


Ofsted
Outstanding
2010|2011

Marketing
Executive

Level 4



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 Apprenticeships

 **FAREPORT**
SKILLS FOR THE FUTURE

Marketing Executive

Level: 4

Duration: 18 Months

Entry Requirements:

- Candidates should already be working within a Marketing related role.
- The entry requirement for this apprenticeship will be decided by each employer but may typically be five GCSEs at Grade C or higher.

Overview:

The Marketing Executive Apprenticeship is suitable for individuals who are keen to develop their creativities and upskill their knowledge within their Marketing role. This qualification takes an in depth look at various different Marketing techniques, which can be directly implemented within the business.

To successfully complete the Marketing Executive qualification, you must be able to shape, support and deliver Marketing plans (alongside the Marketing manager) to define an overall Marketing strategy.

Qualification Achieved:

- Marketing Executive L4
- Functional Skills English L2
- Functional Skills Maths L2

Key Topics:

- Market Research
- Marketing concepts and theories
- Budget Management
- Evaluation and Analysis
- Products and Channels
- And much more...

Assessment Methods:

A variety of assessment methods will be used to demonstrate knowledge and competence:

- Workbooks
- Assignments
- Product evidence
- Observation
- Discussions
- Witness testimony
- Reflective accounts

End Point Assessment

End point assessment or “EPA” has been created to assess the knowledge, skills and behaviours gained throughout the qualification. EPA is conducted by an external independent body chosen by the employer. EPA offers the chance to showcase your skills and be awarded a grade that reflects your performance. EPA will consist of the below activities:

- Multiple Choice Knowledge Test
- Professional Discussion
- Project Showcase