



WISEORIGIN

APPRENTICESHIP
MARKETING
EXECUTIVE
LEVEL 4

www.wiseorigin.co.uk

COURSE OVERVIEW

A Level 4 Marketing Executive course is designed for individuals looking to start or progress their career in marketing. It's ideal for those aiming to work alongside a Marketing Manager to support, develop, and execute marketing plans. This course is perfect for beginners, career changers, or professionals seeking to enhance their marketing skills, particularly in areas such as audience engagement, creative content, and project management.



Level 4



Online



15 Months



End Point Assessment



WHO IS IT FOR?

This program is ideal for aspiring marketers, career changers or students, looking to gain practical experience in the dynamic field of marketing. It provides a comprehensive understanding of key marketing principles such as market research, campaign development, digital marketing, and audience engagement. Participants will learn to plan and execute marketing strategies as well as manage various marketing channels.

Various job types include:

- ▶ Marketing Executive
- ▶ Marketing Officer
- ▶ Communications Officer
- ▶ Marketing Specialist
- ▶ Communications Executive
- ▶ Communications Specialist

Course content:

- ▶ Coordinate key marketing channels (digital and offline), plan and execute tactical campaigns with SMART objectives.
- ▶ Write and proofread clear copy, create project briefs, give confident presentations, and collaborate with internal and external stakeholders.
- ▶ Manage projects, tasks, and events effectively, balancing time between planning, reporting, and delivery, while meeting deadlines and coordinating multiple campaigns.
- ▶ Monitor and control project budgets using appropriate systems.
- ▶ Analyse data from digital and offline sources to evaluate campaign effectiveness, derive insights, and inform future improvements.



Qualification upon achievement – Marketing Executive Level 4 Apprenticeship

HOW WILL THIS BENEFIT YOUR BUSINESS?



EFFECTIVE MARKETING CAMPAIGNS

Marketing Executives deliver targeted campaigns using digital and offline channels, ensuring audience engagement and business objectives are met.



STRONGER STAKEHOLDER RELATIONSHIPS

They build strong connections with suppliers, partners, and customers, fostering collaboration to support seamless operations and outcomes.



OPTIMISED RESOURCE MANAGEMENT

By managing budgets and workflows efficiently, Marketing Executives ensure cost-effective campaigns delivered on time.



DATA-DRIVEN INSIGHTS

They analyse market data and campaign performance to optimise strategies, improving outcomes and identifying new opportunities.



ENHANCED BRAND REPUTATION

Marketing Executives ensure compliance and creative communication, strengthening the organisation's brand and customer trust.

HOW WILL THIS BENEFIT STUDENTS ?



PRACTICAL CAMPAIGN SKILLS

Students learn to plan and execute targeted marketing campaigns using both digital and offline channels effectively.



COLLABORATION EXPERIENCE

Gain skills in working with diverse stakeholders, enhancing teamwork and professional communication abilities.



EFFICIENT PROJECT MANAGEMENT

Develop time and resource management skills to handle budgets and deliver projects successfully.



ANALYTICAL PROFICIENCY

Learn to analyse data and campaign results, gaining insights to refine strategies and improve performance.



CREATIVE AND STRATEGIC THINKING

Build creative problem-solving skills while developing a strong foundation in marketing strategy and brand positioning.