



**Additional Employer Requirements:**

Apprentices are advised to attend our Bite Size range of training sessions which are held at UCMK, CMK. All sessions last for 90 minutes and are designed to provide knowledge around the NVQ mandatory units as well as the Technical Certificate and Employment Rights and Responsibilities.

# Marketing Apprenticeship

## What is an Apprenticeship?

An Apprenticeship is a mix of real work and learning. Apprentices earn a wage and get experience whilst working towards a number of qualifications. An Apprenticeship follows a Level 2 programme and can lead onto an Advanced Apprenticeship which is a Level 3 programme.

There are a number of elements to each Apprenticeship and this is called the framework. Each Apprenticeship framework has four main strands:

- Competence based strand
- Technical strand
- Personal learning and thinking skills (PLTS)
- Functional Skills

The four strands are sometimes accompanied by additional qualifications to give the most relevant skills and knowledge required for the job.

## Duration

Up to 24 months depending on experience and existing qualifications.

## Delivery

Practical elements are delivered and assessed in the workplace with one evening at College to receive training in knowledge elements and functional skills.

## Overview

**The level 2 Certificate is aimed at:** This Apprenticeship covers a wide range of job roles in Marketing and Sales. Intermediate apprentices are likely to work in job roles such as marketing assistant, market research assistant or events management assistant; undertaking a range of activities which might include collecting market research data, analysing competitor activity, contributing to marketing campaigns, planning and organising an event or exhibition and using a range of digital technologies.

**The level 3 Diploma is aimed at:** Advanced apprentices are likely to work in job roles such as marketing co-ordinator, junior marketing executive/officer, advertising account executive or market researcher; undertaking a range of activities which might include conducting market research, designing and evaluating marketing plans, contributing to advertising and promotional campaigns and events, maintaining a portfolio of products and managing budgets.

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