Level 4 Apprenticeship - 15 Month Programme

MARKETING EXECUTIVE
www.jga-group.com/apprenticeships

**MODULE ONE**
BUSINESS AND COMMERCIAL AWARENESS
- Business plans, visions and values and how they align with marketing plans and campaigns
- The business sector and the elements of strategic context
- The rise of marketing metrics
- The importance of budgets
- PR as a communication tool

**MODULE TWO**
BRAND AND REPUTATION
- Branding decisions and how they relate to the corporate brand
- The power of brands and how they help build relationships and loyalty
- Corporate identity and reputation
- The importance of brand consistency
- How organisations react when a brand/image is damaged

**MODULE THREE**
MARKETING RESEARCH AND EVALUATION
- How to commission marketing research
- The principles of marketing research and how it influences marketing activity
- Sources of data and methodologies
- Application of quantitative and qualitative research techniques

**MODULE FOUR**
MARKETING CONCEPTS AND THEORIES
- Marketing Concepts - Features/benefits of products and services
- The application of the 7 principles of marketing within marketing plans and strategies
- The function and role of the Marketing Executive
- Introduction to concepts of brand positioning and management
- The push, pull and profile concepts for marketing

**MODULE FIVE**
MARKETING CONTENT AND COMMUNICATIONS PLANS
- Developing the right content for communicating and promoting the product/service for sale/use
- The 7Cs of communication
- The power of imagery over words

**MODULE SIX**
MARKETING PLANNING AND CAMPAIGNS
- Segmentation, targeting, and positioning
- What does a marketing plan look like and how does it relate to a marketing campaign?
- The marketing landscape and different market segments
- Creating marketing campaigns for a new product or service

**MODULE SEVEN**
CRM AND STAKEHOLDER MANAGEMENT
- Stakeholder engagement and communication through communication plans
- The principles of customer relationship management
- The difference between CRM principles and approach and CRM systems
- How to use CRM systems and their role in marketing

**MODULE EIGHT**
BRINGING PRODUCTS AND SERVICES TO MARKET
- The role of the three Ps of marketing communication
- Basic principles of product development and product/service portfolios and lifecycles
- The marketing landscape and routes to market
- Market segmentation and positioning
- Global marketing

**MODULE NINE**
MARKETING EXECUTIVE AS A PROFESSIONAL
- The key skills and behaviours for the role of a Marketing Executive
- Differences between professionalism and ethics
- The relationships between diversity and inclusion and marketing

**MODULE TEN**
END POINT ASSESSMENT PREPARATION
- Developing written and verbal presentation skills, enhancing critical thinking
- Defending business positions in marketing
- Promoting your thinking and ideas to stakeholders
- Demonstrating marketing knowledge, skills and behaviours in real life marketing activities

GATEWAY READINESS AND END POINT ASSESSMENT
- Knowledge Test - 90 minute online multiple-choice test
- Project Showcase - project report, presentation and Q&A which showcases a work-based project
- Professional Discussion - 50 minute discussion between the apprentice and Independent Assessor

LIVE TUTOR-LED SEMINARS PLUS 1-2-1 COACHING SESSIONS

SUPPORT FROM NEURODIVERSITY SPECIALIST