

Typical Job Roles

Marketing
Executive

Communications
Executive

Digital Marketing
Executive

Progression Routes

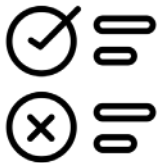
Level 4
Marketing Executive

Marketing Manager

Account Manager

Senior Marketing Executive

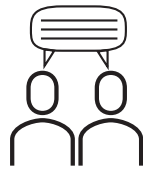
Assessments



Multiple Choice
Test



Project Report
& Presentation



Professional
Discussion

Cost

The maximum funding
for this program is:

£6,000

Scan me for more:



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Marketing Executive Apprenticeship

Role Profile

Marketing Executives play a crucial role in supporting and implementing the marketing activities of a business. As a marketing professional, you will own elements of social media management, email marketing, reporting, and website management.

Our Level 4 Marketing Executive apprenticeship provides a comprehensive training plan for marketing professionals looking to broaden their understanding and adopt effective marketing strategies.

Level



HIGHER

Training Duration



13 MONTHS

Program Duration



18 MONTHS

Coaching



LEARNING &
DEVELOPMENT
MENTOR

Training Method



FACE TO FACE

Module Breakdown

Marketing Concepts & Theories:

Starting with the fundamentals of marketing theory and processes, apprentices will build a strong understanding of the extended marketing mix, brand positioning and the principles of stakeholder management. Apprentices will also be introduced to budget management.

Business Understanding & Commercial Awareness:

Understanding how marketing contributes to achieving wider business goals, means effective strategies and plans can be put in place. This module includes how to understand your target audience's decision making process and influence them with creative marketing activities whilst ensuring sector specific compliance and data protection regulations are considered.

Market Research:

Understanding the market your business is in is crucial for successful marketing. Apprentices will learn the principles of effective data-driven market research and how this can influence marketing activity. Finding valid data sources, methodologies, usage and when to use quantitative and qualitative methods.

Products & Channels:

Know your products and how to effectively market them. Apprentices will learn the basic principles of product development, the marketing landscape and how routes to market interplay most efficiently as well as the benefits of different digital and offline marketing communication channels.



Why choose EMA?

Face to Face Learning

Step away from your desk! Learn in a dedicated learning environment with like minded individuals.

Industry Experts

All our trainers and mentors have years of experience in their respective fields or have been sat where you are, and done an apprenticeship.

Guest Speakers

With regular topic specialists doing guest workshops and speaker sessions you can learn, ask questions and gain insight into specialist areas.

“

Doing the Level 4 Marketing Apprenticeship has been great to gain practical experience whilst working towards a recognised qualification. ”

Alex

Did you know...

If your business doesn't pay into an apprenticeship levy, and your apprentice is 16 - 21 years old, your apprentice training costs are FREE*.

Start your career today with an apprenticeship from EMA and **earn while you learn!**