

For **new** or **existing** staff

# Marketing Apprenticeship Level 2

Delivered by Gloucestershire College

This apprenticeship Framework is ideal for individuals who have some relevant knowledge and skills in marketing, usually from a supervised role. Apprentices will learn the knowledge and skills needed to progress their marketing career. This intermediate apprenticeship covers areas ranging from conducting market research and designing and evaluating marketing plans, to contributing to advertising and promotional campaigns and events. This apprenticeship will enhance your skills and marketing capabilities.

## Delivery model and duration:

Delivered entirely in the workplace

**Duration:** Up to 12 months

## Ideal for:

- Marketing Assistant
- Events Assistant
- Copywriting Assistant
- Marketing Coordinator

## The apprenticeship will cover the following core areas:

- Marketing theories and principles
- Legal, regulatory and ethical requirements in sales and marketing
- Market research
- Market analysis
- Working in a business environment
- Performance
- Direct Marketing
- Market segmentation

## Benefits to business

- Good progression opportunities to advanced and digital qualifications
- Develop good customer and competitor analysis within your organisation
- Support brand development and campaign planning
- Ensure campaigns are well planned, executed and evaluated

## Qualification:

**Certificate in Principles of Marketing Level 2**

**Certificate in Marketing Level 2**

» **Completers may want to progress to Marketing Apprenticeship Level 3**

## Entry Criteria:

- GCSE grades A-C (9-4) in English, maths and two grades A-D (9-3) in any other subject point

## Benefits for learners

- Master a range of key marketing skills that will enable increased workplace aptitude and output
- Put new skills into practise in your role
- Build your marketing capabilities
- Devise and execute marketing strategies within an organisation



## Why work with Gloucestershire College

We will work in partnership with you to help you achieve your business objectives by providing exceptional apprenticeship programmes, a comprehensive range of staff training and skills development courses and access to an unrivalled resource of motivated and work ready employees.

01452 563400

business.hub@gloscol.ac.uk

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## Components

- English, maths and ICT Functional Skills Level 2
- Employee Rights and Responsibilities
- Personal Learning and Thinking Skills

Unit	Overview
Principles of Marketing Theory	Understand how to segment the market and describe the difference between market segments and customer classifications Describe how a range of products may appeal to different market segments. Describe the role of marketing in enhancing the sale of products and/or services. Explain the scope and purpose of socially responsible marketing.
Understanding Legal, Regulatory and Ethical Requirements in Sales or Marketing	Understand an organisation's procedures for dealing with legal, regulatory and ethical requirements relating to sales or marketing. Understand the legal, regulatory and ethical limits of the sales or marketing role.
Collect and organise market research data	Work closely with research participants under the timescales and level of confidentiality of the research. Adhere to organisational protocols and standards in the collection of market research data Understand the difference between primary and secondary research. Understand and organise quantitative and qualitative data whilst understanding the strengths and limitations of a range of analytical methods.
Contribute to measuring the marketing response	Analyse the quantity and quality of responses against agreed criteria. Evaluate the effectiveness of the response device(s) against the campaign objectives and agreed success criteria Present the information within the agreed timescale in accordance with the evaluation plan. Make recommendations for future improvements based on an analysis of the responses to the campaign.
Work with other people in a business environment	Understand your organisation's missions and purpose, understand your own responsibilities, how your role fits to your organisation's structure and contributes to the organisation's operations. Understand the benefits of working in a diverse team with multiple skills that can achieve positive results.
Improve own performance in a business environment	Understand the purpose and benefits of continuously improving performance at work through encouraging and accepting feedback from others. Identify how learning and development can improve own work, benefit organisations, and identify career options.
Contribute to conducting direct marketing campaigns	Agree materials that convey the marketing proposition and which comply with agreed quality and legal requirements Identify the nature and location of target customers and how their role contributes to the direct marketing campaign plan. Conduct direct marketing campaigns providing progress and variance reports in accordance with the campaign plan in accordance with legal, regulatory and industry requirements and standards.

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