



Multi-Channel Marketer

Level 3

Welcome to the Level 3 Multi-Channel Marketer Programme

This apprenticeship will cover:

-  Social Media Marketing
-  Branding
-  Marketing Segmentation
-  Content Marketing

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Multi-Channel Marketer Level 3 Training

Unit 1 - The Marketing Mix

Delivery days - 1

You will discover the fundamentals of marketing including the marketing and promotional mix. They will learn about the importance of aligning their business strategy to marketing objectives and how different stakeholders in their business affect marketing decision making. Finally, they will uncover the benefits and drawbacks of a range of marketing channels available to multi-channel marketers.



Unit 2 - Research

Delivery days - 0.5

You will develop their skills in both quantitative and qualitative market research methods to inform marketing activity. They will learn the importance of detailed and regular competitor analysis and how to use insight to inform future marketing. Finally, they will delve into the importance of assessing external suppliers before committing to purchasing external marketing goods and services.



Unit 7 - Marcomms

Delivery days - 0.5

You will develop their skills in design and copywriting and learn how to adapt content for both online and offline mediums. They will uncover the principles of marketing communications and the importance of an ethical approach to marketing. Finally, they will strengthen their ability to adapt communications for different stakeholder types as well as internal audiences.



Unit 8 - Campaign Management (Part 1&2)

Delivery days - 2.5

During this two-part unit, you will begin to understand the campaign management process and the importance of reviewing campaigns throughout their duration. They will uncover various tools used in campaign management including spreadsheets, project management and data analytics platforms. Between both sessions, you will work on a live project brief to develop their skills before finally learning about the importance of regular reviews as well as identifying key milestones during a campaign to ensure its success.



Unit 3 - The Customer

Delivery days - 1

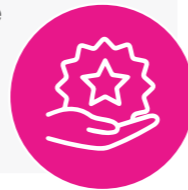
You will discover the complexity of the customer journey both on and offline as well as how to utilise appropriate tactics to engage customers throughout the journey. They will learn about the importance of CX in their marketing and how to manage this across a multichannel strategy. Finally, they will understand the different segmentation strategies used in marketing and how to target customers accordingly.



Unit 4 - Branding

Delivery days - 1

You will explore brand theory including how to position their business, apply brand guidelines and adopt an appropriate tone of voice. They will deepen their knowledge of copywriting and be able to adapt their content ensuring it is on brand and aligned to their marketing objectives. Finally, they develop their skills in the creative process and be able to innovate new ideas for online and offline marketing campaigns.



Unit 9 - ROI

Delivery days - 1

You will come to appreciate the importance of ROI for all marketing disciplines and develop skills in budget management for a campaign. They will learn how to measure and evaluate campaign delivery and utilise data to improve campaign performance. Finally, they will explore new technology and systems that can be used to improve ROI and increase marketing performance.



EPA Readiness - Portfolio

Delivery days - 1

Learners will have to prepare for Gateway and have 20 days to write up a work based project. They will consolidate the portfolio that they have built up during the course.

- Summative Portfolio
- Employer Reference
- Synoptic Project
- Professional Discussion



Unit 5 - Campaign Planning

Delivery days - 1.5

You will learn the key aspects of an effective marketing brief aligned to business objectives. They will develop their skills in creating effective marketing briefs and plans for short- and long-term campaigns as well as understand the key considerations in effective marketing planning. Finally, they will identify key metrics for usage in their campaigns to measure marketing effectiveness.



Unit 6 - Content Marketing

Delivery days - 2

You will uncover the principles of content marketing and content creation as well as learn to utilise content production software to create marketing assets. They will learn about the importance of quality management in utilising marketing assets. Finally, they will discover legal considerations in content marketing which affect content design and delivery.



Learner Journey

Month 1
The Marketing Mix



Month 2

- Research
- Coaching session



Month 3

- The Customer
- Progress Review



Month 5

- Campaign Planning
- Coaching Session



Month 4

- Branding
- Coaching Session



Month 6

- Content Marketing
- Progress Review



Month 8

- Campaign Management (Part 1)
- Coaching Session



Month 9

- Campaign Management (Part 2)
- EPA Readiness Portfolio
- Coaching Sessions
- Exam



Month 7

- Marcomms
- Coaching Session
- Exam



Month 10

- EPA Readiness Project Report
- Coaching Session



Month 12-13
Gateway Exit Review



Month 11

- EPA Readiness Professional Discussion
- Coaching Session



EPA





Your apprenticeship programme

Qualification

On successful completion of the programme, you will be awarded a Level 3 Institute for Apprenticeships Multi Channel Marketer apprenticeship certificate. You can also receive your Google Ads and Google Analytics Individual Qualification depending on your programme of study.

Off-the-job training

As an apprentice, you study while you work, a minimum of 6 hours per week of your time at work will be dedicated to your apprenticeship. You will learn through a mix of classroom days, personalised coaching sessions, e-learning and activities to practise what you are learning. Employers collaborate with the training provider and you to ensure that you are on target with your off-the-job learning hours. Everything you do can be tracked on the Bud digital platform. Working with your Development Coach and line manager, you can balance your off-the-job training hours with your day-to-day responsibilities.

Is it off-the-job training?

Off-the-job training can take place very flexibly throughout the apprenticeship. This can be scheduled for every day, a day a week, in longer blocks (e.g. one week in every five) or in other creative ways. The stipulations are:

- The minimum off-the-job training hours have been met
- Has the individual begun their apprenticeship programme?
- Is the activity directly related to the apprenticeship standard or framework?
- Is the activity teaching new knowledge, skills and behaviours?
- Is the learning taking place within the apprentice's normal contracted working hours?

If all of these apply, it counts as off-the-job training.

Virtual Classrooms

Learners will attend classroom sessions online using Class, our virtual-classroom software. To access the session, they will need:

- A desktop/laptop computer
- To download the Class meeting software application

[Apprentify Class](#)

Once you have installed the software, please use the Class Guides if you are having any issues.

[Class Guides](#)



Assessment

On Programme

Your progress will be continually assessed using our online apprenticeship management system, Bud. Throughout your apprenticeship you will upload evidence to show that you have completed the activities that contribute towards the achievement of your apprenticeship.

[Apprenticeship Standard](#)

End-point Assessment (EPA)

Once you have gone through the gateway, you will start the EPA. This assessment will showcase the entirety of the knowledge, skills and behaviours you have developed during the programme.

[EPA Explainer Video](#)

Expectations during your apprenticeship

The modern apprenticeship revolves around the tripartite relationship between apprentice, employer and Apprentify. All parties are responsible for ensuring that the apprenticeship programme is a success.

The expectations listed are necessary for all parties to ensure that the apprentice completes their apprenticeship.



Apprentice

- Preparation and planning for coaching/classroom sessions
- Attending all virtual classrooms and coaching sessions
- Completion of tasks in the agreed timeframe
- Planning your 20% off-the-job training and completing your Bud activities
- Taking responsibility for your own development
- Communicate support needs to your line manager and Development Coach
- Update your Self-Study Log with the extra training you complete

Line Manager

- Facilitate time for the apprentice for their learning in working hours
- Monthly one-to-one reviews with learners to discuss progress, provide feedback and guide development
- Provide opportunities for learners to participate in relevant workplace tasks related to their apprenticeship standard
- Keep in regular contact with the apprentice and Development Coach
- Provide learning opportunities
- Support with 20% off-the-job training

Development Coach

- Providing teaching and coaching sessions
- Monitoring progress using Bud and gaining feedback from line managers
- Coaching apprentices with both apprenticeship- and workplace-related skills
- Feedback to drive enhanced performance and improved knowledge
- Online support through regular meetings
- Marking and assessment of Bud work
- Preparation for EPA

Paths to Mastery

The Path to Mastery gives you the chance to gain additional skills in specialist areas. The optional learning is designed to enhance expertise in specialist areas and let you thrive in your role. As an apprentice, you will only be enrolled on the Path to Mastery if both your employer and Apprentify agree that you are in a position to take on extra learning. You can choose one of the following:



Google Ads

You will explore the fundamentals of the Google Ads platform and how to create campaigns for both the Search and Display networks.



Google Analytics

You will be able to set up a Google Analytics 4 property for a website, collect the data that you need for your business and use the various reporting tools and features, and recognise key measurement features that can show the effectiveness of your online marketing efforts.



AI Tools in Marketing

You will be able to utilise AI tools to enhance your marketing output, including content creation, project management and market research. Learn to master these cutting edge tools to supercharge your productivity and generate high quality content that converts.

Career Progression

Level 4 apprenticeship progression options:

- Marketing Executive
- PR and Communications

You are here

Digital Marketing Assistant

Digital Marketing Executive

Digital Marketing Manager

Digital Marketing Director



Professional Development Programme

At Apprentify, our curriculum extends beyond the knowledge, skills and behaviours of the apprenticeship standard. We pride ourselves on developing well-rounded members of the modern workforce who are passionate about their work, eager to learn and make a positive contribution to any company and society.

We embed a wider curriculum into all our programmes that supports soft-skill development and ensures that apprentices are aware of the issues in modern Britain that affect them and those around them in the workplace. This extra support and guidance will mould apprentices into not only competent employees but also highly engaged and conscientious staff.

British Values

All schools, colleges and training providers have a duty to actively promote the fundamental British values of a functioning modern democracy. What are British values, and what are examples of the understanding and knowledge apprentices are expected to learn in the workplace?

Rule of Law

Rules promote a happy, safe and secure living and working environment. Examples are:

- Legislation
- Agreed procedures, policies and ways of working
- Codes of conduct
- How the law protects you and others

Individual Liberty

Protection of your rights and the rights of others you work with. Examples are:

- Values and principles
- Individuality, consent, choice and rights
- Dignity and respect
- Equality and human rights
- Personal and professional development

Democracy

Everyone should be aware of their rights and responsibilities that help to build a culture of freedom and equality. Examples are:

- Team meetings
- Joint decision-making
- Receiving and giving feedback
- The right to protest and petition
- Leadership and accountability


Respect and Tolerance

Respecting the ideas, beliefs and values of others while not imposing our own on others, including:

- Tackling discrimination
- Tackling bullying
- Embracing diversity
- The importance of religion, traditions, preferences and cultural heritage
- Recognise stereotyping, prejudice and labelling



Get connected

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