



MODULE ONE BUSINESS ENVIRONMENT

- Industry sectors and types of business
- Aims, objectives and goals
- Analysis techniques and basic research skills
- How to plan and co-ordinate work and marketing plans

MODULE TWO SALES, SEGMENTATION & STRATEGY: KNOW YOUR CUSTOMERS

- Segmentation and how to use it for different workplace activities
- The key elements of a marketing plan
- Create a SWOT analysis
- Understanding the product life cycle

MODULE THREE SALES, SEGMENTATION & STRATEGY: REACHING YOUR CUSTOMERS

- Relationship marketing and the importance of existing and/or repeat customers
- The stages of the customer journey and the sales lead funnel
- Creating and interpreting marketing briefs
- Research methods and converting data into business intelligence

MODULE FOUR COPYWRITING & ETIQUETTE: COMMUNICATING WITH YOUR CUSTOMERS

- Copywriting frameworks
- Communications channels and platforms for copywriting
- Communication styles
- Branding used in copywriting

MODULE FIVE SOCIAL MEDIA & BRANDING: INFLUENCING THE MARKET

- Use of relevant social media channels
- Types of content and the different between print and digital audiences
- Conversations and tone of voice
- Storyboards

MODULE SIX SOCIAL MEDIA & BRANDING: BRANDING GUIDELINES

- Brand guidelines and their importance
- Equality and diversity in branding
- The impact of reputation and social media
- Writing a social media policy and managing social media response
- Social media adverts and digital vouchers

MODULE SEVEN SEARCH ENGINE OPTIMISATION: CONTINUOUS PLANNING & MANAGING

- What is SEO and how is it used
- On and off page SEO
- SEO Trends and changes over time
- Measurement and analysis

MODULE EIGHT IMPROVING DIGITAL CHANNEL PERFORMANCE: PAY PER CLICK

- Search advertising platforms
- Remarketing
- Keywords/phrases and match types
- Campaign structure and creating a brief
- Metrics and measuring success

MODULE NINE DELIVERING DIGITAL CONTENT TO INFORM / INFLUENCE THE MARKET

- Websites and web development
- File formats associated with web development
- Web security

MODULE TEN TYPES OF CONTENT AND CHANNELS: YOUR CUSTOMERS JOURNEY

- What is content marketing and why is it important
- Identifying different types of content
- Channels – digital vs traditional
- Writing marketing emails and e-Newsletters
- Writing styles and adapting for different channels and campaigns

GATEWAY READINESS AND END POINT ASSESSMENT

PREPARATION - MODULE ELEVEN

- Mock Knowledge Test / Work-based Projects
- Revision skills



END POINT ASSESSMENT

- Knowledge Test - 90 minute multiple-choice test
- Work Based Project Showcase - Project report and professional discussion which showcases a work-based project

