



MULTI-CHANNEL MARKETER LEVEL 3

APPRENTICESHIP STANDARD



Multi-Channel Marketer Level 3

Duration: 10 months + EPA

Workshop modules

- Marketing Principles
- Branding and Engagement
- Suppliers and Stakeholders
- Ethics and Regulations
- Market Research
- Copywriting and SEO
- Creative Content Marketing
- CMS & Website Creation
- AI in Marketing
- Campaign Planning
- Campaign Management and Evaluation

End Point Assessment

Written project report with presentation and questioning

The project report may be based on a specific problem, a recurring issue, or an idea or opportunity. It should be around 2500 words. The presentation lasts around 20 minutes, and questions will last around 25 minutes.

Interview underpinned by portfolio of evidence

Apprentices complete a portfolio on programme and submit this at gateway. This portfolio should include evidence from real work projects. The interview explores what has been produced in the portfolio, as well as how it has been produced.

Maths, English and Functional Skills within the Apprenticeship

All apprentices have the opportunity to develop English and maths skills as part of their apprenticeship and will need to develop skills sufficient for competence in their chosen apprenticeship standard.

A 16-18 year old must complete functional skills qualifications if they do not hold existing qualifications.

An individual aged 19 or over that does not hold existing qualifications, should decide with their employer if they would like to achieve functional skills but these would not be needed to achieve their programme.

Google
★★★★★ 4.9/5

★ Trustpilot
★★★★★ 4.9/5

WWW.
TESSGROUP
.CO.UK





The TESS Group
109 Innovation Centre
Green St
Northampton
NN1 1SY
01604 210 500
info@thetessgroup.com
www.tessgroup.co.uk

