



MODULE ONE 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 TWO 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 THREE BRAND 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 FOUR 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 FIVE 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 SIX 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 SEVEN 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 EIGHT 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 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 PROJECT SHOWCASE 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

