



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

# Marketing Apprenticeship Level 3

Delivered by Gloucestershire College



This apprenticeship Framework will provide learners with the knowledge and skills needed to progress their marketing career. This advanced apprenticeship in marketing will involve working at a higher level and developing skills such as marketing planning, delivering presentations, using digital and social media in marketing campaigns, designing marketing promotions, conducting market research, managing supplier relationships and coordinating events.

## Delivery model and duration:

This apprenticeship is delivered entirely in the workplace.

**Duration:** Up to 18 months

## Ideal for:

- Marketing Executive
- Copywriting Executive
- Marketing Coordinator
- Events Coordinator

## The apprenticeship will cover the following core areas:

- Principles of marketing
- Legal, regulatory and ethical requirements in sales and marketing
- Digital marketing and research
- Competitor analysis
- Market research
- Advertising
- Campaign planning, executing and evaluation
- Marketing events

## Benefits to business

- Create a robust marketing plan to support business objective
- Support brand development and campaign planning
- Develop social media campaigns for acquisition and retention
- Develop good customer and competitor analysis

## Qualification:

**Certificate in Principles of Marketing Level 3**

**Diploma in Marketing Level 3**

» **Completers may want to progress to** BA in Marketing or the CIM Certificate in Professional Marketing Level 4

## Entry Criteria:

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

## 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](mailto:business.hub@gloscol.ac.uk)

🌐 [www.gloscol.ac.uk/apprenticeships](http://www.gloscol.ac.uk/apprenticeships)



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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 and Evaluation	Understand the importance of defining market segments to the development and achievement of the marketing strategy and how the characteristics, motivations and behaviours of potential target customers are identified. Identify how to confirm that proposed segments are real, distinctive, viable and their buying power measurable. Understand the principles of marketing strategy development and how to evaluate the effectiveness of a marketing strategy.
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.
Principles of Digital Marketing and Research	Understand the role and requirements of digital marketing and the strengths and weaknesses of digital marketing for different marketing applications. Understand the design requirements of data capture and reporting systems for digital marketing. Understand the principles of digital marketing device and message design and search engine optimisation.
Analyse competitor activity	Understand competitor activity through valid sources of information on competitors and their activity. Assess the strengths and weaknesses of competitor activity against agreed criteria. Determine the nature and extent of the possible threat posed by competitor activity and products and/or services.
Conduct market research	Be able to identify the need for market research and design collection of data through market research projects. Understand how to inform market research through progress and variance reports in accordance with the data collection plan and address issues and variances in accordance with the market research plan. Evaluate the effectiveness of the market research data collection against agreed criteria.
Design marketing promotions	Identify the nature of need for marketing promotions through recommendations on an analysis of sales performance, market factors, buyer and competitor activity. Devise marketing promotions that meet the marketing plan understanding the advantages and disadvantages of different marketing promotions including duration and cost efficiency.
Develop an advertising campaign	Develop concepts that: dramatise the agreed creative strategy; appeal to target customers; are distinctive and memorable; are ethical and sustainable and which differentiate the products and/or services from those of competitors ensuring style, tone, words and format combine coherently Understand how to prepare visualisations that illustrate proposed ideas in accordance with organisational procedures Present creative proposals to stakeholders in the agreed format and obtain stakeholders' agreement for the preferred option to proceed.

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