

## Factsheet 25

## Marketing and

## Communications

National Apprenticeship Service

### Overview

Over half a million people (592,000) work in the UK marketing occupation.<sup>1</sup> To put this in context, there are more people within the marketing occupation than there are Information and Communication Technologists (446,000) or Doctors (216,000 registered).

Marketing is the foundation of business activity and essential to commercial success. It is hard to imagine a successful organisation that does not heed marketing principles. Marketing involves several specialisms' including: direct marketing (communicating directly with the consumer via mailings, emails or telephone calls), market research, event management and public relations.

Marketing is a profession that offers challenges, excitement and variety. It also demands high levels of motivation, commitment, adaptability and perseverance. Not a career for the faint-hearted.

Starting salary (once qualified):  
£15,000 - £18,000.

### What is an Apprenticeship

An Apprenticeship is a mix of real work and learning. Apprentices earn a wage and get experience whilst working towards a number of qualifications. An Apprenticeship follows a Level 2 programme and can lead onto an Advanced Apprenticeship which is a Level 3 programme.

### Example Job Roles as an Apprentice

- Event Management Assistants
- Market Research Executive
- Market Research Interviewer
- Marketing Assistant
- Sales Representative
- Marketing Executive

### Apprenticeship Framework

There are a number of elements to each Apprenticeship and this is called the framework. Each Apprenticeship framework has three main strands:

- competence based element
- technical element
- skills element

The three strands are sometimes accompanied by additional qualifications to give the most relevant skills and knowledge required for the job.

<sup>1</sup> Labour force survey 2006.

## Competence Element

**Apprenticeship** – NVQ Level 2 in Marketing

**Advanced** – NVQ Level 3 in Marketing

## Technical Element

**Apprenticeship** –

Certificate in Sales and Marketing or  
Certificate in Market and Social Research

**Advanced** –

Introductory Certificate in Marketing or  
Certificate in Advanced Sales and Marketing  
or City and Guilds Foundation Award in  
Public Relations

## Skills Element

**Apprenticeship** –

Application of Number Level 1

Communication Level 1

I.T. Level 1

**Advanced** –

Application of Number Level 2

Communication Level 2

I.T. Level 2

## Other Additional Study

Employment Rights and Responsibilities

## Apprenticeships Available

- Apprenticeship ✓
- Advanced Apprenticeship ✓
- Higher Apprenticeship X

## Progression Routes

There are further opportunities for successful candidates to progress through the Chartered Institute of Marketing's higher level qualifications, as well as other MRS and CIPR qualifications aimed at experienced professionals.

## Options within the Framework

Three mandatory units from the NVQ then flexible options to suit your job role.

## Already Employed?

Are you currently employed but not working towards qualifications? Speak to your employer about converting to an Apprenticeship and ask them to call 08000 150 600 for more information.

## For more Information and to Apply

Visit:

[www.apprenticeships.org.uk](http://www.apprenticeships.org.uk)

[www.cimlearningzone.co.uk](http://www.cimlearningzone.co.uk)

[www.msssb.org](http://www.msssb.org)

If you require further advice or support on Apprenticeships please contact your local Connexions or Careers Advice Service.