



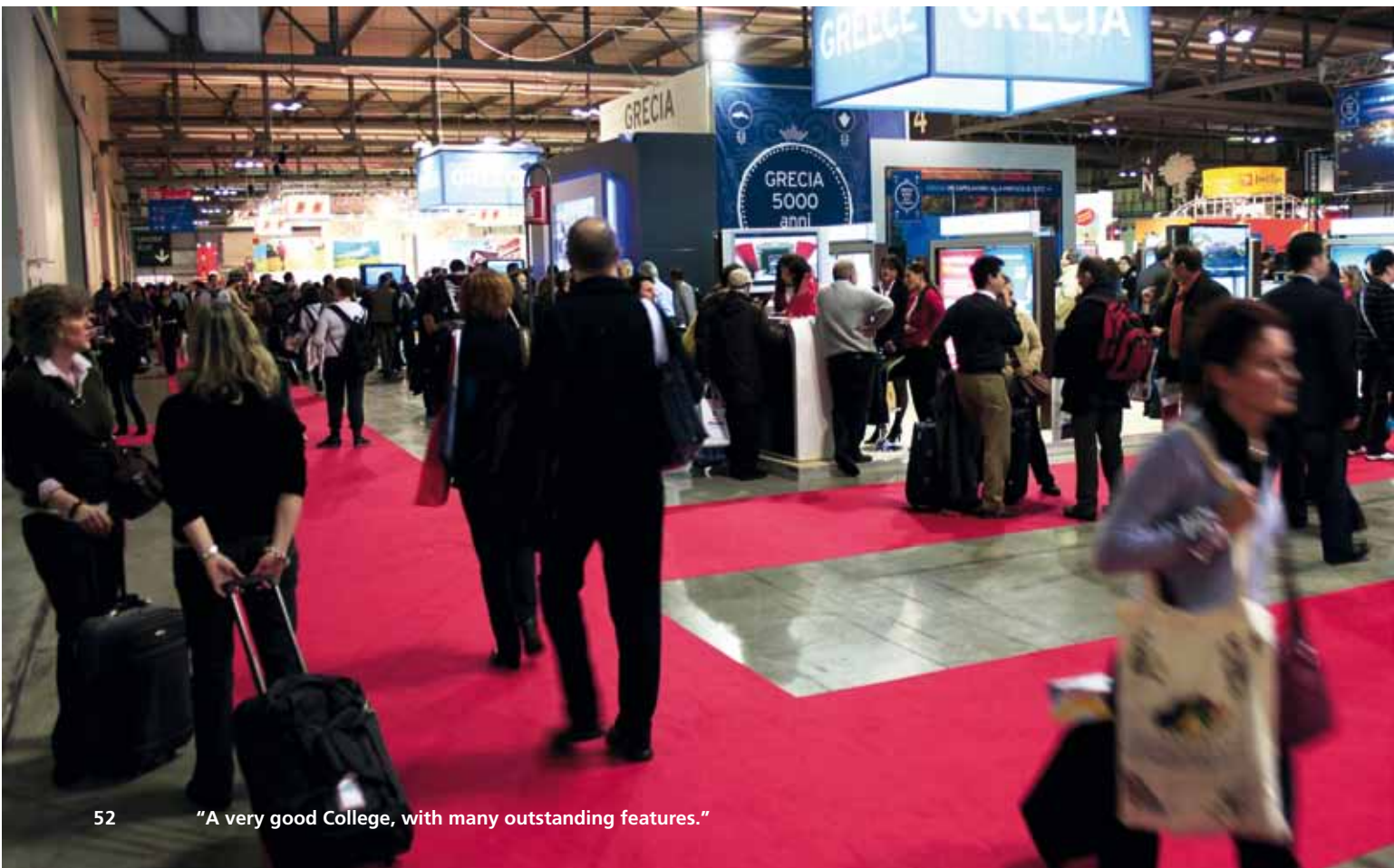
# Marketing

**Marketing is a skill neither you, nor your organisation, can afford to be without. It impacts on every element of your organisation, from customer relations through to promotion, research and advertising.**

The strategic elements of marketing can influence the short and long-term success of an organisation and allow you to plan for the future.

We offer training which can be customised to suit your organisation.

For smaller organisations which do not have a dedicated marketing function, we can incorporate marketing training alongside other programmes including leadership and management and customer service training.





## Marketing Apprenticeships and Advanced Apprenticeships

Course Code: See below  
Start Date: Flexible

Fees 3

For employees who work or want to work in the marketing sector.

### What is the training about?

Your framework will consist of the NVQ level 2 in Marketing, knowledge element level 2 Certificate in Principles of Marketing plus Functional Skills English, maths and ICT at level 1. For the NVQ employees must achieve 21 credits, 12 from the mandatory units: collect and organise market research data, contribute to measuring the marketing response, work with other people in a business environment and improve own performance in a business environment. The remaining credits will be from a range of optional units that best fit the job role.

### Who should attend?

This qualification is for those working in any of the following roles or roles similar to these: marketing assistant, junior account executive, market research assistant.

### What routes are available?

Marketing – Apprenticeship A9940

Marketing – Advanced Apprenticeship A9943

**“561 employers said  
Leicester College was  
their first choice  
for training”**

Employer Survey 2011

## About our fees

- ① For training marked with this symbol, the price will depend on the funding available. Please call 0116 224 2240 for more details.
- ② Costs for training with this symbol are variable dependent on the number of delegates, venue etc. Please call 0116 224 2240 for more details.
- ③ Costs for training with this symbol are dependent on employee's age. Please call 0116 224 2240 for more details.



### Training outcomes

The framework National Vocational Qualification (NVQ) level 2 in Marketing.

Knowledge based elements:

- ISMM level 2 Certificate in Sales and Marketing
- Functional Skills in English, maths and ICT
- Employer rights and responsibilities booklet.

### Duration

Apprenticeships typically take 18 to 24 months to complete. Advanced Apprenticeships typically take three to four years to complete except where progression is from an Apprenticeship which allows the advanced qualification to be completed in one to two years.

### Assessment

Combination of practical assessment and assessment of competency to carry out work tasks.

### Progression

On completion of an Apprenticeship, employees can progress onto an Advanced Apprenticeship or appropriate technical level training. Completion of an Advanced Apprenticeship will allow progression to Higher Education courses in a related area.

If you are an employer looking to recruit an apprentice, we can provide you with access to a pool of potential employees. Please call 0116 224 2240 for more details.