


Ofsted
Outstanding
2010|2011

Marketing
Manager

Level 6



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 Apprenticeships

 **FAREPORT**
SKILLS FOR THE FUTURE

Marketing Manager

Level: 6

Duration: 20-22 Months

Entry Requirements:

- Candidates should already be working at a supervisory level and have direct line reports within their job role and the opportunity to work within a strategic capacity.
- 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 Manager apprenticeship is suitable for individuals who are working within a supervisory or management role within the Marketing sector. It is a great opportunity to further develop people management skills and learn new Marketing techniques that can be implemented into their workplace. With our bespoke programme design, this qualification is great for those that are new to Marketing leadership or are experienced Marketing leaders.

Key responsibilities could include development, and implementing of marketing strategies, tracking and reporting marketing and sales data, managing marketing budgets, etc.

Qualification Achieved:

- Marketing Manager Standard
- Functional Skills English Level 2
- Functional Skills Maths Level 2

Key Topics:

- Resource Management
- Marketing Concepts & Theories
- Business Understanding & Commercial Awareness
- Product & Service Development
- Leadership

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
- Exams

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 Showcase
- Professional Discussion