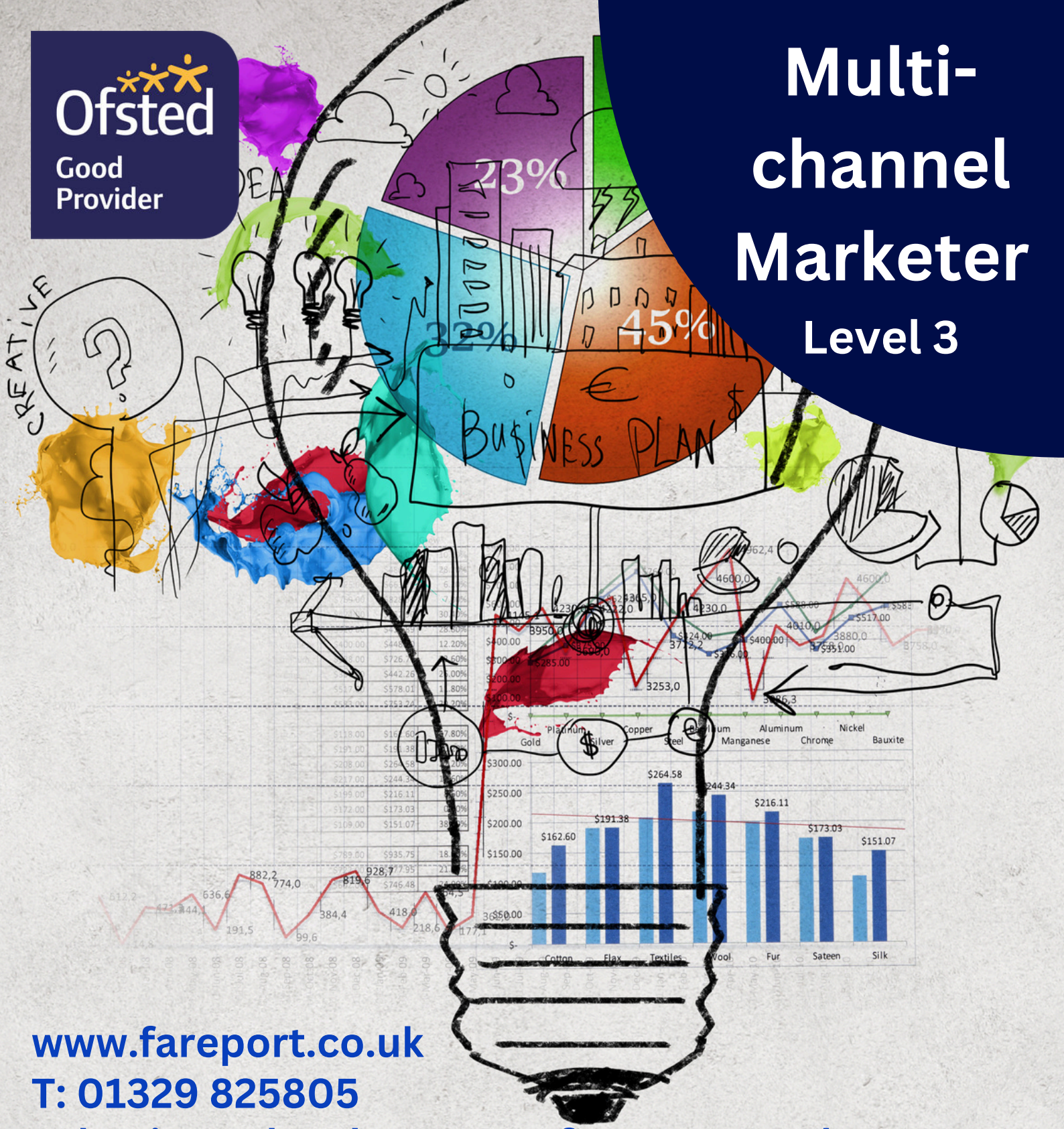




# Multi-channel Marketer Level 3



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# Multi-channel Marketer

**Level:** 3

**Duration:** 16-18 months

## Entry Requirements:

Multi-channel marketers will sit within a specific company/agency that provides marketing deliverables and advice to external clients, or within an internal marketing team, delivering marketing activities to drive that business. The role will be primarily office-based or remote working. They may spend time away from the work area attending exhibitions and events, meetings with external marketing suppliers, marketing research suppliers, visiting clients, trade shows, or supporting research activities.

Apprentices without level 2 English and Maths will need to achieve this level prior to taking the End Point Assessment. Learners will need to be involved in a range of projects on programme and be able to complete a marketing project within the EPA period.

## Overview:

The broad purpose of the occupation is to support customer focused marketing activities that drive the demand for a product or service through awareness raising and/or perception building to generate results to the bottom line. The emerging green economy is creating increasing opportunities for new and complex services and products. This may require marketing activities to be focussed on raising awareness of the benefits of carrying out transactions or purchases or products within an environmentally sustainable model.

## Qualification Awarded

- Level 3 Multi-channel Marketer Apprenticeship Standard

## Key topics

- Marketing theory, concepts and basic principles
- The business' structure, vision, priorities
- Business tools used to measure the impact of business objectives, the wider environment and sustainability on marketing activities.
- What a marketing plan is, how it is built and its purpose.
- The importance of competitor analysis and how to undertake it.
- EPA requirements

## Assessment Methods

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

- Project
- Presentation
- Product evidence
- Reflective account
- Discussion
- Witness testimony
- Observation

## 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:

- **Project report** with presentation and questioning
- Professional **discussion** underpinned by a **portfolio of evidence**