, and ethically conscious marketing managers, ready to anticipate and adapt to changes in the marketing landscape.

Contents

- ▶ The Evolving Marketing Landscape
- ▶ Marketing Fundamentals: Theory and Practice
- ▶ Business Insight & Commercial Awareness
- ▶ Research & Insights: Driving Informed Decisions
- ▶ Crafting Effective Marketing Strategies
- ▶ Project Management Essentials for Marketing Professionals
- ▶ Campaign Delivery & Optimisation
- ▶ Advanced Leadership & Communication
- ▶ Evaluation & Continuous Improvement of Marketing Campaigns
- ▶ Mastery in Marketing Management

Learning Journey

This training programme is based on the [Marketing Manager 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 assessment methods. Method 1: project showcase on a work based project with a slide deck, oral presentation and Q&A. Method 2: professional discussion.

On completion of the programme, learners will gain the Level 6 Marketing Manager Apprenticeship Certificate.

Typical training period of

20 months

followed by an End Point
Assessment period of up to

5 months