

**Level 4**



# Marketing Executive

**Programme Guide**





# Why Velocity Academy?

**Technology is at the heart of the modern workplace — it touches every aspect of our working lives.**

Digital transformation becomes possible when employees are equipped with the right skills to thrive in a modern organisation. At Velocity Academy, we build digital capabilities across your workforce.

We partner with leading FTSE 250 companies, local councils, public sector departments, and fast-growing private enterprises to upskill existing teams and recruit the next generation of talent.

Our high-calibre teaching and coaching faculty deliver the expertise you need to lead your organisation's digital transformation. We use state-of-the-art technologies to create an impactful and engaging learning experience.

From data literacy and advanced marketing techniques to IT cloud infrastructure, cybersecurity, leadership, and accounting — we offer apprenticeship programmes designed to close your organisation's skills gaps.

## Our Snapshot

**100%** Apprenticeship Pass Rates

**4.9** Rated 'Excellent' on Trustpilot from 330+ reviews

**92%** Employee retention rate once they have completed their apprenticeship



**Experience of working with FTSE 250 companies and public sector organisations**



**Awarded a Good grade as an apprenticeship provider by Ofsted**



**Rated 'Excellent' on the Apprenticeship Service**

# Programme Overview



**Apprenticeship Standard:** Marketing Executive



**Maximum Funding Amount:** £6,000



**Programme Duration:** 12 Months + EPA



**Tutor Led Classes:** 16 Classes

## Skills Gained

**Product/Service Strategy**

**Marketing Mix**

**Segmentation**

**CRM Management**

**Stakeholder Relationships**

**Brand Positioning**

**Marketing Legislation**

**Market Research**

**Customer Behaviour Analysis**

### Classes



Online live classes to attend during this apprenticeship. Hosted through our highly rated teaching environment by Ofsted.

### Coaching



1-1 coaching calls scheduled every 4 weeks with your dedicated skills coach. Employers are requested to attend at least 1 call every 9 weeks.

### LinkedIn Learning



Free access to LinkedIn Learning for over 13,000 on-demand, online courses during your apprenticeship training.

### BUD LMS Platform



Your progress will be continually assessed using our online programme management system, Bud. Here, you will upload work and log your OTJ hours.

### Personal Development



Access to our highly rated Personal Development Learning Path to develop the apprentices soft skills during their apprenticeship training.

### Portfolio Submissions



This apprenticeship is formatively assessed through portfolio submissions throughout the practical training period.

# Learner Journey

During the apprenticeship journey there will be a blend of online instructor-led live classes covering the below modules. The apprentice will also have access to on-demand learning content and have portfolio-based activities to complete and submit.

Learners will be assigned a dedicated skills coach who will arrange support calls every month for personalised coaching and support on a 1-1 basis.

## Practical Learning Period – 12 Months

**Module 1: Marketing Concepts and Commercial Awareness**

**Module 2: Marketing Information and Research**

**Module 3: Stakeholder Marketing and Product Development**

## End Point Assessment (EPA) – 3 Months

**Professional Discussion**

**Project Showcase**

**Multiple Choice Knowledge Test**



**Skills England ME4 Qualification Award**



# Modules

# 1

## Module 1: Marketing Concepts and Commercial Awareness

This module builds a strong foundation in core marketing theory and its practical application. Learners explore the marketing mix, product development, segmentation strategies, and brand positioning. The module also covers effective stakeholder management, customer relationship management (CRM), and fostering cross-functional collaboration. Key marketing legislation is introduced to ensure compliance and ethical practice in real-world marketing environments.

### Topics Covered:

- Marketing Theory
- Marketing Mix
- Product Development
- Segmentation
- Stakeholder Management
- Customer Relationship Management (CRM)
- Cross-Functional Relationships
- Brand Positioning
- Marketing Legislation

**Live Classes:** 6 Sessions



# Modules

## 2

### Module 2: Marketing Information and Research

This module develops a deep understanding of how research drives effective marketing strategy. Learners explore key marketing research techniques, data collection methodologies, and both quantitative and qualitative approaches. The module examines how insights influence target audience decision-making, consumer behaviour, and routes to market, while also introducing the fundamentals of global marketing strategy.

#### Topics Covered:

- Marketing Research Techniques
- Market Research Influence
- Data Collection Methodologies
- Quantitative and Qualitative Methods
- Routes to Market
- Target Audience Decision Making
- Consumer Behaviour
- Global Marketing Strategy

**Live Classes:** 4 Sessions



# Modules

# 3

## Module 3: Stakeholder Marketing and Product Development

This module equips learners with the skills to manage products and relationships effectively. It covers the principles of stakeholder management and product development, exploring how to build and maintain strong product/service portfolios. Learners will also gain a clear understanding of End-Point Assessment (EPA) requirements, with focused planning and preparation to ensure they are fully ready for successful completion.

### Topics Covered:

- Principles of Stakeholder Management
- Principles of Product Development
- Product/Service Portfolios
- End-Point Assessment Planning
- End-Point Assessment Preparation

**Live Classes:** 6 Sessions



# End-Point Assessment



The End-Point Assessment (EPA) is completed with an awarding body. We ensure that the student is well prepared by conducting mock assessments and internal checks throughout the apprenticeship journey. Once we are in agreement that you are ready, with approval from the employer, the student will then be submitted for EPA.

## Assessment Criteria

The apprenticeship criteria is made up of **Knowledge, Skills and Behaviours** that makes the occupational standard.



### Knowledge

The ability to convey knowledge effectively



### Skills

Demonstrate practical skills with confidence



### Behaviour

Exhibit professional workplace behaviour

You can view all of the detailed assessment criteria within the **Marketing Executive** standard via Skills England.

## EPA Process



### Portfolio

Everything prior to gateway is completed with **Velocity Academy**

### Gateway (End of practical learning period)

Everything post gateway is completed with the End Point Assessment Organisation (**EPAO**).



### Professional Discussion



### Project Showcase with Questions



### Multiple Choice Knowledge Test

## Certificate & Achievement





# Ready to partner with us?



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**velocity-academy.co.uk**

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