

Level 6



Marketing Manager

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 Manager



Maximum Funding Amount: £9,000



Programme Duration: 15 Months + EPA



Tutor Led Classes: 20 Classes

Skills Gained

Marketing Concepts

Marketing Theory

Strategic Planning

Commercial Awareness

National & International Markets

Product Development

Senior Level Collaboration

Consulting

Leadership

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 – 15 Months

Module 1: Marketing Concepts & Theories

Module 2: Business & Commercial Awareness

Module 3: Research & Insight

Module 4: Product and Service Development

Module 5: Marketing Strategy

Module 6: Advanced Communication Skills

Module 7: Service Delivery & Improvement

Module 8: Resource Management

Module 9: Planning & Analysing

Module 10: Commercial Approach

Module 11: Leadership

Module 12: Systems & Processes

End Point Assessment (EPA) – 5 Months

Professional Discussion

Project Showcase with Questions



Skills England MM6 Qualification Award



Modules

1

Module 1: Marketing Concepts & Theories

This module develops a strategic understanding of marketing principles and their application within business objectives. Learners explore the extended marketing mix, brand development and safeguarding, consumer and organisational behaviour, and the influence of customer decision-making on strategy. It also covers stakeholder and customer relationship management, alongside marketing communication planning models and budgeting techniques essential for effective marketing delivery.

Live Classes: 2 Sessions

Module 2: Business & Commercial Awareness

2

This module builds understanding of organisational strategy and context in marketing. Learners explore their organisation's vision, mission, and stakeholders, alongside wider national and international market influences. It focuses on measuring and delivering return on investment while ensuring marketing activities align with legal, regulatory, and data protection requirements.

Live Classes: 2 Sessions



Modules

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Module 3: Research & Insights

This module develops knowledge of effective market research and evaluation methods to inform marketing strategy and activities. Learners explore how to identify and use reliable information sources to drive measurable improvements, apply key marketing metrics, and analyse data effectively. It also examines new and emerging trends shaping the future of marketing practice.

Live Classes: 2 Sessions

Module 4: Product & Service Development

4

This module explores the principles of product and service design, implementation, and portfolio management. Learners examine the features and benefits of various marketing communications and routes to market, developing the ability to select and leverage the most effective approaches. Emphasis is placed on optimising digital channels and systems to maximise marketing impact.

Live Classes: 1 Sessions



Modules

5

Module 5: Marketing Strategy

This module enables learners to lead and implement clear marketing strategies aligned with business goals to maintain a competitive advantage. Learners develop effective marketing campaigns and select appropriate channels to meet customer needs. They also design integrated marketing plans for products and services, using both offline and digital tools in collaboration with teams and agencies.

Live Classes: 1 Sessions

Module 6: Advanced Communication Skills

6

This module develops advanced communication and leadership skills for marketing professionals. Learners learn to influence, negotiate, and persuade senior stakeholders to gain support for marketing initiatives. They act as consultants, providing informed marketing advice internally or to clients, and present complex information clearly and engagingly through compelling presentations and creative written communication.

Live Classes: 3 Sessions



Modules

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Module 7: Service Delivery & Improvement

This module equips learners with the skills to oversee, manage, and approve key marketing projects effectively. It focuses on delivering measurable outcomes aligned with key performance indicators while promoting a culture of continuous improvement. Learners are encouraged to analyse results critically, optimise performance, and challenge existing processes to enhance overall marketing effectiveness.

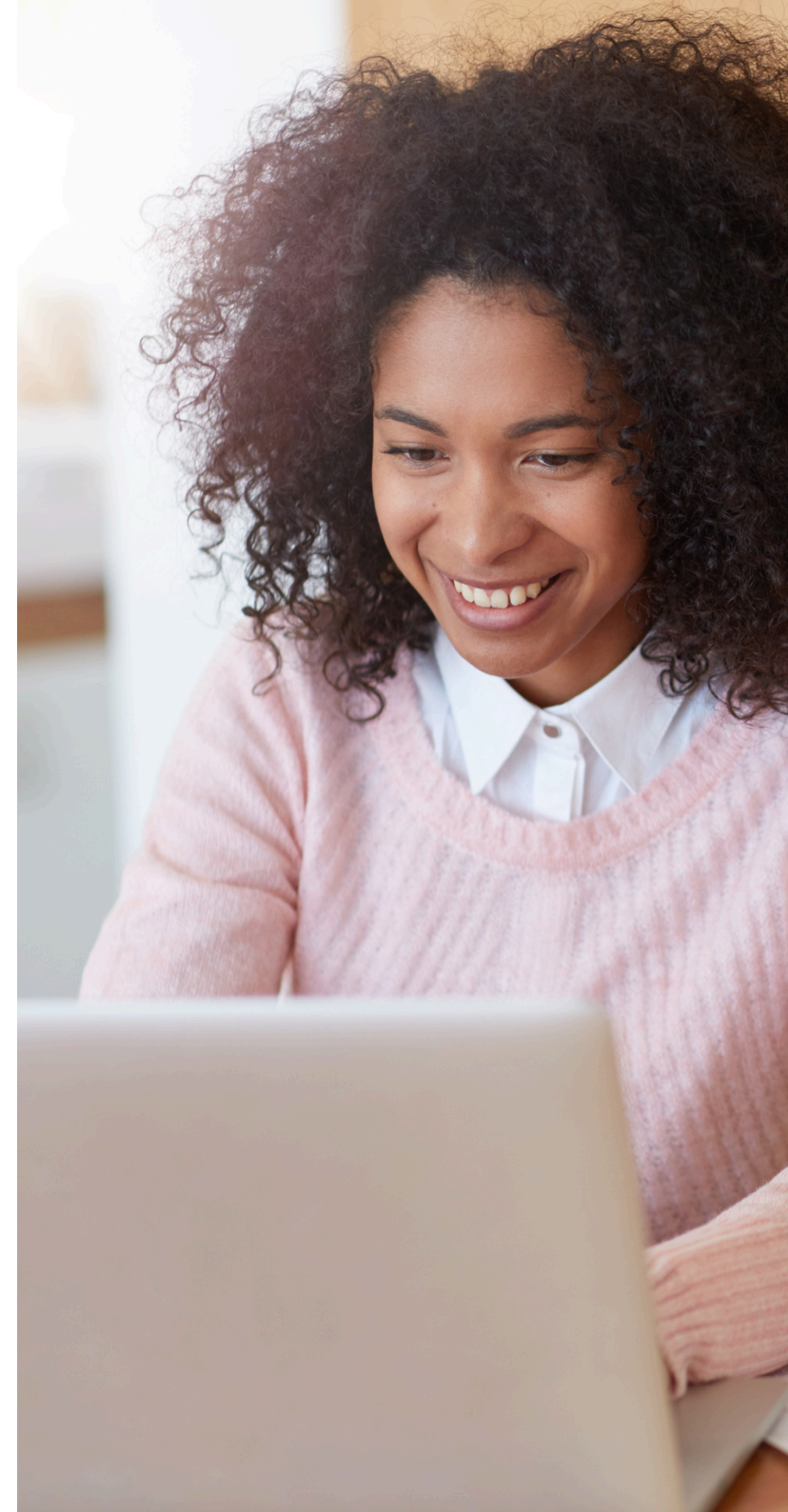
Live Classes: 1 Sessions

Module 8: Resource Management

8

This module develops the ability to plan and manage marketing budgets effectively, ensuring alignment with strategic objectives and demonstrating clear return on investment. Learners also build skills in engaging, negotiating, and managing relationships with third-party suppliers and internal stakeholders to ensure successful delivery of marketing initiatives and value-driven outcomes.

Live Classes: 1 Sessions



Modules

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Module 9: Planning & Analysing

This module focuses on developing analytical and evaluation skills to assess marketing effectiveness. Learners learn to interpret measurement data and analytics to identify key performance indicators and demonstrate return on investment. They also develop the ability to assimilate and analyse complex data from multiple sources to plan, lead, and refine marketing activities strategically.

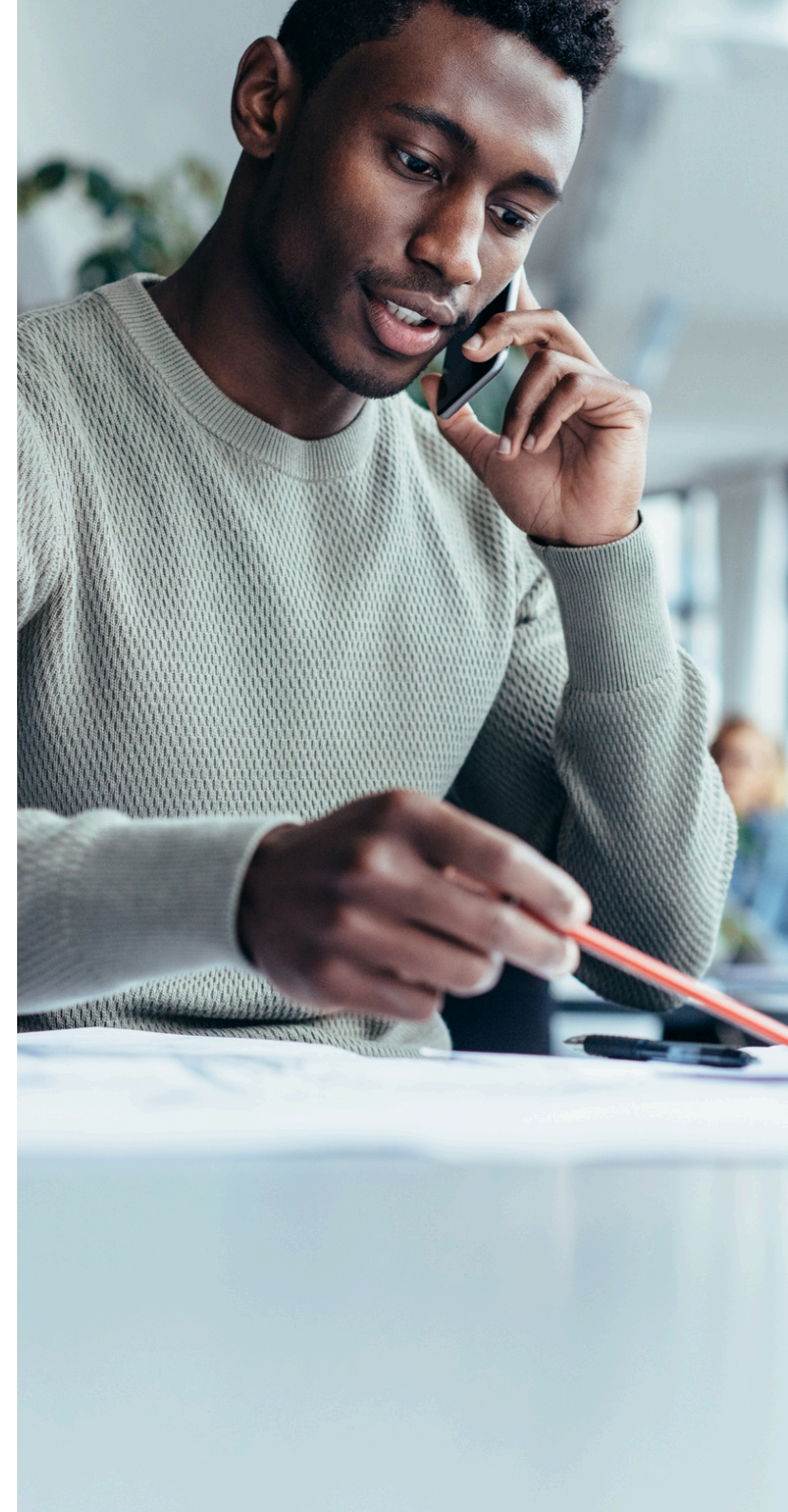
Live Classes: 2 Sessions

Module 10: Commercial Approach

10

This module enables learners to identify and pursue opportunities for income generation through new products, markets, and services. Learners develop the ability to construct strong business cases supporting marketing plans, manage and nurture senior stakeholder relationships, and assess potential business risks and reputational impacts to ensure responsible and sustainable marketing decision-making.

Live Classes: 1 Sessions



Modules

11

Module 11: Leadership

This module develops leadership and motivational skills essential for effective marketing delivery. Learners learn to inspire and engage teams and stakeholders to achieve marketing goals, acting as role models for best practice. Emphasis is placed on accountability, continuous improvement, and fostering a high-performance culture that drives collective success across marketing initiatives.

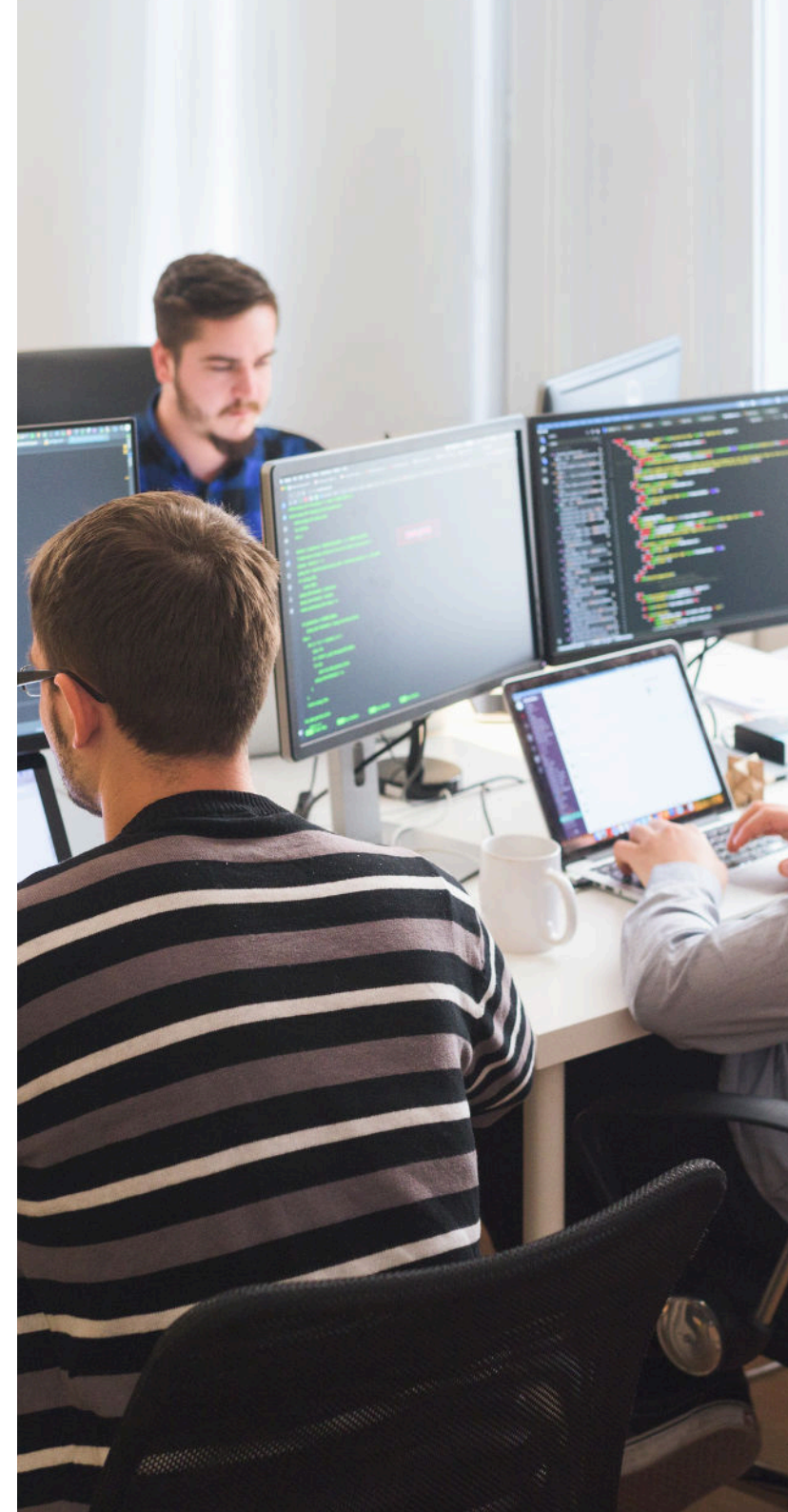
Live Classes: 1 Sessions

12

Module 12: Systems & Processes

This module builds competence in using business systems and software to deliver marketing outcomes efficiently, including data analysis, reporting, and search engine marketing. Learners actively evaluate systems and information sources to identify opportunities for innovation, introducing new processes, tools, or technologies that enhance marketing effectiveness and respond to emerging business needs and trends.

Live Classes: 1 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 Manager** 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

Certificate & Achievement





Ready to partner with us?

 **0113 286 6453**

 **velocity-academy.co.uk**

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