

Multi-Channel Marketer - Level 3

LEARNING JOURNEY – 15 MONTHS

Session 1 (4 weeks)

This Session focuses on:
Marketing Legislation
Understanding Stakeholders



Session 2 (4 weeks)

This Session focuses on:
The Marketing Mix
Product Lifestyle
Customer Lifecycle

Session 3 (4 weeks)

This Session focuses on:
Audience Segmentation
Audience Personas
Customer Journey
Engaging with customers and clients



Session 4 (4 weeks)

This Session focuses on:
SWOT analysis
Mission, Vision & Values
Identify Brand Image

Session 5 (4 weeks)

This Session focuses on:
Social Media Monitoring
Platforms
Different Social Media Channels



Session 6 (4 weeks)

This Session focuses on:
Tone of voice
Persuasive writing
Problem solving

Session 7 (4 weeks)

This Session focuses on:
Marketing briefs
Budget planning



Session 8 (4 weeks)

This Session focuses on:
Digital Tools and Technologies
Emerging Technologies
Content Creation and Resources

Session 9 (4 weeks)

This session focuses on:
Offline Planning
Offline Budgeting
Offline Promotion
Offline Evaluation
Offline Resources



Session 10 (4 weeks) Masterclasses

This Session focuses on:
Search Engine Optimisation [SEO]
Search Marketing and Keywords
SEO Certificate HubSpot

Session 11 Masterclasses

This Session focuses on:
Creating Specialist Marketing Reports
Analysing Marketing Data
Google Analytics Certificate



Session 12

This session focuses on:
Web Accessibility
Cyber security
Understanding websites

Session 13

This Session focuses on:
Event Planning
Event Budgeting
Event promotion
Event evaluation



Sessions 14 & 15

This session focuses on:
EPA support and guidance
Preparation for Gateway