

COURSE INFO

Advanced Apprenticeship in Marketing

Level	Mode of Study	Location
3	Part Time	Workplace

Introduction

If you have a creative flair and great communication and organisational skills then a career in Marketing could be for you. This Apprenticeship will equip you with the knowledge and skills you need to to kick start or develop your career in this exciting industry.

Study Outline

Potential units you may cover include:

- Analyse competitor activity
- Contribute to the development of a marketing plan
- Evaluate and improve own performance in a business environment
- Work with other people in a business environment

Potential optional units may include:

- Conduct market research
- Evaluate market research data
- Contribute to the preparation of a marketing strategy
- Contribute to the development of new products and/or services
- Maintain a portfolio of products and/or services

Entry Requirements

Intermediate Apprenticeship in Marketing, or an alternative but relevant Level 2 qualification, practical work experience, GCSEs or A-Levels.

If you're interested in becoming an Apprentice, you will need to be employed or find an employer who is recruiting an Apprentice.

See the Apprenticeships section of our website to discover more and find out about our vacancies service.

Important details

North Warwickshire & Hinckley College has taken care to ensure the information on the website is as accurate as possible at the time of publication. It is intended as a general guide to its courses and facilities and forms no part of a contract. The College accepts no liability and reserves the right to make changes to course information or withdraw without notice any of the programmes or facilities described. It is advisable to check your chosen course information prior to enrolment.



Equipment

N/A

Attendance

This qualification is delivered in the workplace. You will be assigned an assessor who will visit you on a regular basis to monitor progress.

Assessment

Within the apprenticeship you will produce a portfolio of evidence to cover the performance and knowledge for the NVQ Diploma in marketing. The theory element is covered by completing assignments and short answer questions in a tested environment. You will need to achieve functional skills Maths, English and ICT at level 2 (exemptions may apply depending on previous achievements)

Progression

Potential job roles include: Advertising Account Executive, Marketing Assistant, Marketing Co-ordinator, Marketing Officer, Marketing Manager, Market Research Executive, Public Relations Officer.

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