

Multi-channel Marketer

Level 3



Course Overview

The primary role of a multi-channel marketer is to define, design, build and implement digital campaigns across a variety of online and social media platforms to drive customer acquisition, customer engagement and customer retention.

A multi-channel marketer will typically be responsible for delivering day-to-day marketing activities across a multitude of platforms, channels and systems that are essential to the Marketing function and activities of the company.

Duration

18 to 21 months

Course Contents

These modules cover a range of concepts, approaches and techniques, for which each apprentice is required to demonstrate their knowledge, skills and behaviour.



Level 2 Qualifications in English & Maths (if not already achieved)

Marketing Fundamentals & Theory

Market Research & Insights

Marketing Strategy & Planning

Digital Marketing Techniques

Branding & Communication

Campaign Management

Legal & Regulatory Considerations

Emerging Trends & Technologies

Sustainability in Marketing

Professional Development

Analytics & Performance Measurement

Customer Relationship Management

End Point Assessment (EPA)

The EPA consists of the two assessment methods:

- **Written project report with presentation and questioning:** A project involves the apprentice completing a significant and defined piece of work that has a real business application and benefit. This assessment method has 2 components: project with a project output & presentation with questions and answers.
- **Interview underpinned by portfolio of evidence:** In the interview, an independent assessor asks the apprentice questions. It gives the apprentice the opportunity to demonstrate the KSBs (Knowledge, Skills & Behaviours) mapped to this assessment method.