INTRODUCTION

ESSENTIALS OF MULTI-CHANNEL MARKETING

- The marketing mix
- How an organisation works
- Segmentation, targeting and positioning
- The customer journey

1 month

MODULE

THE BUSINESS ENVIRONMENT

- Organisational charts, types of businesses, structures and hierarchies
- Objectives and aim setting
- Sustainable and ethical marketing
- How to create a plan, analysing competitors
- Measurement tools, tracking behaviour
- How to match metrics up with objectives
- Budget setting

Project to create a short marketing strategy with measurement plan, considering business structure, communication methods and stakeholder engagement.

3 months

MODULE

BRANDING AND OFFLINE MARKETING

- What branding is, how to communicate a brand
- Tangible and intangible branding
- Analysing brand identity and impact
- Applying branding
- Promoting a brand
- Measuring brand effectiveness

Project to create a brand case study, analysing how values are communicated and creating a marketing brief for offline channels and external suppliers in promotion.

3 months

MODULE

SEO AND PPC

- Ranking factors, SEO, technical SEO, keyword research
- Accessible web development
- PPC, links with SEO
- Planning for PPC campaigns, creating and running a PPC campaign, advertising
- PPC and SEO evaluation
- Measurement of website performance against goals

Project to plan an integrated SEO and PPC campaign, to include a plan for web presence, keyword research and budget allocation.

3 months

GATEWAY READINESS AND END POINT ASSESSMENT

1. Project report with presentation and questioning
2. Interview underpinned by portfolio of evidence

4 months

LIVE TUTOR LED SEMINARS AND ROUND TABLES PLUS REGULAR 1-2-1 COACHING SESSIONS

FLEXIBLE START DATES

SUPPORT FROM NEURODIVERSITY SPECIALIST

ADDED VALUE: WORKPLACE AND LIFE SKILLS DEVELOPMENT