



ascento.
learning & development

Level 4 Marketing Executive Apprenticeship Programme Guide

NO ORDINARY JOURNEY

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All Our Programmes Include



Online Learning Modules

- E-Learning
- Videos
- Presentations
- Personalised assessments
- Business analysis
- Learning reflections
- Pre 'live' classroom activities



Live Classrooms

- Subject specific online classrooms with a subject specialist
- Group learning activities
- Action learning sets
- Group discussions
- Live and recorded for future playback



Assignments

- Business specific activities designed to improve business performance
- Practical activities all designed to support improvements in individual performance



One to One Support

- Face to face sessions using video conferencing
- Support with business specific issues and assignments



Progress Review

- Progress against learning targets
- Employer action planning
- Goal setting
- Identification of future learner & employer support needs

WORKSHOPS

Subject specific optional workshops covering key issues and content related to your programme

WORK PLACE VISITS

Work place visits (where appropriate) from experienced tutors to support learning development and address business needs

WEBINARS

Subject specific webinars covering key issues and content related to your programme

Programme Outcomes

Throughout the delivery of our Level 4 Marketing Executive apprenticeship programme we develop the knowledge, skills and behaviours relevant to both nationally set standards and your organisation's own needs.

Typically learners on our Level 4 programme will complete off the job learning activities that lead to a range of positive impacts and benefits to the employer. This may include:

- **Personal action plans for improving digital marketing capabilities and competence that fit with the culture and needs of the business**
- **Create a product lifecycle factors table for your organisation's products / services**
- **Perform an 8P's analysis and report on the business**
- **Create customer life cycle and audience demographic profiles**
- **Complete a full review of all marketing activities within the business**
- **Set clear marketing goals and produce a marketing plan for their delivery**
- **Create a content calendar for all digital activity within the organisation**
- **Create customer analytic reports**
- **Create and implement a social media strategy aligned to the marketing goals of the business**
- **A business proposal for SEO techniques and strategies to support the business**
- **A detailed competitor analysis**
- **Keyword research analysis and use to support optimisation on at least one website**
- **SEO and content production for at least one website**
- **Analysis of existing metric measurements and a report recommending areas for improvement, including using analytics to assess the success of the latest produced content**
- **Production of new content for different audiences**
- **Identify and report on potential / relevant legal issues for the business**
- **Creation of email templates and conducting of A/B testing**
- **Brand analysis and investigation to ensure branding and activity meets the customer audience profile**

We appreciate not all these will necessarily be of relevance to you or your business and that you might have other priorities. As such, we start all programmes with a diagnostic and ask both the organisation and employee to identify any additional areas of support or development needed and will build these into the learning programme.

The Marketing Executive Programme Modules

Introductory Module

Introductory Module

This module will provide students with an insight into the 15 month programme, including the Ascento history and values. The module will also go into detail on key staff who will be working with you, student

expectations, programme content and the Ascento delivery model. Finally, the module will provide the requirements of End Point Assessment and a practical tutorial with the learning software that we use. We will also work on a 1:1

basis with learners to understand their individual strengths and highlight areas for development before creating a personalised learning plan and introducing them to their first activities of the programme.



By the end of this module you will be able to...

- Understand the requirements and commitment required to complete your digital marketing apprenticeship
- Identify areas for development against the apprenticeship standard
- Create a personalised learning plan
- Understand the End Point Assessment process and requirements
- Understand the learning software used throughout the duration of the programme

Marketing Concepts & Theories

Marketing Concepts & Theories


This opening module has been designed to reflect on marketing theories which are already known to the student. The session looks

at aspects such as the Marketing Mix, Product Development, Brand Positioning & Customer Relationship Management. These key principles

will be reinforced throughout the duration of the apprenticeship as all work completed by the student will observe these concepts.

By the end of this module you will be able to...

- Understand both product and market development
- Understand customer relations, and when to focus on acquisition or retention
- Understand how to influence the brand positioning
- Understand the 7 P's



“The Ascento apprenticeship has enabled me to improve my digital marketing skills through the well structured modules, webinars and support from the tutors. The networking opportunities with my fellow learners have also been beneficial and I’ve established relationships with relevant businesses, which will continue after the course”

Gemma Holden - Sheffield Industrial Museums Trust

Commercial Awareness

Understanding the Business with Commercial Awareness

This module will further explore the key principles of marketing whilst introducing the importance of research. Students will further

explore branding by considering how vision and values can impact upon marketing material. They will be introduced to the

importance of audience profiles and personas, whilst also exploring ethical and legal considerations for marketing output.

By the end of this module you will be able to...

- Understand how to use the organisations vision and values in marketing materials
- Analyse real world content for its use of ethical marketing
- Create audience profiles and apply these to a marketing plan
- Know the difference between ethical and legal requirements in their role

Market Research

Market Research

The market research module introduces one of the most crucial techniques for any marketer; understanding how to effectively research competitors, audience and

your own business will influence all future marketing decisions. This module covers how to complete a detailed competitor analysis, a SWOT analysis and how to

effectively gather data that can be easily interpreted and used to the students advantage.

By the end of this module you will be able to...

- Understand the difference between qualitative and quantitative data
- Create a detailed competitor analysis template
- Understand how to complete a SWOT analysis
- Understand how to gather and use data to inform strategic decisions

Maximising Products & Channels

Maximising Products & Channels

This module will explore the various marketing channels that are available to the apprentice, this includes both digital and physical marketing. The apprentice will

understand pros and cons to various channels before making their own decision on which channels would be appropriate for their business. The apprentice will also explore

product development principles, where they will learn about how to extend their products and the theory behind doing so.

By the end of this module you will be able to...

- Understand strengths and weaknesses of multiple marketing channels
- Complete an organisational analysis against these channels
- Understand the key principles behind product development
- Complete an organisational analysis against their own product mix



Creating Objectives

Creating Objectives

This module will focus on how to set objectives as part of an overall marketing strategy. The apprentice will learn how to use research

findings to influence future goals, the principles behind SMART targets and how to set effective KPIs which measure staff performance. This

will provide the apprentice with the necessary skills to influence or create marketing plans which align with an overall business strategy.

By the end of this module you will be able to...

- Understand how to convert research findings into objectives
- Understand how to set SMART targets
- Set KPI's which measure staff performance
- Influence or create strategic objectives for the business

Implementing Marketing Campaigns

Brand Development

The apprentice will be responsible for implementing marketing campaigns and here they will learn how to appropriately do this. This module covers how to plan for

a campaign, paying attention to the difference between an overall strategy for the business and a plan for a singular campaign. The apprentice will also learn about

effective messages and how to influence the reader, how to create media assets and how to maintain all digital and physical channels.

By the end of this module you will be able to...

- Plan a campaign which aligns with the overall strategy
- Understand how to influence the reader with effective messaging
- Understand the importance of, and how to create media assets such as video and photography
- Maintain all channels used by the business

Communication Skills

Communication Skills

The communication skills module follows on from the introduction of influencing a reader in the previous module. Here the apprentice learns about how

to write for the web, paying attention to the different linguistic styles needed for a variety of platforms. They are introduced to copywriting essentials and

how to use their communication skills when communicating with stakeholders. Finally this module looks at how to effectively present for a variety of purposes.

By the end of this session you will be able to...

- Understand how to write for a variety of digital platforms
- Understand the key principles behind copywriting in a marketing role
- Understand how to communicate with key stakeholders
- Deliver engaging presentations for a variety of audiences

Project & Budget Management

Project & Budget Management

This module looks at how to manage projects and will introduce tools which can assist in doing so. The apprentice will

explore tools such as Gantt Charts and automated software used in Project Management. The apprentice will also explore

how to manage a budget looking at methods of maximising the efficiency of marketing spend.

By the end of this session you will be able to...

- Understand the principles behind project management
- Understand key tools used within project management
- Understand the principles behind budget management
- Review their own marketing spend and highlight areas for improvement

Evaluation & Analytics

Evaluation & Analytics

The final module on the programme looks at evaluation and analytics, introducing analytical tools across Web and

Social Media, with a live tutorial on Google Analytics. Crucially, the apprentice will also learn how to find patterns in data and how to

use these patterns to drive future goals for their business.

By the end of this session you will be able to...

- Use Google Analytics, and create custom dashboards for your own marketing goals
- Find patterns in data
- Understand the importance of data in social media and how to use these metrics
- Understand how to use these patterns to drive future goals



The Webinar Programme

To complement the level 4 marketing executive programme, we also run a series of subject specific and relevant webinars for learners. The webinars typically last one hour and are delivered by our tutors and industry specialists. The webinars run on a monthly basis and cover a variety of topics that have been chosen to add value to the learners development throughout their qualification.

Webinar Topics

- The year ahead in digital marketing
- Writing engaging newsletters
- Understanding Google Analytics
- Industry update
- Market research & audience profiles
- Online and offline mix
- Mobile marketing & maximising apps
- Growing an Instagram audience
- Industry update
- Marketing principles
- Working with agencies
- The future of social



End Point Assessment

END POINT ASSESSMENT

The end point assessment is where your qualification is independently assessed at the end of the programme. It is based on the three stages below and will cover all areas of the apprenticeship standard. The end point assessment involves:

- **Project Showcase** Made up of three marked constituent parts (The project report, Presentation and Q&A). The project showcase should be a substantive piece of work requiring the apprentice to demonstrate their marketing skills through the actual delivery of marketing activity appropriate to the role of Marketing Executive.
- **Knowledge Test** A 90 minute online knowledge test designed to test the underpinned knowledge that the apprentice has gained throughout the duration of the programme.
- **Professional Discussion** The professional discussion will be the final stage in the EPA and will be held with an independent assessor, the discussion will be focused around the competencies that have been covered throughout the entirety of the programme.

Unlike the old apprenticeships, where a pass was the only grade you could achieve, an independent assessor will assess each element of the end point assessment against three criteria, and will then decide whether to award successful students with a pass, merit or distinction.

- **Pass** All of the three criteria of the apprenticeship have been met at the expected level.
- **Merit** Two of the criteria have been significantly above the expected level, with the third being at the expected level.
- **Distinction** All three criteria of the apprenticeship have been significantly above the expected level.

Programme Investment

Developing your workforce is an investment in your future. Our learning and development programmes have been designed with this in mind. Your return on investment is crucial and we pride ourselves on developing our students skills and knowledge to add real value to your business.

Funded Pricing

From
£300 /per head

Full Levy Pricing

From
£6,000 /per head

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