# Module Four

## Consumer Decision-Making, Scenario & Contingency Planning; Reputational Impact

- Business decision-making process
- Organisational decision-making unit & buying unit members
- Introduction to consumer behaviour and effects on the marketing mix
- Stakeholder and public relations
- Crisis communications and communications planning
- Scenario planning and assessment

# Module Five

## Measuring and Delivering Return on Investment

- Financial measures and control ratios
- Critical success factors and KPIs
- Marketing dashboards
- Organisational resources and contribution to marketing success
- Marketing effectiveness
- The role of marketing metrics in planning

# Module Six

## Product and Customer Portfolio Management

- Segmentation, targeting and positioning
- Making strategic investment decisions for products & services and brands
- The role of product and customer portfolio management in marketing planning
- Customer lifetime value

# Module Seven

## Marketing Resource Management

- The role of culture
- Outsourcing and offshoring
- The role of metrics within marketing
- Decision making

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### Project Three

#### Value Propositions

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

### Project Four

#### Marketing Plan

- Using the marketing mix to support the strategic planning process
- Using the communications mix to support the strategic planning process
- Alignment with the business plan and objectives

### 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
Level 6 Apprenticeship - 19 Month Programme

MARKETING MANAGER

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MODULE EIGHT
SERVICE DESIGN, DELIVERY AND IMPROVEMENT
- The role of communications in service design and delivery
- Characteristics of services
- The service marketing triangle
- Service consumption and expectation management
- Creating moments of truth
- Service performance evaluation
- Service failure and recovery

Month 11

PROJECT FOUR
SERVICE DELIVERY
- Service design and development
- Assess potential business impact and risks
- Leverage marketing communications

Month 12

MODULE NINE
EMERGING TRENDS AND THEMES IN MARKETING
- Examine the role of data sources in strategic decision-making and identifying emerging trends
- Examine sources of marketing information, digital research methods
- The role of marketing in international research and assessment
- Innovation cultures and organisational growth
- Radical versus incremental innovation
- The role of artificial intelligence in marketing

Month 13

MODULE TEN
CASE STUDY - HARLEY DAVIDSON
- International marketing
- Product portfolio management
- Applying the marketing mix
- Applying segmentation, targeting and positioning
- The role of brand in developing consumer tribes and loyalty

Month 14

MODULE ELEVEN
DEMONSTRATING MARKETING LEADERSHIP AND PREPARATION FOR EPA
- Business report writing skills
- Advanced presentation skills
- Professional dialogue skills
- Gateway readiness

Months 15, 16

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 17, 18, 19 (21, 22 if needed)

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

SUPPORT FROM NEURODIVERSITY SPECIALIST

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