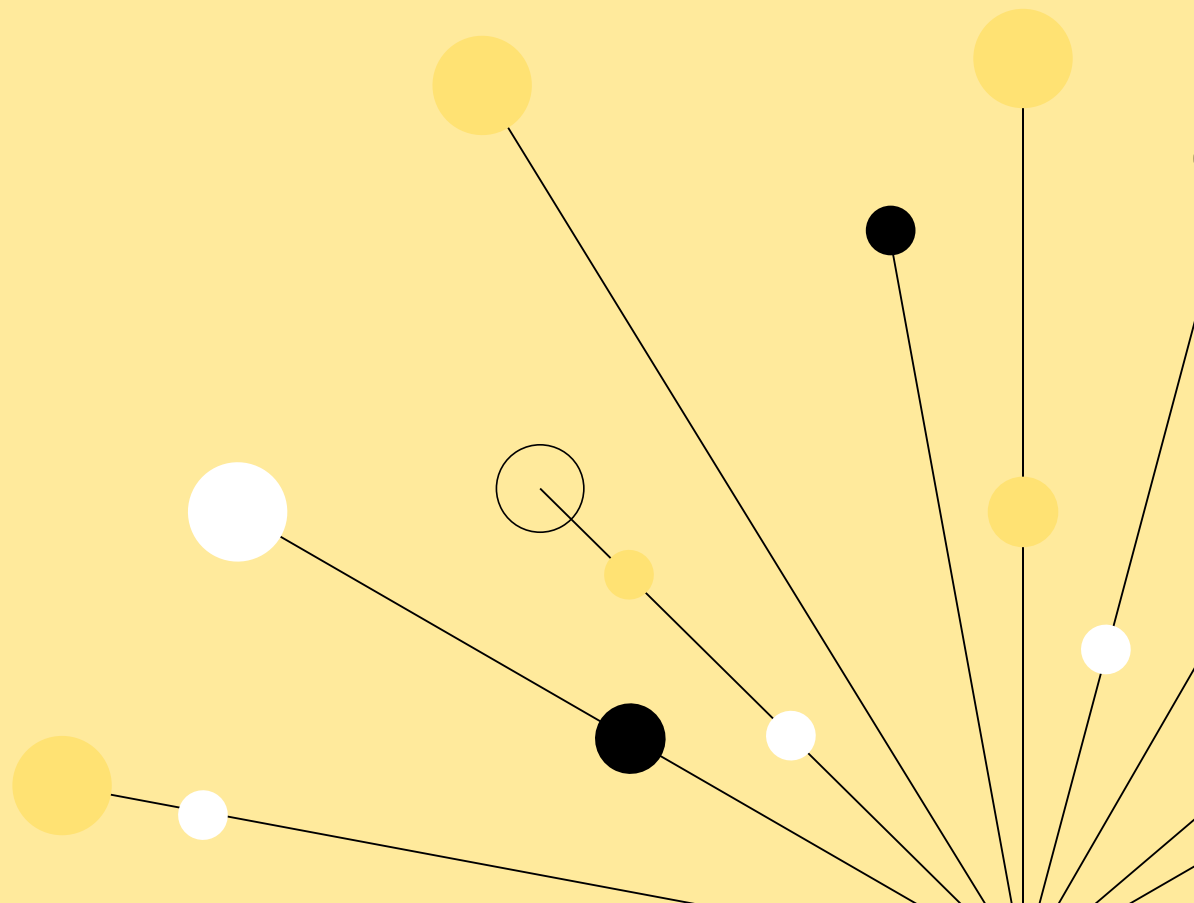


Multi-Channel Marketer

Level 3 Apprenticeship

Programme Guide





Why QA?

Endorsed by 4,000+ global clients, we are the leader in applied and cohort-based learning academies.

Today's biggest technological shifts are shaped by AI, cloud, and data.

In every technology revolution, there are winners and losers – and teams with applied skills make all the difference. We believe you can't change an organisation unless you change the capabilities of its people and ensure human and machine intelligence work together.

Success in numbers:

35+

Years of training experience

1,000+

AI, cloud & coding hands-on labs

40,000+

Careers launched & accelerated

£500M+

Levy spend invested

24 hours

Feedback time for submissions

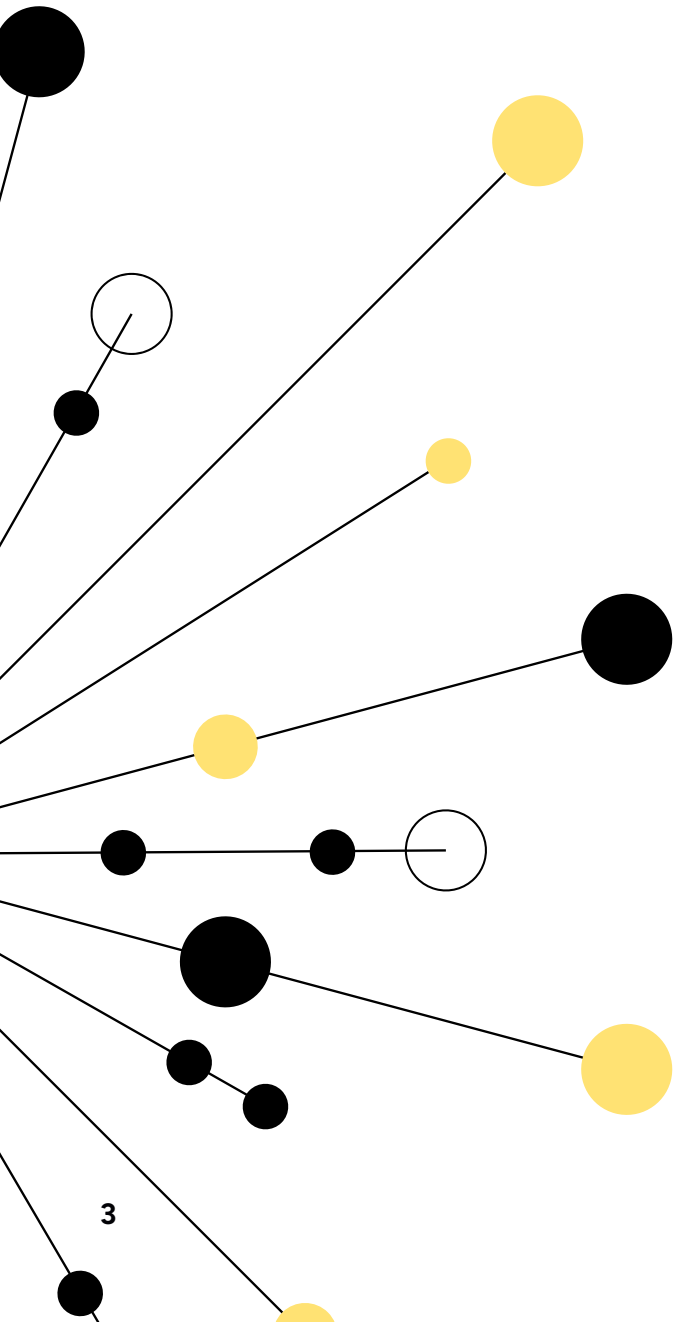
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Response time to learner queries



Ready to explore how QA can support you?

Let's dive in!



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Creating Change

Marketing that stands out across every channel

This programme equips your organisation with the key skills for engaging omni-channel marketing content while leveraging customer insights and strategic planning to influence behaviour.

Our apprenticeships drive business results by empowering organisations to apply skills consistently at speed and scale.



Leverage Customer Insights

Use diverse data sources to refine targeting and boost conversions.



Elevate Brand Building

Strengthen brand awareness to expand reach and attract new audiences.

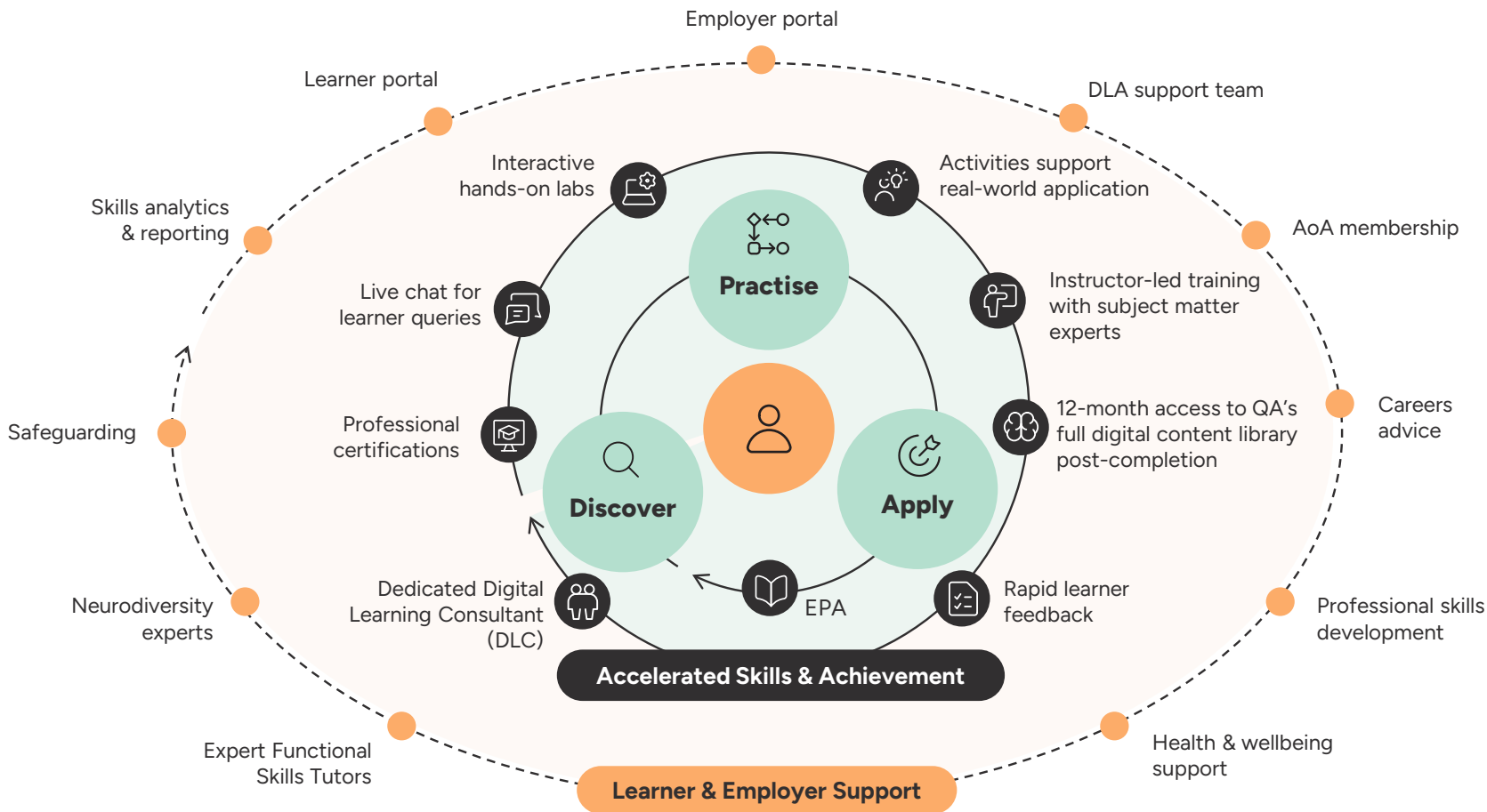


Master Every Channel

Develop expertise across web, social, email, events, SEO, and PPC.

Digital by Design

Our market-leading approach accelerates skill development and achievement through our **Discover, Practise, Apply** methodology, ensuring that both learners and employers are fully supported throughout their programme.



Discover

Leveraging QA's learning platform, learners follow a development path focused on their job role.



Practise

Learners come together for instructor-led training sessions, practising their skills through hands-on labs and sandboxes in a safe environment while collaborating with peers.



Apply

These practiced learnings are applied on the job through work-based activities at key and sequenced stages, fully supported and reviewed by the specialist DLC team.

Programme Overview



Details of standard: [Multi-Channel Marketer](#)



Total cost: £11,000



Programme duration: 18 months



Live instructor sessions: 15 days

Experience QA's self-paced learning platform with interactive labs and configurable learning.



Marketing
101



Research and
Planning



Customer
Focus and CX



Digital Tools
and MarTech



Content Creation
and Campaigns

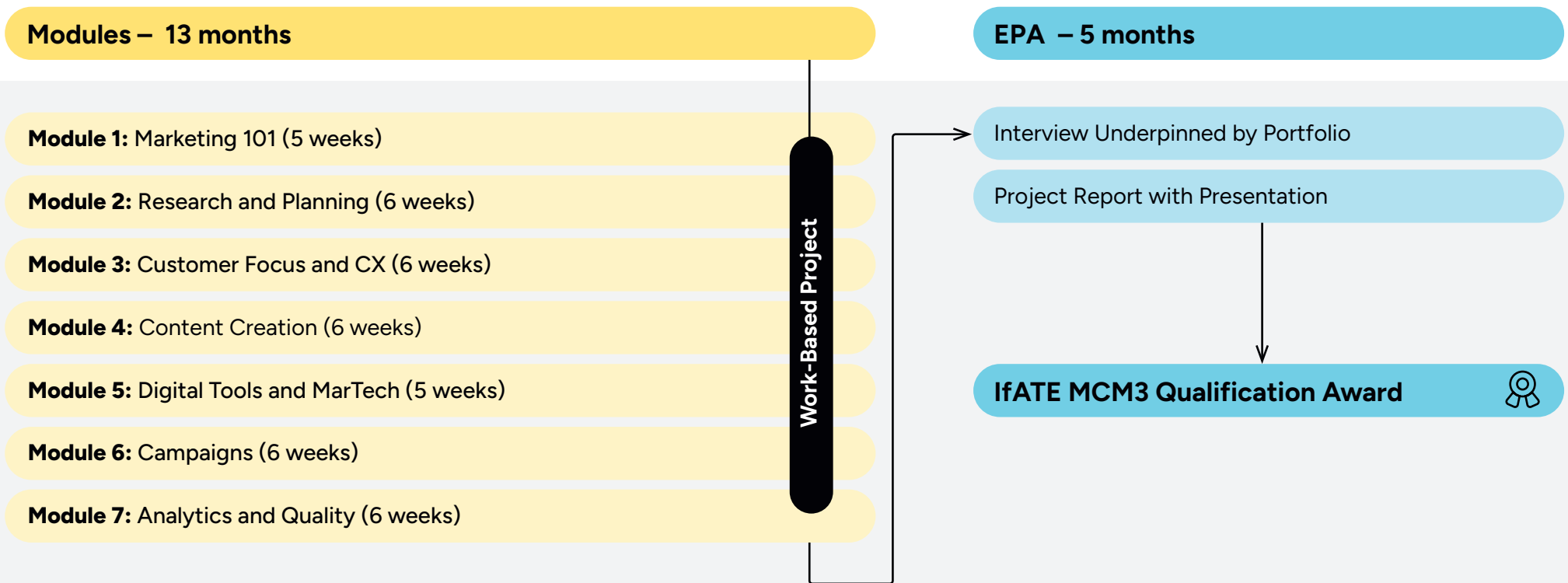


Analytics and
Quality

Learner Journey

The Multi-Channel Marketer programme integrates live and online workshops with self-paced learning, employing a guided discovery approach for individual learner contexts.

Learners are assigned a Digital Learning Consultant (DLC) for personalised coaching and support. These specialists ensure their successful progress, wellbeing, and readiness for assessments.





Modules

Following each module, learners apply their newly acquired knowledge and skills to ongoing work projects.

01

Module 1: Marketing 101

Dives into the dynamic world of digital marketing – with deep exploration of essential principles, objectives, and legal considerations.

Explores how to create impactful omni-channel campaigns that seamlessly integrate online and offline strategies. It includes a workshop designed to lay the groundwork for skills to build a standout brand.

Topics:

- Marketing Fundamentals
- Team Dynamics
- Strategic Alignment
- Marketing & Promotional Mix
- Ethics & Compliance
- Marketing Communications
- Channel Integration
- Cross-Channel Behaviours
- Marketing Plans & Execution

Live Instructor Sessions: 3 Days

02

Module 2: Research and Planning

Focuses on the core initial research and planning activities that underpin effective marketing strategies.

Topics:

- Competitor & Industry Analysis
- Stakeholder Comms & Management
- Channel Selection & Coordination
- Supplier Management
- Marketing Documentation
- Adapting Comms for Audiences
- Collaborative Working

Live Instructor Sessions: 2 Days

03

Module 3: Customer Focus and CX

Examines centering customers in marketing strategies through brand development, audience targeting, and assessing the impact on customer service and experience.

Topics:

- Brand Theory & Strategy
- Customer Personas
- Customer Touchpoints & Journey Mapping
- Audience Segmentation & Targeting
- Marketing Impact on Customer Service, Experience & Community Management
- Customer Research & Insights

Live Instructor Sessions: 2 Days

04

Module 4: Content Creation

Explores the strategic and creative aspects of content marketing and creation, focusing on producing authentic and engaging content to drive successful campaigns.

Topics:

- Design Principles & Tools
- Content Marketing Strategies & Creation
- Medium-Specific Considerations
- Copywriting & Proofreading
- Content Management System (CMS)
- Campaign & Asset Management

Live Instructor Sessions: 3 Days

05

Module 5: Digital Tools and MarTech

Explores leveraging digital tools and marketing technology to streamline processes, optimise campaigns, and achieve business objectives efficiently.

Topics:

- Measuring Business Impact & Sustainability
- Emerging Marketing Technologies
- Communication & Project Management Software
- Data-Driven Marketing & AI
- MarTech Stacks & Automation
- Content Management Systems (CMS)

Live Instructor Sessions: 0 Days

06

Module 6: Campaigns

Delves into the creation and execution of impactful marketing campaigns – focusing on strategy, creativity, resource management and performance evaluation.

Topics:

- Stakeholder Campaign Support
- Creative Campaign Development
- Budget Management
- ROI Measurement
- Campaign Monitoring & Feedback
- Campaign Optimisation

Live Instructor Sessions: 3 Days

07

Module 7: Analytics and Quality

Covers the use of data analytics and quality reviews to enhance the effectiveness of marketing activities and drive continuous improvement.

Topics:

- Key Metrics for Performance Evaluation
- Quality Control & Assurance
- Campaign Performance Analysis
- Identifying Areas for Improvement
- Advanced Data Analysis Tools
- Integrating Customer & Campaign Data
- Analysing Customer Engagement

Live Instructor Sessions: 2 Days

Tools and Technologies

Research and Planning

- Microsoft Forms
- SurveyMonkey
- Ahrefs
- AnswerThePublic
- Google Trends

Content Creation

- Canva
- PowToon
- Grammarly
- Google Bard
- Tome Storytelling
- Chrome Extension

Campaign Management

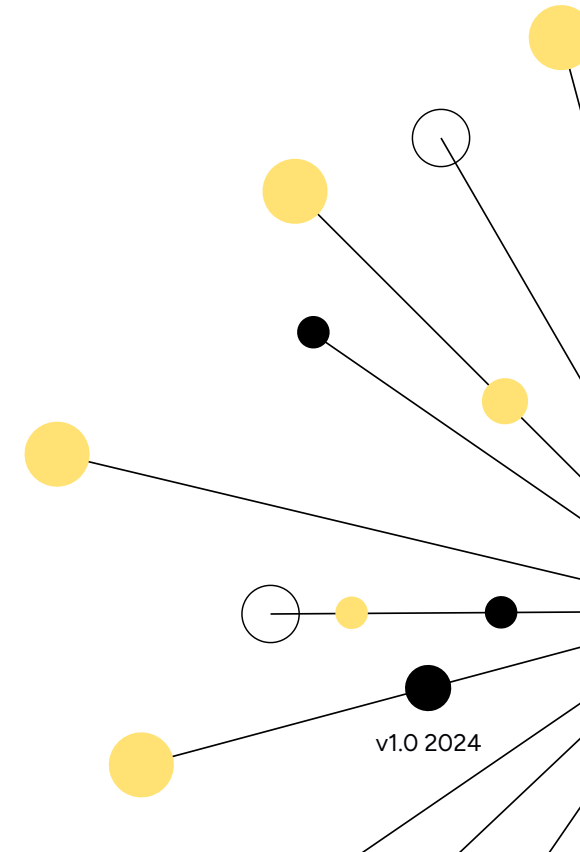
- Trello
- Google Ads

MarTech

- Hotjar
- Hootsuite
- Screaming Frog
- SEO Spider

Analytics

- Google Analytics



End-Point-Assessment

We ensure all learners are fully prepared for their End-Point-Assessment (EPA) through our internal gateway process, maximising their success rates.

Assessment criteria:

01

Knowledge

Ability to convey knowledge effectively.

02

Skills

Demonstrate practical skills with confidence.

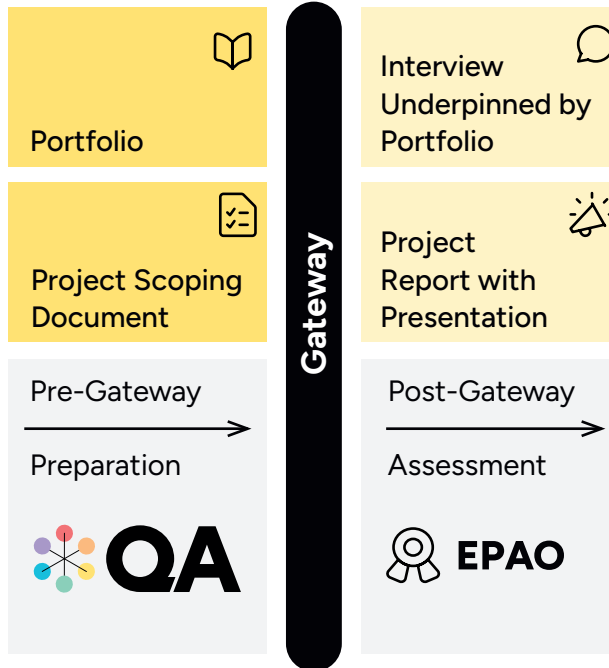
03

Behaviour

Exhibit professional workplace behaviour.

Explore the detailed assessment criteria within the **Multi-Channel Marketer standard**.

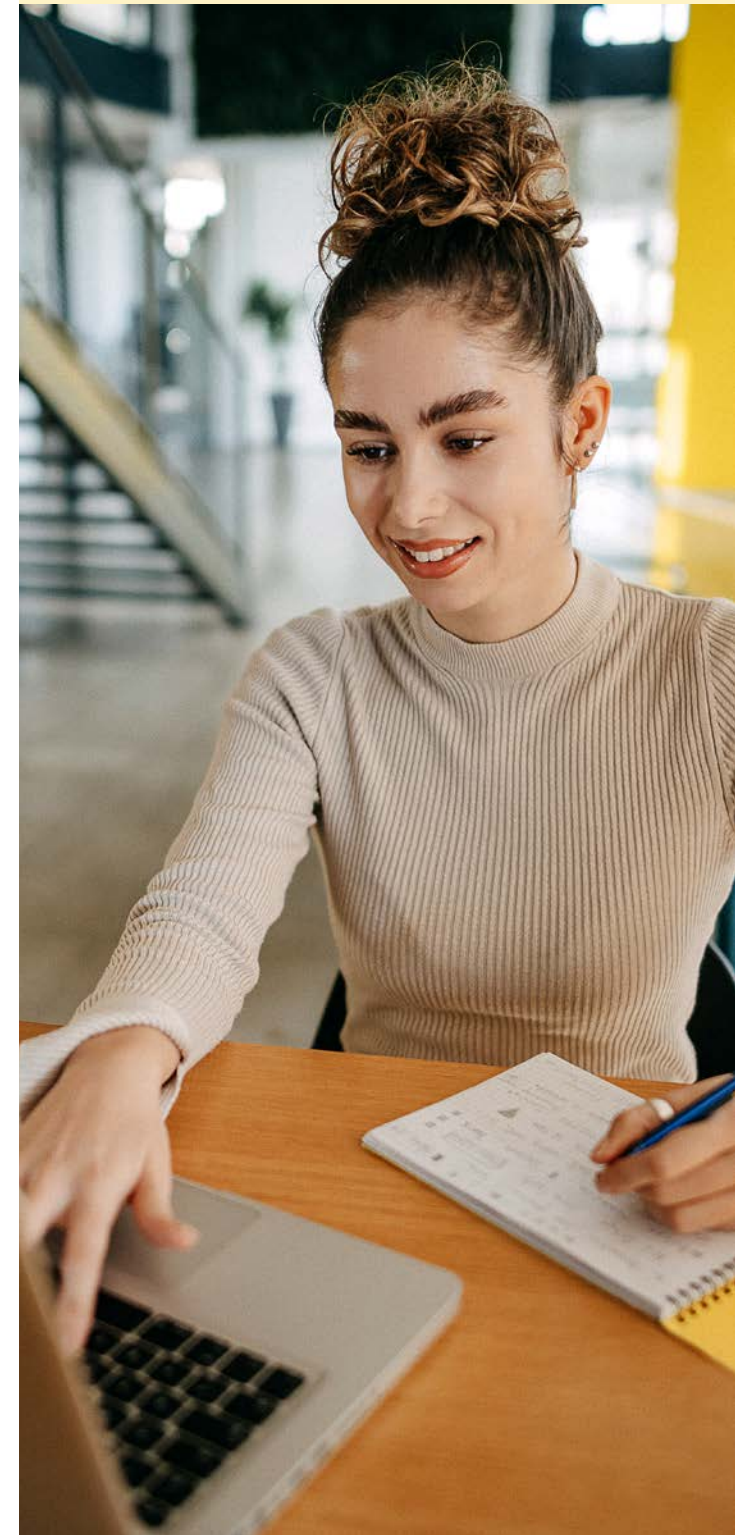
EPA process:



Interview Underpinned by Portfolio:


Answer questions related to knowledge, skills, and behaviours, with examples from portfolio.

Professional Discussion: Engage in a formal two-way conversation to showcase knowledge, skills, and behaviours.



Ready to partner with us?

Let's talk:

 0113 220 7150

 qa.com/contact

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