

Marketing

Level 2

Qualification: Marketing

Level: 2

Entry requirements:

- You need to be 16 years of age
- Work Ready
- Interested in a career in a marketing role

Typical duration: 12 - 14 months

Go further: This apprenticeship provides an ideal stepping stone a Level 3 Diploma in Marketing, job roles at this level include Marketing Co-ordinator, Junior Marketing Executive, Advertising Executive or Marketing Researcher.



Course overview:

This Apprenticeship in Marketing gives you the skills to expand your career in the Marketing sector and can be applied to various roles. Tasks may include contributing to direct marketing campaigns, supporting event organisation, collecting and organising market research data and utilising website software.

The components in this Apprenticeship are:

- **Level 2 NVQ Certificate in Marketing**
- **Level 2 Certificate in Marketing**
- **Functional Skills in Maths and English**
- **Employment rights and responsibilities**
- **Personal learning and thinking skills**

You will study a number of mandatory units as well as choosing optional units to match your job role.

Mandatory units:

- Collect and organise market research data
- Contribute to measuring the marketing response
- Work with other people in a business environment
- Improve own performance in a business environment
- Principles of marketing theory
- Understanding legal, regulatory and ethical requirements in sales or marketing
- Principles of personal responsibility and working in a business environment

Optional units:

There are a number of units to choose from, here is an example of some of the units you can choose to study:

- Contribute to conducting direct marketing campaigns
- Use digital and social media in marketing campaigns
- Analyse competitor activity
- Principles of digital marketing
- Principles of customer relationships
- Understanding the relationship between sales and marketing

English and Maths:

A good standard of English and maths is essential when working in any environment which is why they are included in all apprenticeships.

We will assess your current level of English and maths to identify any support you may need, and depending on your current qualifications, we will agree on the level of English and maths you will need to complete.

This may include taking English and maths qualifications at Level 1 or Level 2, but if your current qualifications mean you don't need to complete further maths or English, we will still help you to develop these skills during your apprenticeship. If you don't have any current qualifications, don't worry, we will support you to achieve these essential skills.

Duration:

The programme is delivered during normal working hours, making it a real opportunity to learn while you earn. Timescales for completion depend on the individual, but the qualification takes a minimum of 12 months.

Assessment:

To achieve a pass for the full qualification, you must achieve all the units in the stated qualification structure. You will do this by producing a portfolio of evidence. You will also take part in Functional Skills Tests for Maths and English.

About the sector:

An Apprenticeship in Marketing gives you the skills to expand your career in the Marketing sector and can be applied to various roles. Tasks may include contributing to direct marketing campaigns, supporting event organisation, collecting and organising market research data and utilising website software. In an advanced level position your tasks may include analysing market research, digital and social media, developing marketing plans, managing budgets, preparing contract specifications and developing advertising campaigns. These tasks require efficiency and organisation and an Apprenticeship in Marketing will give you the skills, knowledge and confidence to accomplish your daily duties.

Further information:

For vacancies and to apply for an apprenticeship visit our website – www.thesourceacademy.co.uk
or call the Apprenticeship Recruitment team on 0114 236 6651.

If you are an employer and you would like to find out more about apprenticeships, contact our Account Managers on 0114 263 6654 or email apprenticeships@thesourceacademy.co.uk