



**Marketing plays a key role in every business.** Building your brand, engaging with customers and getting your company message across to your audience will help contribute to new and loyal customers. Our nationwide Marketing Executive programme teaches the latest techniques in the **marketing mix**, enabling learners to possess deeper understanding to **marketing campaigns**, **budget optimisation** and **stakeholder relationships**.

## Programme breakdown

A Marketing Executive will help shape, support and deliver marketing plans, working in conjunction with the Marketing Manager who will define the overall marketing strategy. A highly audience focused role which requires creativity, communication and project management skills - these individuals are responsible for planning and executing tactical and targeted marketing activity.



**Duration:** Typically 17 months.



**Who is it for?:** Learners who want to learn more about digital marketing & will have exposure to it in their role.



**What is learnt on programme?:**



Marketing Concepts and Theories



Market Research



Commercial Awareness



**Typical job roles:** Marketing Executive, Marketing Officer, Marketing and Communications Officer, Marketing Specialist, Communications Executive, Communications Specialist



**Certification:** Certified by CIM, the Chartered Institute of Marketing 



**Qualification & added value:** The learner will receive a qualification in the Marketing Executive Level 4 Apprenticeship standard. This apprenticeship is designed to prepare successful apprentices to meet the requirements for registration as an Affiliate Member with the Chartered Institute of Marketing (CIM).

The learner will also gain access to a extensive MyCIM library resource, including CPD, skills analysis and opportunity to work towards chartered marketer status.

# Induction process

## Pre-induction

Before the learner signs up to the programme, they will get invited to a briefing session to make sure it is right for them and then be introduced to our dedicated on-boarding team to ensure eligibility. From here, they will complete their English and Maths initial assessments and a date will be arranged to conduct their sign-up.

## Enrolment

During this session the learner's business coach will discuss the apprenticeship and show the learner around Aptem, our modular e-resource platform. They'll discover more about the modules that make up their apprenticeship and complete the enrolment process. Following the session, work will commence on their self-development project alongside completing the first pieces of e-Learning. Functional Skills learning will also be completed at this point if required.



# Coaching support

## Regular coach visit to

- Give feedback on any self-study the learner has completed.
- Provide one-to-one learning and support. This includes a quarterly progression review with the learner and their line manager.
- Gather evidence for their portfolio.
- Discuss their Maths and English skills.
- Support the learner for their knowledge module exams.

## Functional Skills

Functional Skills at Level 2 or Maths and English GCSE A-C is required for entry onto the level 4 Apprenticeship.

Learners will need to sit the functional skills exam prior to commencing the level 4 if they cannot provide evidence of certificates from their GCSE's or functional skills achievement.

## Additional Learning Support

All learners will be able to undertake a neurodiverse assessment test through Cognassist to identify any additional support methods that will benefit their learning and future career aspirations.

The platform provides learners with a tailored learning support plan offering further individual development and growth, supported by their coach.



# Remote learning

Our learners benefit from always-on access to both our resources and training expertise. We have harnessed the latest technologies to provide a remote learning product that means learners can benefit from all our training and development programmes wherever they are.

## Online coaching

We have great coaches with years of experience in delivering the most relevant and useful information to support people to achieve their goals.

Now, through remote access technologies like [Microsoft Teams](#) or [Zoom](#), learners can see, hear and collaborate with our apprenticeship Business Coaches. This gives them direct access to ask questions and receive bespoke support relevant to the stage of their programme. This collaborative and interactive approach adds value to the learning experience and is now offered in a fully online environment.



# Learner journey

Learners will be supported monthly by our business coaches. This is alongside quarterly reviews involving the learner's manager & attending 7 days of facilitated training to ensure they are fully equipped to become a Marketing professional.

## Milestone 1

### Onboarding, induction & start of learning

Learner completes induction & an individual learning plan is created. Discussion include health & safety, welfare, company aims & professional skills

- ✓ SWOT & Personal development Plan
- ✓ Introduction to MyCIM, CPD Log, Skills Analysis

**Portfolio:** Induction activity (5%)



## Milestone 2

### Market Audit & Research Workshop – (3 days)

- ✓ Advanced Marketing Mix
- ✓ Product & Service Portfolios

#### Marketplace Audit (SWOT)

Analysing & synthesising information from multiple sources to generate insights & support the strategy process & achievement of marketing goals

**Portfolio:** 15%



## Milestone 3

### Brand Workshop (2 days)

Learners will study how to:

- ✓ Define brand strategy & positioning
- ✓ Manage & protect your brand through using clear brand guidelines
- ✓ Track performance to inform future brand activities

**Portfolio:** 25%



## Milestone 4

### Market Audit & Brand Strategy Assignment

Learners will synthesize & analyse information from multiple sources to generate insights to support the strategy process. Enabling the learner to update marketing plans in alignment with business goals

Learners will present their brand strategy, positioning, brand guidelines & marketing objectives

**Portfolio:** 45%



## Milestone 5

### Marketing Plans & Reports Workshop – (2 days)

Learners will understand how to create & apply an integrated marketing communications plan, optimising their marketing mix, selecting channels, customer journeys & content planning

Learning how to budget & plan resource effectively, whilst monitoring & measuring effectiveness against marketing objectives

**Portfolio:** 55%



## Milestone 6

### Marketing Plan Assignment

Learners will create & present their marketing plan, based on the company's brand strategy & audit.

Learners will use project management tools to budget, plan tasks & resource in order to implement their plan, whilst effectively measuring strategy against objectives

**Portfolio:** 75%



## Milestone 7

### Project / Campaign Evaluation

Learners will plan & create a professional campaign report that evaluates activities & recommends improvements using measurement data & analytics

**Portfolio:** 95%



## Milestone 8

### EPA Gateway Preparation

Provide the learner with clarity of the end point assessment process & the expectation

Project Plan Development for EPA submission

**Portfolio:** 100%



## Milestone 9

### End Point Assessment

- ✓ Multiple Choice Exam
- ✓ Project / Campaign Report
- ✓ Presentation & Q&A
- ✓ Professional Discussion

**Outcome:** Learner meets business coach to explore next steps in their career



# Programme assessment

## End point assessment (EPA)

The final stage of the learner's learning journey is the EPA which will be carried out by an independent assessor. The EPA is broken down into three stages.

### EPA preparation

The learner will have an EPA preparation session which will help them get ready for the exam, Project Showcase and a session preparing for the interview.

### Gateway

Gateway is a meeting that takes place towards the end of the programme, between the learner, their line manager and their coach, to discuss their progress and decide whether they fully meet the requirements of the apprenticeship standard. Once the learner's portfolio is completed, have completed the knowledge module exams, the requirements for Functional Skills are evidenced and the Employer Reference is done, they can proceed through gateway to their end point assessment.

### Multiple Choice Exam, Project Showcase & Professional Discussion

- **Multiple Choice Exam:** A 90 minute exam designed to test the apprentice's underpinning knowledge.
- **Project Showcase:** The Project Showcase has three marked components (the Project Report, Presentation and Q&A) that together should evidence the Knowledge, Skills and Behaviours mapped to this assessment. The Project Showcase must be based on a real business requirement to best test competence.
- **Professional Discussion:** A structured discussion between the learner and the independent assessor.

**After this stage, the learner will receive a final grade of either a pass, merit or distinction.**



## Our programmes

### Digital

Information Communications Technician	Data Readiness	Data Expert
Business Solutions Expert	Software Developer	Network Engineer
Digital Marketing	Content Creator	Marketing Executive

## About us

Just IT is about making careers happen. As a national multi award-winning company operating for over 20 years, we support learners through our unique offering of Apprenticeships, Recruitment and Training services.

Having been acquired by The B2W Group in 2022, the leading national adult learning and pre-employment training provider, we are now a group with social impact at its heart, enabling us to reach more learners, and improve communities by putting people at the heart of everything we do.

Our unique offering allows us to support long term career development and relationships with learners and clients alike to create sustainable improvements in answering the digital skills gap. As a group we are now supporting the training and development of over 12,000 people per year.

Our focus on service means we have a 91% employer satisfaction rating and 90% rate us good/excellent.

