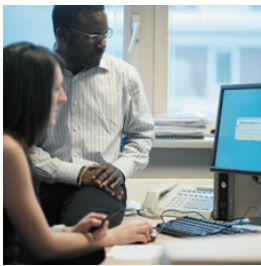




MARKETING AND COMMUNICATIONS



LEVEL	1	2	3	4	APPRENTICESHIP	ADVANCED APPRENTICESHIP
						
COURSE LENGTH					12 MTHS	17 MTHS
START DATE					FLEXIBLE	FLEXIBLE

To get ahead in a marketing job, you need advanced skills for gathering and analysing data, as well as experience handling both projects and people. The Marketing and Communications courses we offer develop the skills needed on the job, from market data analysis and market strategy implementation to resource management.

Who would benefit from these qualifications?

The Apprentice

Designed to give you a great start to your career, Apprenticeships offer the opportunity for practical experience and training whilst earning a wage and working towards industry-recognised qualifications.



You will need to be employed within your chosen area and have the support of your employer to start an Apprenticeship. If you can't find an employer, we may be able to help, as we often have immediate vacancies available.

Apprentices are paid a wage by the employer. Under the National Minimum Wage this is a minimum of £2.50 per hour. Your employer is required to give you a contract of employment, which will include holiday entitlement and all other benefits.

The Employer

As an employer you will benefit from low cost, value-added training that is tailored to your requirements. You will also gain from having motivated and well-trained staff with essential skills, enhanced staff morale, better employee retention rates and improved efficiency and productivity. Your staff will receive relevant industry training that can have an immediate impact on your business, and you are involved at every step in the planning of their training programme.

The Employee

Currently employed, our qualifications will increase your skills set and gain industry-recognised qualifications, meaning you will maximise your career development potential. You will be equipped with the skills and knowledge to work more efficiently, productively and with more motivation and confidence. Throughout your course you will benefit from receiving structured training that is tailored to your needs, fully supported by a personally-assigned assessor and your employer.

Entry Requirements

There are no formal entry requirements but the candidate must be in a job role that supports the completion of the framework.

Assessment

Learners will be assessed in the workplace using a variety of methods including observation, questioning, professional discussions, witness testimonials and candidate work products and statements.

Delivery

These qualifications are delivered mostly in the workplace through regular assessor visits but College day release is required.

Costs

- 16-18 years old - fully-funded
- 19+ years old - partially-funded, (fees apply).

Eligibility

- Candidates have been a U.K. resident for the last 3 years
- Candidates are not currently on a New Deal programme or any other government funded training
- Apprenticeship candidates must not have prior attainment of level 4 or above.

Interested? Contact us on:

Tel: 01223 418778

Email: training@camre.ac.uk www.camre.ac.uk

Employment & Skills

Cambridge Regional College,
Science Park Campus,
Kings Hedges Road,
Cambridge CB4 2QT

Apprenticeship in Marketing and Communications

This programme is for marketing executives responsible for undertaking marketing activities under supervision. Learners will work with marketing data, meet objectives, manage resources and show that they can work well with colleagues.

Course Content

The Marketing and Communications Apprenticeship Framework is made up of 4 components, all of which have to be completed to be successful.

1. **Practical Element:** City & Guilds Level 2 NVQ in Marketing.

Mandatory Units:

- Fulfil the legal, regulatory and ethical requirements impacting upon your marketing activity
- Develop productive working relationships with colleagues.

Optional units – choose 4:

- Implement marketing strategies and plans for products/services

- Manage your own resources and professional development
 - Analyse market research data
 - Establish requirements for products/services
 - Develop and implement packaging requirements to fulfil marketing objectives
 - Use IT in managing marketing data
 - Contribute to the development of sales support and customer management programmes
 - Monitor and control relationship management activities
 - Provide learning opportunities for marketing colleagues.
2. **Technical Element:** ISMM Level 2 Certificate in Sales and Marketing.
3. **Key Skills / Functional Skills** in Application of Number Level 1, Communications Level 1, Information Technology Level 1.
4. **Employment Rights and Responsibilities workbook.**

Candidates can progress onto an Advanced Apprenticeship or further learning on completion of this programme.

Advanced Apprenticeship in Marketing and Communications

This Level 3 course requires learners to use advanced skills for gathering and analysing data, as well as experience handling both projects and people. Learners will develop and implement marketing strategies, design research projects and advertising campaigns, work up databases and run a challenging portfolio of products and services.

Course Content

The Marketing and Communications Advanced Apprenticeship Framework is made up of 4 components, all of which have to be completed to be successful.

1. **Practical Element:** City & Guilds Level 3 NVQ in Marketing.

Mandatory Units:

- Implement marketing strategies and plans for products/services
- Fulfil the legal, regulatory and ethical requirements impacting upon your marketing activity
- Manage your own resources and professional development

Optional units – candidates choose 4 optional units.

The list of optional units is extensive – the list below are examples:

- Develop new products/services
- Create and develop brand identity and characteristics
- Develop an advertising campaign

- Design and implement price promotions
 - Implement a marketing distribution plan
 - Develop a media plan for advertising products/services
 - Develop an advertising campaign
 - Develop direct marketing plans
 - Manage sales promotion plans
 - Develop a field marketing strategy
 - Implement a customer information strategy
 - Develop and maintain a marketing database
 - Use technology to achieve marketing aims
 - Put an organisation's marketing plan into action
 - Develop and maintain a portfolio of products/services
 - Lead and manage marketing projects
 - Manage a marketing budget
 - Allocate and monitor work within marketing.
2. **Technical Element:** CIM Level 3 Introductory Certificate in Marketing.
3. **Key Skills / Functional Skills** in Application of Number Level 2 and Communications Level 2, Information Technology Level 2.
4. **Employment Rights and Responsibilities workbook.**



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