



MODULE ONE STRATEGIC MARKETING CONCEPTS AND THEORIES

- Extended marketing mix
- Brand development and value propositions
- Advanced stakeholder management
- Decision making process

Month 1

PROJECT ONE STRATEGIC MARKETING PLAN

- Detailed marketing plan development
- Research, competitor analysis, consumer behaviour, decision making process, systems and processes
- SMART objectives aligned to business goals,
- Proposition, messaging, budgets and measurement

Month 2

MODULE TWO MARKETING PLAN AND STRATEGY

- Developing effective marketing plans and integrated campaigns using a variety of digital tools

Month 3

PROJECT TWO BUSINESS CASE

- Using market data to inform planning
- Development of a robust business case in support of marketing campaigns and projects
- Present information to influence, negotiate and persuade at a senior level

Month 4

MODULE THREE MARKETING COMMUNICATION AND BUDGETARY METHODS

- Business understanding and commercial awareness
- Value added propositions
- Marketing planning and managing budgets
- Negotiation skills and managing third party supplier and internal stakeholder relationships

Month 5

PROJECT THREE MARKETING CAMPAIGN EVALUATION

- Evaluate and justify marketing activity ROI
- Using metrics to drive continuous improvements
- Simplify and present complex information

Month 6

MODULE FOUR MARKETING SOLUTIONS - MEASURING AND DELIVERING RETURN ON INVESTMENT

- Wider business perspective in which marketing operates nationally and internationally
- Market research and statistical analysis
- Legal, regulatory and compliance frameworks

Month 7

PROJECT FOUR MARKETING SOLUTION FOR AN EMERGING TREND OR THEME

- Research and identify an emerging trend or theme for an organisation/industry
- Appraise, evaluate and recommend how and why this could be adopted
- Assess potential business impact and risks

Month 8

MODULE FIVE CONSUMER AND ORGANISATIONAL BEHAVIOUR - REPUTATIONAL IMPACT

- Assess business risk and reputational impact of marketing activities
- Identifying opportunities to increase income generation
- Importance of a business case
- Effectively manage and develop stakeholder relationships at a senior level

Month 10

PROJECT FIVE CONSUMER BEHAVIOUR

- Consumer Behaviour Models
- Buyer Behaviour
- Application of knowledge in different organisations

Month 9

MODULE SIX MARKETING RESOURCE MANAGEMENT

- Plan and manage the marketing budget to deliver on objectives and measure ROI
- Effectively engage, negotiate and manage third party suppliers

Month 11

PROJECT SIX VALUE PROPOSITIONS

- Understand how value propositions are developed in line with an organisations values and core competencies
- Develop a compelling value proposition to attract consumers and gain increase in new business

Month 12

PROJECT PLANNING

PROJECT CLARITY FRAMEWORK
RISK & INTERDEPENDENCIES
ENVIRONMENTAL ANALYSIS
CONSUMER & ORGANISATIONAL BEHAVIOUR
DATA ANALYSIS
FINDINGS & RECOMMENDATIONS
MONITOR & CONTROL



PROJECT LEARNINGS

INQUIRY & RESEARCH
IDEA GENERATION
APPLICATION
PROJECT MANAGEMENT
COLLABORATION & CONNECTION
INNOVATION
DATA ANALYSIS



MODULE SEVEN

PORTFOLIO MANAGEMENT PRODUCT/SERVICE DESIGN

- Product and service development and design, including features and benefits and using appropriate digital channels and systems
- Channels and routes to market

Month 13

MODULE EIGHT

SERVICE DELIVERY, CUSTOMER SERVICE AND IMPROVEMENT

- Consumer behaviour in a services context
- Designing and managing service processes
- Improving service quality

Month 14

MODULE NINE

EMERGING TRENDS AND THEMES IN MARKETING - RESEARCH AND INSIGHT

- Effective market research and evaluation techniques and methods
- Developing marketing plans and activities

Month 15

MODULE TEN

ADVANCED INTERPERSONAL AND COMMUNICATION SKILLS WORK BASED PROJECT

- Influence, negotiate and persuade senior level and stakeholders
- Present complex information
- Create persuasive content

Month 16

MODULE ELEVEN

CASE STUDY - DATA AND EVIDENCE DRIVEN DECISION MAKING, PLANNING AND ANALYSING

- Planning and analysing
- Assimilate and analyse complex data and information from a range of sources

Month 17

MODULE TWELVE

MOCK PROJECT SHOWCASE

Project report, presentations and Q&A

Month 18

GATEWAY READINESS

AND

END POINT ASSESSMENT



END POINT 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

Months 19, 20, 21

LIVE TUTOR LED SEMINARS FOR EACH MODULE PLUS 1-2-1 COACHING SESSIONS

SUPPORT FROM NEURODIVERSITY SPECIALIST

MODULES ARE MAPPED TO THE CIM LEVEL 6 PROFESSIONAL DIPLOMA IN MARKETING

