Marketing Executive Level 4 Apprenticeship

Taught by marketing practitioners and assessed by the Chartered Institute of Marketing.

www.jga-group.com
Marketing Executive Apprenticeship

This programme provides Marketing Executives with a robust grounding in the fundamentals of marketing. The apprenticeship instils creative, communication and project management skills; developing a knowledge of the systems, processes and budgetary implications of delivering marketing campaigns.

It also supports Marketing Executives in building self-confidence as a marketing professional; developing their ability to lead on projects, having their own voice within the business and building relationships with key stakeholders.

Improve Marketing Performance from day one

This course requires the learner to identify opportunities to improve marketing performance within their organisation and to propose thoughtful recommendations. Each module will be tailored to the particular needs of the apprentice’s organisation, so that both the learner and the employer reap benefits from day one.

Why study with The JGA Group?

We are a Queen’s Award-winning training provider; priding ourselves on our high-quality and inclusive programmes.

Our range of apprenticeship solutions for marketing and sales teams is one of the most comprehensive in the country. Our skills coaches and tutors are not just teachers. They are senior level, marketing professionals with a history of marketing success and experience; maintaining a portfolio of consulting roles alongside their apprenticeship responsibilities. This gives them the ability to cover the most pertinent topics that impact on the industry.
Core benefits of the programme:

For the employer

✔ Fill team and organisational skills gaps
✔ Nurture new talent
✔ Reward and support the continuous professional development of employees
✔ Boost motivation levels for employees
✔ Take advantage of cost-effective training

For the learner

✔ Improve ability to plan and deliver marketing campaigns
✔ Increase confidence to manage projects and campaigns end-to-end
✔ Peer-to-peer learning in small groups
✔ Develop the ability to analyse performance and suggest improvements
✔ Gain experience working with stakeholders from across the business
✔ Boost creativity and critical thinking skills

This programme is right for you if:

✔ You have completed the Marketing Assistant Level 3 qualification, and are looking to take your Marketing skills to the next level
✔ You are a Marketing Executive (or equivalent) wishing to upskill
✔ Your current role offers sufficient opportunities to cover the requirements of the course programme
✔ You have access to (either directly, or with support) marketing projects, campaigns, analytical data and systems such as CRM and social media tools
✔ You have good planning and time management skills
✔ You have the full support of your line manager for the duration of the programme
✔ You are committed to a long-term learning programme and a career in marketing

Roles this apprenticeship applies to:

• Marketing Executive
• Marketing Officer
• Marketing and Communications Officer
• Marketing Specialist
• Communications Executive
• Communications Specialist

Annabel was an excellent Skills Coach throughout my Level 4 Marketing Apprenticeship. She was very supportive and challenged me to become a better marketing professional at each step of the course. She is a true expert in her field and I would highly recommend her as a marketing skills coach.”

Jasmine Stainton
Marketing Officer, Leeds Hospitals Charity

78% of employers said apprenticeships helped them improve productivity*
Typical duration of the course
15 months (including 3 months for end point assessment).

Course format
Monthly industry masterclasses, monthly 1-2-1 online coaching sessions, online study materials and project work.

Time commitment
Approximately 1 day a week - much of this is project work that specifically supports your marketing role.

Apprenticeship qualification level
This is a level 4 apprenticeship, which is equivalent to a higher national certificate (HNC) qualification.

Professional recognition
This apprenticeship is designed to meet the requirements for registration as an Affiliate Member with the Chartered Institute of Marketing (CIM).

Cost of training
Apprenticeship training is free to levy payers and the Government provides 95% funding for smaller organisations. The value of the apprenticeship training is £6,000. Learn more about Government funding on the JGA website.

Progression route
On completion of your apprenticeship you can opt to progress to the Marketing Manager Level 6 Apprenticeship.

“With the apprenticeship scheme you look at the numbers and they stack up. You have the government grant, we give the learner a fair wage and 20% study time. What we have got out of it is fantastic; someone who is loyal to the company and producing some very good work. It has been a very positive experience. I wouldn’t have any hesitation in doing it again.”

Michelle Leggatt, Managing Director & Co-owner, Mindworks Marketing
Marketing Executive Apprenticeship Level 4

12 month programme

MONTH 1
MODULE ONE
Business Understanding 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

MONTH 2
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

MONTH 3
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

MONTH 4
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

MONTH 5
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

MONTH 6
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

MONTH 7
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

MONTH 8
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 targeting and positioning

MONTH 9
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

MONTH 10/11
MODULE TEN
End Point Assessment Preparation
- Revision sessions for knowledge, skills, and behaviours
- Preparation for the final assessment, including assessor questions
- Application of marketing knowledge and skills as a marketing executive
- Effective communication with stakeholders
- Demonstrating understanding of marketing concepts in practical scenarios

Live tutor-led seminars for each module plus 1-2-1 coaching sessions. Support from neurodiversity specialist where required.
Modules are mapped to the Chartered Institute of Marketing Level 4 Professional Diploma in Marketing. Level 4 equates to the first year of a degree.

Please note that the focus is on preparing apprentices for their final assessment by revising and applying their marketing knowledge, demonstrating their skills, and effectively communicating with stakeholders.
End point assessment

At the end of their apprenticeship, learners complete an end point assessment. This includes:

- **A project showcase** - a project report and 10 minute presentation based on an end-to-end marketing campaign or project that the apprentice has planned, executed and analysed within the workplace.

- **A professional discussion** (with the assessor) - much like an interview, this provides a platform for the apprentice to showcase the knowledge, skills and behaviours they have developed over the course of the apprenticeship.

- **A knowledge test** - a 90 minute online multiple-choice test.

Who can be an apprentice?

Apprenticeships provide a great opportunity to invigorate your workforce with fresh talent or to up-skill your current employees with relevant industry training.

- Apprentices can be any age, including graduates (To be eligible, apprentices must be aged 16+).

- In the case of the Marketing Executive Apprenticeship role, we recommend that learners have the support of the organisation to plan projects/campaigns (with an associated budget), execute them and analyse results. We strongly recommend they have a line manager with marketing experience who can provide support and guidance.

86% of employers said apprenticeships helped them develop skills relevant to their organisation*
What others say about JGA

"Ofsted says: Apprentices and learners particularly appreciate being taught by experts who help to bring their subjects to life and make them relevant to their own workplace...

Apprentices and learners value the high levels of support they receive...

Tutors help apprentices and learners develop their knowledge and confidence to be more effective in their roles. They organise interesting projects for apprentices."

Ofsted Report, October 2019

100% of apprentices told us seminars and coaching were excellent or good

86% of employers rate JGA as good or excellent

Awards

AAC Creative and Design Apprenticeship Provider of the Year 2023
West London Business Awards Training Provider of the Year 2023
The Queen's Award for Enterprise (Promoting Opportunity) 2021
BAME Apprenticeship Awards 2020
Funding

How does the government funding work?
The government covers the majority (if not all) of the cost of training the apprentice. Government funding is available for anyone on an apprenticeship scheme.

It is not just available for new marketing staff, it can also be used to enhance the skills of existing marketing staff.

This not only allows staff members to reach the next stage of their career development in a cost-effective way, but it also builds loyalty to the company and helps to make your team members feel valued and supported.

To receive the government funding for the scheme
Apprentices must work a minimum of 30 hours per week (20% of their hours needs to be study time with a minimum of 6 hours for a full time employee). They must have a contract of employment once the apprenticeship starts.

Learn more about government funding here.