



Marketing Executive Level 4 Apprenticeship

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

www.jga-group.com

September 2025



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, judged to be "Outstanding" by Ofsted; 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 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.

Awards

West London Business Awards
Best Education & Training Provider
2025 & 2023

AAC Creative and Design
Apprenticeship Provider of the
Year 2023

The Queen's Award for Enterprise:
Promoting Opportunity 2021



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

78%

of employers said apprenticeships helped them improve productivity*

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





Typical duration of the course

17 months (including 4-5 months for 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.



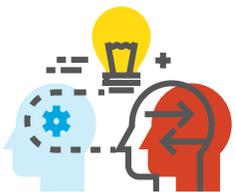
With the apprenticeship scheme you look at the numbers and they stack up. You have the government grant, we give the learner a fair wage and 20% study time. What we have got out of it is fantastic; someone who is loyal to the company and producing some very good work. It has been a very positive experience.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

**Michelle Leggatt, Managing Director
& Co-owner, Mindworks Marketing**



12 month programme

→	→	→	→	→	→	→	→	→	→
<p>Business Understanding and Commercial Awareness</p> <p>Business plans, visions and values and how they align with marketing plans and campaigns</p> <p>The business sector and the elements of strategic context</p> <p>The rise of marketing metrics</p> <p>The importance of budgets</p>	<p>Brand and Reputation</p> <p>Branding decisions and how they relate to the corporate brand</p> <p>The power of brands and how they help build relationships and loyalty</p> <p>Corporate identity and reputation</p> <p>The importance of brand consistency</p> <p>How organisations react when a brand/image is damaged</p>	<p>Marketing Research and Evaluation</p> <p>How to commission marketing research</p> <p>The principles of marketing research and how it influences marketing activity</p> <p>Sources of data and methodologies</p> <p>Application of quantitative and qualitative research techniques</p>	<p>Marketing Concepts and Theories</p> <p>Marketing Concepts - Features/benefits of products and services</p> <p>The application of the 7 principles of marketing within marketing plans and strategies</p> <p>The function and role of the Marketing Executive</p> <p>Introduction to concepts of brand positioning and management</p> <p>The push, pull and profile concepts for marketing</p>	<p>Marketing Content and Communications Plans</p> <p>Developing the right content for communicating and promoting the product/service for sale/use</p> <p>The 7Cs of communication</p> <p>The power of imagery over words</p>	<p>Marketing Planning and Campaigns</p> <p>Segmentation, targeting, and positioning</p> <p>What does a marketing plan look like and how does it relate to a marketing campaign?</p> <p>The marketing landscape and different market segments</p> <p>Creating marketing campaigns for a new product or service</p>	<p>CRM and Stakeholder Management</p> <p>Stakeholder engagement and communication through communication plans</p> <p>The principles of customer relationship management</p> <p>The difference between CRM principles and approach and CRM systems</p> <p>How to use CRM systems and their role in marketing</p>	<p>Bringing Products and Services to Market</p> <p>The role of the three Ps of marketing communication</p> <p>Basic principles of product development and product/service portfolios and lifecycles</p> <p>The marketing landscape and routes to market</p> <p>Market segmentation targeting and positioning</p> <p>Global marketing</p>	<p>Marketing Executive as a Professional</p> <p>The key skills and behaviours for the role of a Marketing Executive</p> <p>Differences between professionalism and ethics</p> <p>The relationships between diversity and inclusion and marketing</p>	<p>Assessment Preparation</p> <p>Revision sessions for knowledge, skills, and behaviours</p> <p>Preparation for the final assessment, including assessor questions</p> <p>Application of marketing knowledge and skills as a marketing executive</p> <p>Effective communication with stakeholders</p> <p>Demonstrating understanding of marketing concepts in practical scenarios</p>



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.

Apprenticeship assessment

At the end of their apprenticeship, learners complete a final 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*



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 staff, it can also be used to enhance the skills of your existing team.

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 wanted and supported.

To receive the government funding for the scheme

Apprentices must complete a dedicated number of hours on learning activities during working hours. This is typically one day a week. They must have a contract of employment that covers the duration of the apprenticeship, including assessment.

[Learn more about government funding here.](#)



Get in touch

The Marketing Executive Apprenticeship is an effective way to grow and develop members of your marketing and communications team whilst improving retention and motivation.

For guidance and support on any aspect of apprenticeships (including funding) contact us today:

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020 8426 2666

jga-group.com