

Marketing/Communications Manager Apprenticeship

17 month programme | Level 6



Our Marketing/Communications Manager Apprenticeship is a specialised degree-level programme that develops learners into confident, strategic marketing and communications leaders.

It focuses on end-to-end service delivery, aligning activities to organisational objectives and demonstrating clear value and impact, while building the leadership skills needed to manage teams and engage senior stakeholders.

Each module is designed to be flexible and tailored to the needs of the apprentice's organisation, ensuring both the learner and employer gain immediate practical benefits.

A dedicated pathway is available for professionals in public services and not-for-profit organisations which may have no 'product' but for which aligning campaigns and communications to mission and service delivery achieves meaningful impact.

Employers using the course to train marketing managers include Sage, Pearson, Centrica, Informa, Cancer Research UK, BBC, NHS, Merseyside Police, and agency-side organisations such as DRP Group.

The apprenticeship is assessed by the Chartered Institute of Marketing (CIM).

Typical job titles include: Marketing Manager, Marketing and Communications Manager, Corporate Communications Manager, Product/Proposition Manager, and Insight/Innovation Manager.



JGA has truly revolutionised my approach as a Visual Media Officer for Merseyside Police. It's pushed me to think critically about the changes we want, the actions we need people to take, and how I measure results. The programme's flexibility has been invaluable in unpredictable law-enforcement media work. Since starting, I've had more positive feedback from colleagues and the Chief Constable, showing the impact my work is having on viewers and our communities."

Ryan, Merseyside Police



Interested in the Marketing/Communications Manager apprenticeship?
Get in touch.

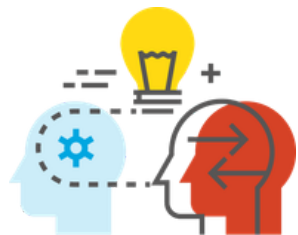
Scan the QR code or contact the team via
sales@jga-group.co.uk or 020 8426 2666



Marketing/Communications Manager

Course structure

- ✓ Regular interactive seminars
- ✓ Live, small group sessions led by experienced practitioners
- ✓ Comprehensive support for both apprentices and line managers
- ✓ Resources provided for mental health and well-being
- ✓ Support from neurodiversity specialist



MODULE →

Strategic Marketing Concepts

Strategic marketing concepts and theories

- Strategic marketing frameworks
- Environmental analysis
- Evidence-based model selection

Brand management

- Brand strategy and positioning
- Brand governance
- Brand performance measures

MODULE →

Applied Marketing Strategy

Strategic planning

- End-to-end marketing planning
- Objectives, budgets and resources
- KPIs, ROI and compliance

Segmentation, targeting and positioning

- Customer and market segmentation
- Target market selection
- Effective brand positioning

PROJECT ONE

Business Case

- Structure a business case that decision-makers expect
- Define a business need and back it with solid evidence
- Present the financial argument
- Show the value for customers and the business in familiar terms

MODULE →

The Marketing Mix

Product, pricing and distribution

- Product and lifecycle strategy
- Pricing and profitability
- Distribution and channels

Communications (Promotion)

- Communications tools and planning
- Channel and message selection
- Measurement and compliance



Marketing/Communications Manager

Course structure (2)

MODULE →	PROJECT	MODULE →	MODULE →	PROJECT
Services marketing Services Marketing • Service characteristics • Extended marketing mix • Service quality and delivery • Internal marketing Service Design, Delivery and Improvement • Service design methods • Designing for demand • Service recovery and complaining handling • Continuous improvement and innovation	Service delivery • Map a real service journey, end to end • Identify failure points and the data that evidences them • Propose a service or process improvement with a measurement method attached from the outset • Articulate how data, information, systems and processes were used and interrogated to enable delivery	Decision-making and behaviour change Consumer and business decision-making • Consumer decision models • Behaviour change theories • Organisational buying behaviour Value propositions and behaviour • Building value propositions • Behaviour change objectives • Proposition testing • Customer needs and value	Safeguarding your brand Safeguarding your brand: Risk assessment and scenario planning • Marketing risk assessment • Horizon scanning and scenario planning • Building adaptability into a plan Public relations and crisis communications • PR as a strategic tool • Issues and crisis management • Crisis communications • Brand safeguarding and recovery	Value propositions • Draft and test a value proposition for a real offer • Gather stakeholder input and show how that shaped the proposition • Run a risk and reputational check • Evidence value to the customer and to the business and identify a measurement method

Marketing/Communications Manager

Course structure (3)

MODULE →	MODULE →	PROJECT	MODULE →	ASSESSMENT PREP
Product and customer portfolio management Product and Customer Portfolio Management • Portfolio analysis • Assessing demand • New product and service development • Resource allocation Customer Relationship Management • The Customer lifecycle • Customer value metrics • CRM systems and processes • Segmentation and personalisation • Identifying growth opportunities	Applied marketing research and innovation Marketing Research Planning • Research needs and methods • Sampling, bias and common failure modes • Turning data into information & insight Emerging Trends and Themes in Marketing • Evaluate marketing trends • Current trends incl AI, privacy, sustainability and greewashing • Ethics and inclusion • Innovation	Marketing plan • Assemble a full marketing plan tied to a business requirement • Reference three strategic models • Budget, ROI, KPIs and an evaluation method • Stakeholder engagement evidence	Internationalisation Case Study • Market selection and entry • Analysing an unfamiliar market environment • Cultural and legal factors • Standardisation and adaptation • Resourcing, risk and measurement • Present and defend recommendations	Apprenticeship Assessment Work based project showcase Project report and presentation with Q&A and professional discussion which showcases a work-based project for the development of a marketing plan Professional discussion A 70 minute structured discussion between the apprentice and Independent Assessor 3 MONTHS