

Marketing Executive Apprenticeship* Level 4

- Marketing Impact
- Planning Integrated Campaigns
- Social Media Marketing Executive - (CIM Award)
- Marketing Technology Executive (MarTech - CIM Award)

Qualify you to be

- CIM Level 4 Certificate
in Professional and Digital Marketing



*An apprenticeship does not necessarily indicate that the learner is young, nor does it define a specific income, salary, or employment arrangement; it simply refers to gaining and applying knowledge and skills whilst in the workplace.

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Kent Business College

Greetings and a warm welcome to Kent Business College, the epitome of excellence in professional and academic management training and consultancy services.

Our core mission is to seamlessly integrate academic research with practical, real-world applications, establishing productive partnerships with employers.

Our vision is to be a globally recognised centre of excellence in Marketing, AI in Marketing, Project Management, and Marketing Leadership, renowned for translating cutting-edge research into pioneering solutions that drive organisational transformation and sustainable growth. We strive to build a distinguished educational ecosystem, where rigorous apprenticeships, world-class mentoring, and evidence-based practices empower individuals and organisations to master complexity and deliver exceptional outcomes. At the heart of this ambitious vision lies our unwavering commitment to cultivating elite talent, fostering professional excellence, and shaping the future leaders of project-driven industries worldwide.

PREPARED BY
Kent Business College

PREPARED FOR
Employers

At Kent Business College, we provide an exemplary education that embodies British values and prepares individuals for professional success. Our diverse offerings include apprenticeships, vocational training, Category C, and middle-level management training programs. Each program is designed to develop the next generation of leaders and innovators, empowering them to excel in their respective industries.

Why Us?

Expertise And Experience

Established in 2016, Kent Business College has successfully trained over 1,200 learners by 2025 across the UK, USA, and Europe. Our programmes serve a diverse range of industries, including business consultancy, engineering and manufacturing, oil and gas, pharmaceuticals, healthcare, media, software and IT, and the government sector.

Industry-Led Teaching

Our teaching team includes professors from the University of Kent, the University of Manchester, and Nottingham Trent University. Many are published authors and actively contribute to the development of professional standards with APM, PMI, and Ofqual – ensuring our programme reflects the latest industry and academic excellence.

Tutoring Services

Tutoring is central to our programme's success. One-to-one and small-group support ensures learners receive tailored guidance, helping them apply knowledge in real-world settings. It's a key reason behind our 100% pass and retention rates.

Consultants as Coaches

Our tutors are not just educators—they are seasoned consultants who have built marketing strategies, frameworks, and deliver expert services to major organisations. Through the apprenticeship programme, this wealth of expertise is now available directly to you. This isn't simply a teaching relationship—it's about embedding real-world knowledge and building long-term capability within your workplace



1,200+

Professional Training Delivered

4.8/5

Customer Satisfaction Rate

145

Apprenticeship Employers

Our Educational Values

The Five Pillars of Empowered Learning: Flexibility, Calm, Application, Support, and Steady Growth for Success.

Our secret lies in five simple values: learning without pressure, growing without limits, and applying knowledge through action. With flexible, stress-free support, one-to-one tutoring, and steady weekly habits, we turn small steps into lasting transformation—empowering you to succeed at your own pace, in your own way.

01 Knowledge is a seed; action makes it bloom.

We turn learning into real-world results—through expert teaching and weekly reflections, you'll challenge your current thinking and unlock your true potential.

02 Learning without pressure. Growth without limits.

Life happens—we offer total flexibility. Need time off? Just let us know. We'll reschedule, and your tutor will personally help you catch up.

03 In a calm mind, knowledge sticks.

Stress-free study leads to lifelong success. Our relaxed, supportive environment ensures learning fits your life—not the other way around.

04 Your goals, your pace, your tutor—your success.

With one-to-one tutoring, you'll gain confidence, apply your learning in practice, and get the personal support to thrive—even if group settings aren't your style.

05 Small steps, every day—the real way to mastery.

Just two hours of study and two hours of reading a week adds up to 400 pages and 200 hours of learning a year. The result? A transformed professional—ready for anything.

Our Five Secrets to Learning That Works

All of our learners complete the programme and achieve success. With a 100% pass rate and a 100% retention rate, our track record speaks for itself.

At Kent Business College, we believe that education should do more than fill a head with facts—it should change lives, build confidence, and deliver real, lasting impact in the workplace. Our educational values are simple, powerful, and built around real-life needs. These are the five guiding principles that define how we support learners and deliver value to employers.

1. Knowledge is a seed; action makes it bloom.

Knowledge has no power unless it's put into practice. That's why we don't stop at classroom learning—we challenge our learners to reflect and act. Every week, learners are encouraged to write a short reflective piece (200–400 words) on how their learning connects to their work. It's not about ticking boxes; it's about thinking critically, identifying opportunities for improvement, and applying learning in the real world.

This helps employers too—because when staff think deeply about their roles and how to improve them, businesses grow stronger, more agile, and more innovative.

2. In a calm mind, knowledge sticks.

When learners feel safe, supported, and calm, they learn better. It's a simple truth backed by educational research. Our stress-free approach encourages curiosity, conversation, and creativity. We focus on creating a space where people can ask questions, make mistakes, and grow—without fear or pressure.

This environment supports deep learning, which doesn't just help learners pass assessments—it builds long-term capabilities that serve individuals and employers for years to come.

3. Learning without pressure. Growth without limits.

We know the pressures of modern life—tight deadlines, busy home lives, and unexpected challenges. That's why we've built a flexible learning system that supports, rather than stresses.

If learners are unwell, need a break, or are travelling, all they have to do is let us know. We'll happily reschedule missed sessions and provide one-to-one tutor support so no one falls behind. Our priority is keeping learners engaged and progressing at a pace that suits them.

The result? People stay committed, confident, and motivated throughout the programme—without the burnout.

4. Your goals, your pace, your tutor—your success.

Not everyone learns the same way. Some people thrive in group discussions, while others need space and time to reflect. That's why we offer free, personalised one-to-one tutoring to all our learners.

This isn't just about extra help—it's about maximising potential. Whether someone struggles with a concept, prefers private discussion, or simply learns best one-to-one, we meet them where they are. And for employers, that means staff who are truly learning, not just attending.

5. Small steps, every day—the real way to mastery.

Two hours of class. Three hours of reading. That's all we ask each week. It might not sound like much—but over 100 weeks, it adds up to something powerful.

That's around 400 pages of reading, 200 hours of guided learning, and countless opportunities to apply new ideas to real work. These small, consistent efforts compound over time—leading to real mastery. Our learners don't just pass; they transform.

Employers will see the difference too: more confident team members, better decisions, clearer communication, and measurable improvements in performance.

Programme
Design



Programme Overview



Welcome to the Marketing Executive Apprenticeship Programme, an exciting entry point into the fast-evolving world of marketing. This programme serves various sectors, from consumer goods and retail to technology, finance, healthcare, and beyond. With a rising demand for skilled marketing professionals, businesses seek individuals who can drive impactful campaigns, enhance brand visibility, and foster customer loyalty. Whether working for global corporations or innovative startups, marketing executives are key to shaping strategies that resonate with target audiences and navigate the complexities of an ever-changing marketplace.

The demand for Marketing Executives becomes crucial when organisations face competitive challenges—whether in branding, customer engagement, digital transformation, or market positioning—requiring precise strategy development and careful execution. Key marketing data in this domain includes consumer insights, market trends, competitor analysis, campaign performance metrics, and financial forecasts, among others.

Apprentices will be trained to provide strategic, data-driven advice to optimise marketing efforts, ensuring the alignment of campaigns with business goals, interpreting market research, and offering valuable insights into customer behaviour. They will understand the importance of effective marketing oversight to ensure consistent brand messaging, monitor ROI, and drive business growth through well-crafted and adaptable strategies.

The essence of the Marketing Executive role is to ensure that marketing strategies align with organisational goals, driving brand awareness, customer engagement, and business growth. Apprentices will learn to critically analyse, interpret, and evaluate a wide range of marketing data, including consumer insights, campaign analytics, and market trends, to create compelling strategies. They will develop the skills to set clear objectives, establish measurable KPIs, and craft actionable recommendations to optimise marketing efforts, ensuring that campaigns deliver impactful results across various channels and contribute to long-term business success.

Throughout the programme, apprentices will gain a deep understanding of marketing data and its impact across various campaigns, learning to confidently challenge assumptions and interpret data within the context of marketing strategy. This comprehensive training prepares them to collaborate with marketing managers, creative teams, and business leaders, becoming vital in driving successful marketing initiatives.

By the end of the programme, participants will be well-equipped with specialised knowledge and skills in market research, consumer insights, campaign performance, and brand management. They will be capable of influencing strategic decisions, leading teams across digital marketing, content creation, and customer engagement, and ensuring that marketing campaigns effectively support business objectives and generate measurable results.



Typical job titles include

01

Marketing Executive

Responsible for planning and executing marketing campaigns, coordinating internal teams and external partners to enhance brand awareness, customer engagement, and business growth, while ensuring alignment with organisational goals and delivering results within time, budget, and quality standards.

02

Marketing Officer

Responsible for planning and executing marketing campaigns, coordinating teams and partners to drive brand awareness, engagement, and business growth, while ensuring alignment with organisational goals and delivering measurable results within set timelines and budgets.

03

Marketing and Communications Officer

Responsible for planning and executing marketing and communication strategies, coordinating teams and partners to enhance brand visibility, engage audiences, and meet goals. This role includes managing content creation, social media, and public relations to promote the company's values and ensure consistency across communication channels.

04

Marketing Specialist

Directs the development and execution of marketing strategies, ensuring all aspects of campaign planning, content creation, and market analysis are efficiently managed. This role is essential for driving targeted marketing initiatives and ensuring that campaigns meet organisational objectives and performance metrics.

05

Communications Executive

Senior role responsible for guiding and setting standards for communication strategies within the organisation. They ensure best practices are followed and that their teams are highly skilled and effective in delivering clear, impactful messaging across all communication channels.

06

Communications Specialist

Focuses on developing and executing communication strategies. This role collaborates closely with marketing, PR, and other departments to ensure that messaging is consistent, effective, and aligned with organisational goals.

Professional Recognition

Dual Recognition – Apprenticeship and CIM Qualification: Kent Business College is proud to be the only provider in the UK offering the Level 4 Marketing Executive Apprenticeship integrated with the CIM Level 4 Certificate in Professional and Digital Marketing.

What makes this programme unique is that Kent Business College is currently the only provider in the UK offering the Level 4 Marketing Executive Apprenticeship integrated with the CIM Level 4 Certificate in Professional and Digital Marketing. Apprentices therefore graduate with two highly respected achievements: a government-funded apprenticeship standard and a professional qualification from the Chartered Institute of Marketing (CIM), the world's leading professional marketing body. This combination provides a powerful advantage in the job market, as it demonstrates both proven workplace competence and internationally benchmarked marketing expertise.

The apprenticeship standard itself was developed by a group of respected employers from across a wide range of sectors. Organisations such as British Airways, Bauer Media Group, Birmingham City University, British Telecommunications PLC, Clarks Ltd, Mercedes Benz Financial Services UK Ltd, Portsmouth City Council, A F Selection, British Engines, Plott Creative, Prospects Services, and Seetec all played an instrumental role in shaping the content and expectations of the programme. Their involvement ensures that apprentices are equipped with the skills, knowledge, and behaviours that today's employers demand.

APPROVED BY
**Chartered Institute of
Marketing**

CHARTERED
CIM

Programme Design



By combining real-world skills, professional recognition, and a strong progression route, this apprenticeship offers learners the opportunity to become well-rounded marketing professionals with the credibility to thrive in a competitive industry.

Professional Certificates

This is a one-year programme, requiring a commitment of approximately two hours per week for online classes, complemented by optional face-to-face workshops at the end of each module. The delivery of the programme spans 12 months, with an additional three months allocated for the End Point Assessment (EPA).

While the CIM qualifications are optional, they are strongly recommended. Kent Business College offers full financial support for the assessment fees, professional qualifications, and associated memberships. Please note that this bursary is not funded by the Department for Education. To confirm your eligibility, you must contact us directly.

Because the apprenticeship covers much of the same content, apprentices automatically receive exemptions from the first two modules (Marketing Impact and Integrated Campaigns). This means that to gain the CIM Level 4 Certificate in Professional and Digital Marketing, apprentices only need to complete the remaining two modules (Digital Marketing Techniques and Applied Marketing) and successfully pass the CIM assessments for these.

Taking the CIM exams is optional for those completing only the apprenticeship. However, they are required if an apprentice wishes to be awarded the full CIM Level 4 Certificate. These exams can be taken at any point during the apprenticeship or after completion, providing flexibility to fit around individual progression and career goals.

Module	Hours	Weeks	Months
<u>Marketing Impact and Planning Integrated Campaigns</u>	40	16	4
One day optional face to face workshop – 8 Hours			
<u>Social Media Marketing Executive</u>	40	16	4
In this week, one day face to face workshop – 8 Hours Exam			
<u>Marketing Technology Executive - MarTech</u>	40	16	4
One day optional face to face workshop – 8 Hours			
Total	120	48	12

Note: The cost of exams, professional memberships, certifications, optional workshops, and the graduation ceremony are not covered by Department for Education funding. These are fully funded by Kent Business College on a discretionary basis. Places are limited and not guaranteed – please contact us directly to confirm your eligibility for a fully funded place in your cohort.

Programme
Modules



Marketing Impact and Planning



Overview:

This module combines two key units of the CIM Level 4 Certificate – Marketing Impact and Marketing Planning – into a single integrated learning experience. Delivered over 16 weeks with 40 hours of structured teaching and guided study, the module introduces apprentices to the purpose, role, and impact of marketing within organisations and society, while also equipping them with the tools and frameworks to design effective marketing plans.

Learners will explore how marketing contributes to value creation for both customers and businesses, how it supports strategic decision-making, and how it adapts to changes in the internal and external environment. They will also develop a practical understanding of how to conduct a marketing audit, analyse customer behaviour, and apply planning models to build robust and effective marketing strategies.

Key Learning Outcomes:

- Explain the purpose and contribution of marketing to organisational success, including its role in customer value, competitive advantage, and sustainable growth.
- Analyse the marketing environment using recognised tools such as PESTEL, SWOT/TOWS, Porter's Five Forces, and stakeholder analysis, demonstrating how external and internal factors influence decision-making.
- Recognise customer and buyer behaviour, exploring the differences between B2B and B2C decision-making and the psychological, social, and cultural factors that shape customer journeys.
- Apply marketing planning frameworks such as SOSTAC, ANSOFF, and the 7Ps of the marketing mix to develop structured marketing plans aligned with organisational objectives.
- Evaluate marketing performance and impact through measurable objectives, KPIs, and reporting techniques, highlighting marketing's contribution to business outcomes.
- Present marketing recommendations effectively, showing how planning supports evidence-based decisions and long-term organisational value.

Assessment

No Exam - only coursework



Duration: 40 Hours | 16 Weeks

OTJH: 120 Hours



Knowledge

- K1.1 – Marketing Concepts & Theories: Understanding the fundamentals of marketing, including segmentation, targeting, positioning, and the extended marketing mix (7Ps).
- K1.2 – Brand and Corporate Reputation: Exploring brand positioning and the role of marketing in shaping reputation and trust.
- K2.1 – Business & Commercial Awareness: Recognising the vision, values, and objectives of organisations and how marketing contributes to these.
- K2.3 – Legal & Regulatory Frameworks: Awareness of compliance, data protection, and ethical responsibilities in marketing planning.
- K3.1 – Market Research Principles: Understanding valid methods of data collection and the differences between quantitative and qualitative research

Skills

- S1.1 – Marketing Campaign Planning: Applying marketing principles to plan structured campaigns using SMART objectives.
- S1.3 – Producing & Distributing Content: Creating plans for targeted marketing content that aligns with campaign goals.
- S3.1 – Service Delivery / Project Management: Developing time-managed marketing plans, balancing multiple tasks and priorities.
- S5.1 – Evaluation and Analysis: Using data and KPIs to assess the impact of marketing plans and campaigns.

Behaviours

- B1 – Agile and Flexible: Demonstrating adaptability in analysing and responding to changing marketing environments.
- B2 – Creative Thinker: Applying creativity and analytical thinking to problem-solving in marketing planning.
- B4 – Professionalism and Emotional Intelligence: Presenting recommendations professionally, valuing collaboration and ethical practice.



Social Media Marketing Executive



Overview:

This module combines the CIM Level 4 Award in Social Media Marketing with a practical grounding in project management for marketing campaigns. Over 16 weeks and 40 guided hours, apprentices will explore the strategies and techniques required to plan, execute, and evaluate social media marketing campaigns, while also learning the essential project management skills needed to deliver campaigns on time, within budget, and to the highest professional standard.

Learners will investigate the role of social media within the wider marketing mix, understanding how platforms and algorithms shape customer journeys and brand engagement. They will also build skills in campaign planning, budgeting, time management, resource allocation, and risk management. By integrating social media strategy with project management disciplines, apprentices will be equipped to design and manage campaigns that are both creative and operationally effective.

Key Learning Outcomes:

- Evaluate the role of social media in contemporary marketing, identifying opportunities and challenges for organisations across different sectors.
- Apply social media marketing principles to create integrated campaigns that support organisational objectives and deliver customer value.
- Use analytics and insights to measure campaign effectiveness, monitor performance, and refine strategies for maximum impact.
- Apply project management techniques – including budgeting, scheduling, and resource planning – to ensure campaigns are delivered effectively and efficiently.
- Assess risks and constraints in campaign delivery and develop strategies to mitigate them.
- Collaborate with stakeholders to manage expectations, communicate progress, and deliver professional results.

Assessment (CIM not Apprenticeship)

CIM Exam (Optional for CIM Certificate L4 in Professional and Digital Marketing)

Online - Multiple-Choice Test 45 questions 90 Minutes

CIM Module Grading

Distinction (D) 80%+

Merit (M) 70-79%

Pass (P) 60-69%



Duration: 40 Hours | 16 Weeks

OTJH: 120 Hours





Knowledge

- K1.1 – Marketing Concepts & Theories: Applying marketing frameworks to social media contexts.
- K1.4 – Marketing Communications Channels: Understanding the use of digital platforms, algorithms, and offline integration.
- K2.2 – Role of Marketing in Business Objectives: Recognising how social media contributes to wider organisational and strategic goals.
- K3.1 – Market Research Principles: Using social media insights and analytics to inform decision-making.
- K4.1 – Product and Channel Knowledge: Evaluating how digital and social channels influence customer behaviour and engagement.

Skills

- S1.1 – Marketing Campaigns: Planning and managing multi-channel campaigns using social media as a core tool.
- S1.3 – Producing and Distributing Content: Creating, scheduling, and optimising social media content.
- S3.1 – Service Delivery / Project Management: Applying project management principles to marketing campaigns, including time and resource management.
- S4.1 – Budget Management: Monitoring and controlling campaign budgets effectively.
- S5.1 – Evaluation and Analysis: Measuring campaign performance through analytics and deriving insights for improvement.
- S6.1 – Systems and Processes: Using project management and digital tools to track, monitor, and deliver campaigns.

Behaviours

- B1 – Agile and Flexible: Responding quickly to emerging trends, data insights, and campaign risks.
- B2 – Creative Thinker: Demonstrating innovation in campaign design and problem-solving.
- B3 – Resilience and Continuous Improvement: Learning from results to improve future campaign performance.
- B4 – Professionalism and Emotional Intelligence: Collaborating effectively with colleagues, stakeholders, and clients to achieve results ethically and professionally.



Marketing Technology Executive



Overview:

This module combines three critical areas of modern marketing practice: Marketing Technology (MarTech), Google Analytics, and Agile Project Management. Delivered over 16 weeks and 40 guided hours, the module equips apprentices with the technical, analytical, and project management skills required to design, deliver, and evaluate effective digital marketing campaigns. Learners will develop an understanding of the marketing technology landscape, exploring the tools and platforms that enable organisations to automate, personalise, and optimise marketing activity. Alongside this, they will gain hands-on experience with Google Analytics, learning how to measure campaign effectiveness, track customer journeys, and generate actionable insights. The module also introduces the principles of Agile Project Management, giving apprentices the flexibility to deliver campaigns in fast-paced, digital-first environments where adaptability and continuous improvement are essential.

By integrating technology, analytics, and agile practices, apprentices will be able to manage data-driven marketing campaigns from planning through to evaluation, ensuring that both creativity and performance are achieved.

Key Learning Outcomes:

- Explain the role of MarTech in modern marketing, identifying key platforms and tools for customer engagement, campaign management, and automation.
- Apply Google Analytics to monitor campaign performance, interpret data, and report meaningful insights to stakeholders.
- Evaluate the effectiveness of marketing activities using digital metrics and KPIs, linking results to organisational objectives.
- Apply Agile Project Management principles to campaign delivery, demonstrating adaptability, iterative planning, and stakeholder collaboration.
- Identify risks and opportunities in technology-driven marketing campaigns and adapt strategies to maximise effectiveness.
- Demonstrate professional competence in using digital tools and agile processes to improve marketing outcomes.

Assessment (CIM not Apprenticeship)

CIM Exam (Optional for CIM Certificate L4 in Professional and Digital Marketing)

Online - Multiple-Choice Test 45 questions 90 Minutes



Duration: 40 Hours | 16 Weeks

OTJH: 120 Hours

CIM Module Grading
Distinction (D) 80%+
Merit (M) 70-79%
Pass (P) 60-69%



Knowledge

- K1.1 – Marketing Concepts & Theories: Understanding how marketing principles apply in digital and technology-led environments.
- K1.4 – Marketing Communications Channels: Exploring the role of digital platforms and analytics in customer engagement.
- K2.2 – Role of Marketing in Business Objectives: Recognising how MarTech and analytics support strategic decision-making.
- K3.1 – Market Research Principles: Applying data-driven research and analytics tools to generate insights.
- K4.1 – Products and Channels: Understanding the role of marketing technologies in managing customer relationships and campaign delivery.

Skills

- S1.1 – Marketing Campaigns: Integrating MarTech tools and agile methods into campaign planning and delivery.
- S2.1 – Systems and Processes: Using digital tools and analytics platforms to monitor and optimise campaign performance.
- S3.1 – Service Delivery / Project Management: Applying agile project management principles to campaign delivery.
- S4.1 – Budget Management: Allocating resources effectively within technology-enabled campaigns.
- S5.1 – Evaluation and Analysis: Using Google Analytics and KPIs to measure effectiveness and improve decision-making.
- S6.1 – Systems and Processes: Leveraging marketing technology platforms to streamline and automate marketing activity.

Behaviours

- B1 – Agile and Flexible: Demonstrating adaptability when working with new technologies and agile methods.
- B2 – Creative Thinker: Using technology-driven insights to develop innovative marketing solutions.
- B3 – Resilience and Continuous Improvement: Learning from campaign data and feedback to improve future performance.



*Workload &
Personal
Support*

Workload

We're not just building knowledge—we're also developing the skills and behaviours that drive professional success.

In accordance with Department for Education guidelines, learners are expected to complete a minimum of seven hours of off-the-job training per week, designed to build their knowledge, skills, and behaviours. This includes two hours of live online sessions each week over the 12-month programme to develop core knowledge, two hours of independent study involving weekly reading (5–10 pages) and a short multiple-choice quiz (20 questions), and three hours of reflective writing, where learners produce a 400-word reflection on how the session's topics can be applied in their professional role. Additional optional hours are available for one-to-one tutor support and face-to-face workshops, offering further personalised development opportunities.

01 2 Hours Attending the Online Classs

02 2 hours for reading the material and answering 20 MCQs Quiz

03 3 hours for writing 400 words reflective report

04 Meeting the tutor (Optional)

05 Attending face to face workshops (Optional)

SERVICE OFFERED

Face to Face optional workshops

COST OF IT

No Cost - Free

One to One Coaching

Marketing isn't a one-size-fits-all discipline—it's a practice that varies greatly across industries. Whether you're working in construction, a marketing agency, healthcare, the public sector, or IT, your challenges, priorities, and ways of working are unique.

That's why at Kent Business College, we offer personalised coaching and tutoring in both one-to-one and one-to-five formats. This is not just about learning theory. It's about applying knowledge directly to your sector, your role, and even your organisation.

You'll be paired with a tutor who doesn't just understand the theory—they live and breathe your field. Every tutor on our programme holds at least a master's degree or equivalent qualification and has extensive professional experience in your industry. Many are active consultants advising real businesses on real projects, which means you benefit from insights that are practical, current, and directly relevant to your work.

These personalised sessions are designed to:

- Tailor marketing tools and frameworks to your sector and organisation.
- Help you relate course content to your professional reality.
- Provide bespoke guidance on assignments, applications, and reflective reports.
- Ensure that you're not just learning, but transforming the way you work.

Whether you need focused one-to-one support or prefer the collaborative energy of a small peer group, our tutoring model ensures you get the individual attention and expert advice needed to turn your learning into professional impact.

At Kent Business College, we don't just teach project management—we help you master it, in your own context, at your own pace.

SERVICE OFFERED

Tutoring and Coaching

COST OF IT

No Cost - Free

End Point
Assessment



End Point Assessment

The End-Point Assessment (EPA) for the Marketing Executive Level 4 Apprenticeship is conducted by the Chartered Institute of Marketing (CIM), ensuring apprentices are assessed to the highest professional standards recognised across the industry.

The assessment process is made up of three distinct methods:

- **EPA 1: Multiple Choice Test (MCT)**
 - 50 MCQs in a 90-minute online knowledge test designed to assess the apprentice's understanding of marketing concepts, theories and frameworks. This is normally taken at the start of the EPA period and must be completed before the Project Showcase.
 - The grading system is simple: a score of less than 24 results in a Fail, a score of 25–34 achieves a Pass, and a score of 35–50 is awarded a Distinction.
- **EPA 2: Project Showcase**
 - A work-based project which demonstrates the apprentice's ability to apply their learning in practice. This includes a written 3500-word Project Report submitted to CIM, followed by a 10-minute Presentation and a 20-minute Question & Answer session with an assessor.
 - The focus of the 10-minute (+/-10%) presentation is for the apprentice to give an evaluation of their work and progress during the project. The presentation should give a competency-based example demonstrating each of the following:
 - 1. How they developed a marketing skill during delivery the project?
 - 2. How they will change their future performance or delivery based on learnings from delivery of the project?
- **EPA 3: Professional Discussion**
 - A 50-minute structured discussion between the apprentice and an independent assessor, underpinned by the apprentice's portfolio of evidence. This provides an opportunity to reflect on learning, explore achievements in more depth, and confirm competence across all areas of the standard.

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EPA

MORE INFORMATION

[Skills England](#)



End Point Assessment

The End-Point Assessment (EPA) for the Marketing Executive Level 4 Apprenticeship is conducted by the Chartered Institute of Marketing (CIM), ensuring apprentices are assessed to the highest professional standards recognised across the industry.

How Your Final Grade is Worked Out

Step 1 – Complete All Three Assessments

- Multiple-Choice Test (MCT)
- Project Showcase (Report, Presentation & Q&A)
- Professional Discussion

You must pass all three to achieve the apprenticeship. If you fail in one, the overall result is a Fail.

Step 2 – Your Overall Grade

Your Results Across the 3 Assessments

Pass + Pass + Pass → Pass

Distinction + Pass + Pass → Pass

Pass + Distinction + Pass → Pass

Pass + Pass + Distinction → Pass

Distinction + Distinction + Pass → Merit

Pass + Distinction + Distinction → Merit

Distinction + Distinction + Distinction → Distinction

Step 3 – What This Means for You

- Everyone who passes all three assessments will get at least a Pass.
- To earn a Merit, you need two Distinctions and one Pass.
- To achieve a Distinction, you must earn a Distinction in all three assessments.

SERVICE OFFERED

EPA

COST OF IT

Covered in the Fund

Graduation Ceremony

Join us in celebrating success at our graduation ceremony, held at the historic Rochester Cathedral in Kent.

This programme is delivered at Level 4, equivalent to a Foundation Year in Marketing. To honour your achievement, we host a formal graduation ceremony at the historic Rochester Cathedral in Kent.

Graduates will wear our distinctive academic dress—blue for Level 4 and purple for Level 6—symbolising the journey and success of each learner.



As a Kent Business College alumnus, you join those who believe in the power of habits and values—and go on to make a lasting impact on the world.

As a gesture of celebration, each graduate is welcome to invite up to three guests free of charge. We do not charge for the graduation ceremony; it is our gift to you in recognition of your hard work and dedication.

SERVICE OFFERED
Graduation Ceremony

COST OF IT
No Cost - Free

*Employer
Information Pack*



Employer Benefits

Academic Evidence

Marketing Executive Level 4 Apprenticeships offer a structured pathway to developing a skilled workforce capable of managing complex marketing campaigns more effectively, ultimately promoting organisational growth. According to human capital theory (Becker, 1993) and research conducted by the Chartered Institute of Personnel and Development (CIPD, 2017), investing in staff development leads to heightened employee performance and greater organisational resilience.

Research from leading marketing journals demonstrates that the very capabilities developed through the Marketing Executive Level 4 Apprenticeship—including marketing knowledge, digital expertise, and applied learning—are strongly associated with improved organisational performance. Firms that invest in building marketing capabilities achieve superior business outcomes by translating resources into value creation and competitive advantage (Morgan, 2012). A learning orientation, which apprenticeships embed through reflective practice and on-the-job projects, has been shown to enhance market orientation and decision-making, thereby improving organisational results (Baker and Sinkula, 1999). In today's environment, developing digital and analytics capabilities is particularly crucial, with evidence showing that firms leveraging MarTech and analytics platforms achieve stronger financial and market performance, as well as more effective campaign outcomes (Raimo et al., 2023; Wedel and Kannan, 2016). Moreover, studies in marketing education highlight that work-integrated learning approaches such as apprenticeships directly enhance job-ready skills and contribute to both individual employability and employer productivity (Rundle-Thiele et al., 2019). Collectively, this evidence underscores that studying the Marketing Executive Level 4 Apprenticeship can meaningfully improve both business performance and marketing effectiveness.

Our evidence*

- At Harper & Wells Construction, apprentices enhanced marketing communications and stakeholder engagement, resulting in an increase in tender success rates by 18% and a 25% rise in inbound project enquiries within the first year.
- At InnovaTech Systems in the IT sector, apprentices applied digital marketing and campaign planning skills, achieving a 22% growth in qualified leads and a 15% improvement in customer retention rates through more tailored communication strategies.
- At MedicaCare Clinics, apprentices developed stronger market research and service promotion capabilities, which produced a 30% increase in patient uptake of new services and a 12% uplift in patient satisfaction scores linked to clearer, targeted messaging.
- At NextWave Digital, apprentices used their expertise in social media strategy and analytics to overhaul the company's digital presence, driving a 40% rise in online engagement and a 20% boost in conversion rates from digital campaigns.
- At Stratus Engineering Services, apprentices applied integrated campaign planning and budget management skills, resulting in a 17% reduction in marketing spend waste and a 14% increase in campaign ROI within 12 months.

*The organisation names mentioned in this file are pseudonyms and do not reflect their real identities, used solely to protect the confidentiality of the employers.

Cost of the Programme

The Marketing Executive Apprenticeship fee is £6,000, with an additional £300 covering exams, memberships, chartered status, face-to-face workshops, and graduation.

Funding Information

The Marketing Executive Level 4 Apprenticeship is supported through government and institutional funding, making it an exceptional opportunity for both learners and employers.

Programme Tuition: £6,000

- *Employers with an annual payroll over £3 million:*
 - The full £6,000 is funded through the Apprenticeship Levy, with no cost to the employer.
- *Employers with an annual payroll under £3 million:*
 - 95% of the training cost is funded by the Department for Education, with the employer contributing just 5% – approximately £30 per month over 10 months.

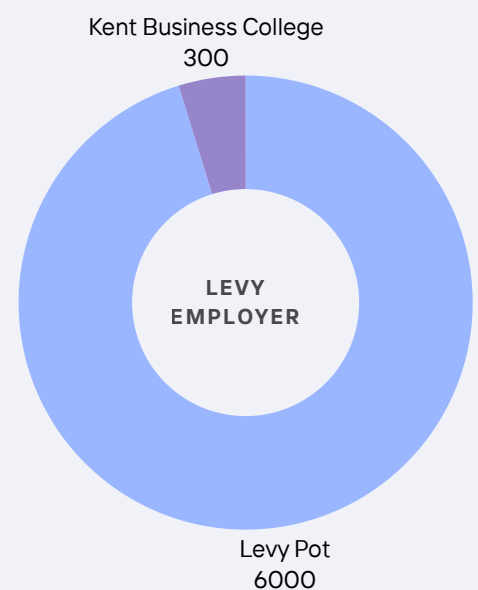
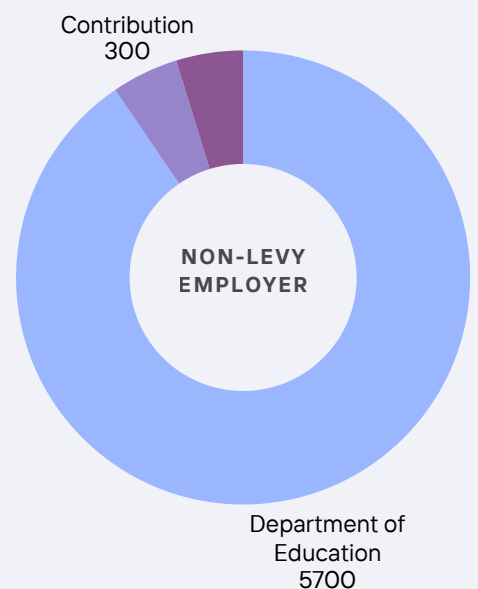
Fully Funded by Kent Business College

In addition to tuition, learners benefit from a comprehensive package of professional development and recognition, valued at £300, which is fully funded by Kent Business College. This includes:

- Examination fees
- Professional memberships
- Chartered application support
- Face-to-face revision workshops
- Graduation ceremony (including guest invitations and academic dress)

These additional costs are not covered by the Department for Education, but Kent Business College offers them as a bursary, available to a limited number of learners per cohort.

To check your eligibility for this fully funded package, please contact: office@kentbusinesscollege.org



Requirements



English and Maths

GCSE Maths and English (Functional Skills) are not mandatory requirements for enrolment onto this programme. However, if the learner and employer would like the learner to enrol onto fully funded Functional Skills courses in English and Maths, this can be arranged upon request. Alternatively, the learner and employer should confirm if they do not wish to pursue these additional qualifications.

Residency

UK Nationals:

- Must have been ordinarily resident in England (Not Scotland or Northern Ireland), the British Overseas Territories, or Crown Dependencies (Channel Islands and Isle of Man) for at least the previous three years before the start of the apprenticeship.

Non-UK Nationals:

- Must have been ordinarily resident in the UK and Islands for at least the previous three years on the first day of their apprenticeship.
- Must have permission from the UK government to live in the UK (not for educational purposes) or have obtained pre-settled or settled status under the EU Settlement Scheme (EUSS).

Asylum Seekers and Individuals with Further Protection Submissions:

- Must have a valid permission to work granted by the Secretary of State for the Home Department.
- This permission to work will only be valid until the claim has been finally determined and any appeal rights have been exhausted (EP354.1).

More details from here <https://www.gov.uk/guidance/apprenticeship-funding-rules-for-employer-providers/annex-a-eligibility-criteria-who-we-fund>



What is Next?



01 Employer signs the online agreement

To formalise the partnership, the employer signs the online agreement at: <https://kentbusinesscollege.com/apprenticeship-employer-agreement/>
Next, add IBIS Consultancy LTD as the training provider on your <https://www.gov.uk/sign-in-apprenticeship-service-account>.

If you don't yet have an account, you can follow this [video guide](#) to create one and add us as a preferred provider.



02 Learner Enrolment

After the agreement is signed, we send the learner an enrolment link via APTM. Learners may begin completing it independently, but we strongly recommend [booking an enrolment](#) meeting with our team for guidance. As part of the process, learners will complete a short basic English and maths assessment (approx. 10 minutes) to confirm their ability to read, write, and perform basic calculations—there is no pass or fail.



03 Compliance Meeting

Once enrolment is complete, the learner and their line manager book a [compliance meeting](#) with our Compliance Team and Senior Teacher. This 30-minute meeting is used to review, confirm, and sign off the training plan, ensuring all parties are aligned before the programme begins.



*KSBs of the
Programme*



Knowledge, Skills & Behaviours (KSB)



Knowledge, Skills & Behaviours (KSBs) are the foundation of any apprenticeship. They represent the core attributes an apprentice must demonstrate to be deemed competent in their occupation. KSBs are outlined in the apprenticeship standard and the assessment plan for the program.

Knowledge

Knowledge refers to the theoretical understanding and underpinning concepts that apprentices must acquire in order to be effective in their roles. Within the Marketing Executive Level 4 Apprenticeship, this includes learning about the principles of marketing, such as segmentation, targeting, and positioning, as well as the extended marketing mix. Apprentices also build awareness of business strategy, market research methods, customer behaviour, and legal frameworks such as data protection and compliance. This knowledge base ensures that marketing professionals are not just carrying out tasks but are making informed decisions grounded in established theories, models and industry best practice. It is the intellectual foundation that gives their practical work meaning and direction.

- The fundamentals of marketing theory that support the marketing process e.g. the extended marketing mix (7P's: Product, Price, Place, Promotion, Physical environment, Process, People), product development, and segmentation
- The concepts of brand positioning and management and implementing process to support corporate reputation
- The principles of stakeholder management and customer relationship management (CRM), both internal and external, to facilitate effective cross-functional relationships internally, and channel and customer relationships externally
- The characteristics and plans of the business and sector they work within, including their vision and values
- How marketing contributes to achieving wider business objectives
- The target audience's decision making process and how that can influence marketing activities
- The sector specific legal, regulatory and compliance frameworks within which they must work, including current Data Protection regulations
- The principles of effective market research and how this can influence marketing activity e.g. valid data collection sources and methodologies and usage, including digital sources, and when to use quantitative and qualitative methods
- Basic principles of product development and product/service portfolios
- The marketing landscape and how routes to market interplay most efficiently, e.g. franchise model, distribution
- The features and benefits of different marketing communications channels and media, both digital and offline, and when and how to apply these

Knowledge, Skills & Behaviours (KSB)



Skills

Skills are the practical abilities that apprentices develop and demonstrate in the workplace, applying their knowledge to real-life marketing challenges. For a Marketing Executive, this means being able to plan and deliver marketing campaigns, create and distribute compelling content, manage budgets, interpret customer data, and evaluate campaign performance against agreed objectives. These skills are honed through hands-on projects, digital marketing exercises, and live workplace tasks, ensuring that apprentices learn by doing rather than theory alone. Skills development bridges the gap between classroom learning and workplace performance, equipping apprentices with the confidence and competence to add value to their employers from an early stage in their career.

- Coordinate and maintain key marketing channels (both digital and offline)
- Plan and deliver tactical campaigns against SMART (Specific, Measurable, Achievable, Realistic, Time-bound) objectives
- Manage the production and distribution of marketing materials, e.g. digital, print and video content as appropriate
- Produce a wide range of creative and effective communications, including ability to write and proofread clear and innovative copy, project briefs, and give confident presentations
- Able to engage and collaborate with a wide range of clients/stakeholders, across departments internally and with clients/suppliers externally to support marketing outcomes as required
- Use good project and time management to deliver projects/tasks/events as appropriate, effectively. Including the ability to divide time effectively between reporting, planning and delivery
- Coordinate several marketing campaigns/projects/events to agreed deadlines
- Effectively liaise with, and manage, internal and external stakeholders including suppliers to deliver required outcomes
- Monitor project budgets within their scope of work using appropriate systems and controls
- Evaluate the effectiveness of marketing campaigns by choosing the appropriate digital and offline data sources
- Assimilate and analyse data and information from a range of sources to support marketing activities
- Evaluate data and research findings to derive insights to support improvements to future campaigns
- Effectively use appropriate business systems and software to deliver marketing outcomes efficiently, for example to analyse data, produce reports and deliver copy
- Use appropriate technologies to deliver marketing outcomes e.g. digital/web analytics, social media, CRM



Knowledge, Skills & Behaviours (KSBs)



Behaviours

Behaviours capture the professional attitudes and values that apprentices are expected to demonstrate consistently in their work. In marketing, technical knowledge and skills alone are not enough; success also depends on how individuals conduct themselves. The apprenticeship therefore promotes behaviours such as adaptability in responding to fast-changing market trends, creativity in generating fresh campaign ideas, and resilience when projects encounter setbacks. Professionalism and ethical conduct are also central, ensuring that marketing activity respects customers, colleagues and society as a whole. By cultivating these behaviours, the apprenticeship helps learners to grow not only as competent marketers but as well-rounded professionals who embody integrity, collaboration, and a continuous improvement mindset.

- A tenacious and driven approach to see projects through to completion
- Being a proven "self-starter" and have an adaptable approach to meet changing work priorities
- A creative and analytical mind, with a willingness to think of new ways of doing things
- They come up with ideas and solutions to support the delivery of their work
- A willingness to learn from mistakes, as not all activities go to plan, and improve their own performance as a result
- A high level of professionalism, reliability and dependability with a passion for the customer
- A collaborative approach is central to how they work, showing empathy and being mindful to the needs/views of others
- Ethical behaviour in the way they approach marketing activities and their work, valuing equality & diversity



FAQs

Can I apply for this program as an individual?

- No, this apprenticeship is intended for employees working within organisations. If you are currently unemployed, you are not eligible to apply for this opportunity. However, if you are a UK national or have resided in the UK for at least three years, we can assist you in securing an apprenticeship opportunity with one of the UK organisations..

How is an apprenticeship different from traditional education programs?

- The apprenticeship program is designed to meet the specific needs of both employers and employees, offering a highly individualised experience. The primary focus is on the practical application of tools rather than just theoretical knowledge of market research, aiming to produce work-related outcomes.

If I suspend the programme, do I have to pay back the money?

- No, you do not! This is not a loan and is not repayable by the employee or employer.

What happens if I leave the company or face redundancy?

- In the event of redundancy, we encourage your employer to provide at least three months' notice, allowing us to support you in finding a new role with one of our employer partners. If you find a new job, you can continue your education with the new company—provided they are happy to sign the agreement.

What if I'm too busy to attend sessions?

- No worries! Our tutors are here to support you and can provide one-to-one catch-up sessions at your convenience. Just keep us informed of your schedule. As long as you provide evidence of learning each month, we can work around your availability.

Who will assess the learner?

- Assessments will be conducted through an independent End Point Assessment (EPA), which is regulated by the UK government. The EPA includes two components: a presentation and a professional discussion. The EPA is CIM.

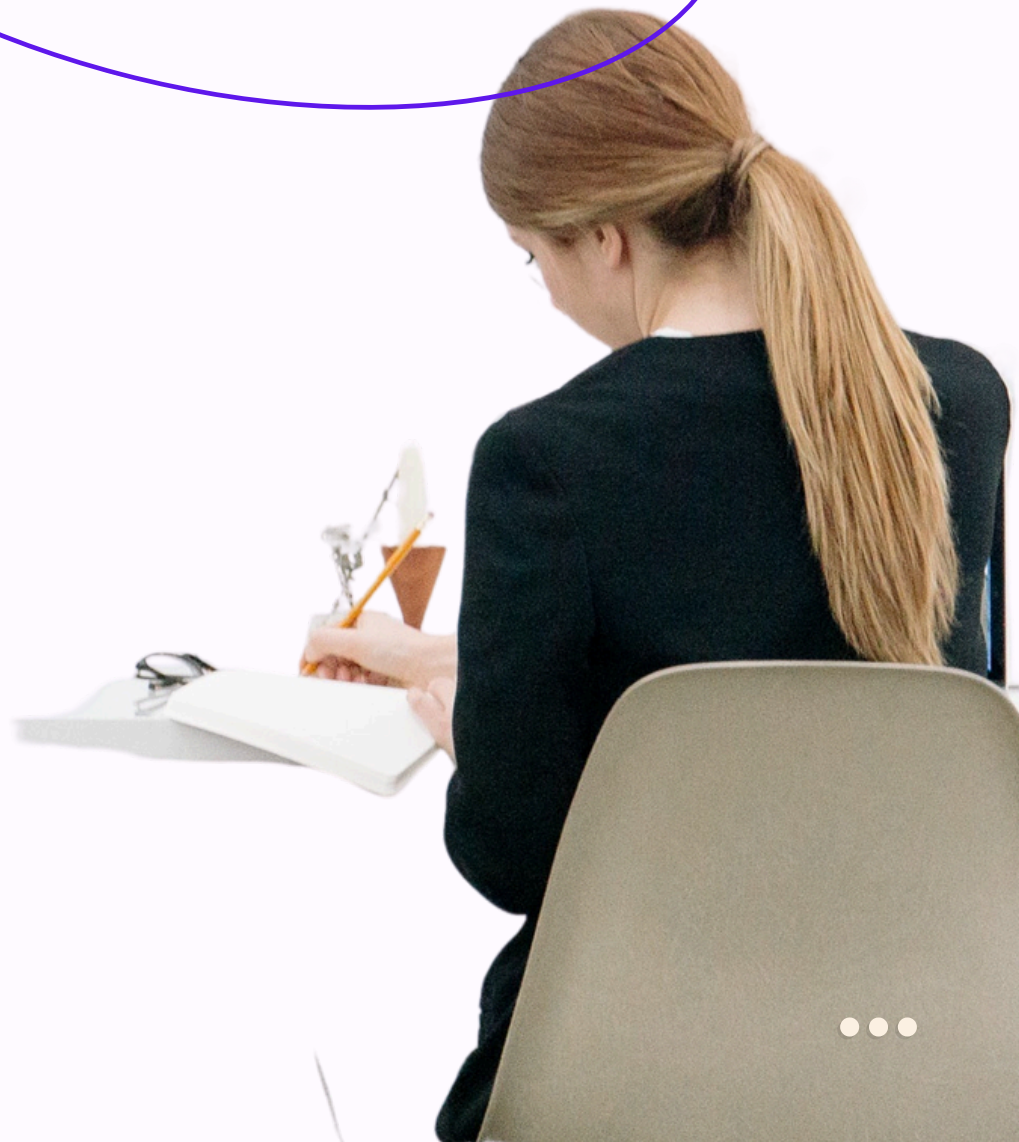
Do I need to travel to London or Kent to participate in this program?

- No, all events and the supervision process are conducted online, eliminating the need for travel to attend the course. In case of 4 or more delegates in the same workplace, teacher will visit your workplace for teaching, or sessions can be arranged face-to-face near your workplace.

Will I need a student visa to enroll in this program?

- This program is not government-funded for individuals residing outside the UK. However, it can be self-funded by corporations interested in enrolling their employees.

Teaching Team
& Testimonials



Teaching Team



Dr Juliane Thieme

Landmarks

- Completed PhD and MA at Kent Business School and King's College London
- Guest lecturer on Tourism Development in Colombia
- Co-supervised a field trip to Greece with marketing tourism students
- Fluent in English, German, and Spanish
- Passion for sustainable living, travelling (all seven continents visited), and learning new languages and skills

Professional Role

- Lecturer in Management at Kent Business School, University of Kent
- Research interests in tourism development, marketing tourism SMEs, post-conflict tourism, and the role of power, structure, and agency in tourism development
- Industry experience of over 5 years in advertising, marketing for a travel company, events management, and sports management
- Teaches International Business & Strategy, and online Higher Degree Apprenticeship modules
- Nominated for the Kent Union Teaching Award in 2016, known for being helpful, enthusiastic, and approachable



Dr. Fredah Mwiti

Landmarks

- Associate Professor in Marketing at the University of Sussex (January 2024 - Present)
- Lecturer in Marketing at the University of Kent (June 2017 - January 2024)
- Marketing Lecturer at the University of Birmingham (September 2013 - June 2017)
- Lecturer at Strathmore University (2000 - 2009)
- PhD in Marketing (Consumer Behaviour) from Lancaster University (2009 - 2013)

Professional Role

- Associate Professor in Marketing at the University of Sussex
- Extensive teaching experience across multiple prestigious UK universities (University of Kent, University of Birmingham)
- Specialises in marketing with a focus on consumer behaviour
- Expertise in academic leadership and course delivery across marketing disciplines



Dr. Crispin Reed

Landmarks

- Over 40 years of commercial experience across diverse industries, including FMCG, pharmaceuticals, luxury, automotive, property, beauty, sports, travel and leisure, alcoholic beverages, and fashion
- Lectured on corporate strategy and innovation at universities in the UK
- Co-authored works such as *The 7 Myths of Middle Age – Implications for Marketing and Brands* (with Dr. Helena Rubinstein) and *The Nature of Communities* (with the University of Dundee)

Professional Role

- Executive Coach with an ILM Level 7 Certificate, specializing in leadership development and innovation
- Experienced in corporate strategy, business planning, growth strategies, leadership, and brand management
- Provides consultancy and coaching to clients across Europe, the Middle East, Asia, and the U.S.
- Works with senior leaders to inspire growth and develop impactful leadership strategies
- Client-side experience in the beauty and fragrance sectors



Prof. Charl

Landmarks

- MBA from the University of Oxford with specialization in planning, consulting, media, business, and marketing
- Recipient of multiple awards: Crystal Award of Media Excellence, Award of Media Distinction, and Honorable Mention for New Media Content Development
- Played a key role in Price Waterhouse Cooper's engagements with clients such as British Airways, Salomon Bros, Mitsubishi Media, and Disney
- Generated over \$50 million in cost savings for The Walt Disney Company through VAT reclamation

Professional Role

- Part-owner and Strategic Planner at Exonian Partners, focusing on media education, technology, and consulting
- Over 16 years of executive experience, including roles with Fortune 100 companies
- Passionate about media, career consulting, and aims to be a leader in media education
- Lecturer at SAE Institute of Media Education, Oxford
- Credentials: FCIM, FHEA, CMRS, Transfer Pricing Economist



Dr. Ahmed Tantawy

Landmarks

- PhD from Kent Business School
- Associate Professor of Marketing at the University of Sheffield Hallam University
- Specialises in the intersection of non-market strategies and entrepreneurship
- Expertise in teaching and research across the USA and the UK
- Published several academic papers in reputable academic journals in the UK and USA

Professional Role

- Lecturer in Strategy and Marketing at the University of Kent
- Programme Lead at Sheffield Hallam University
- Teaching CIM certification modules for over 10 years

Testimonials



Inga Lightley

Administrator & Marketing
Professional at Green Zone Surveys

I am enjoying my Level 4 Marketing Executive programme at Kent Business College - the tutors are knowledgeable and friendly, I am certainly enjoying the live sessions with quality slides and ability to replay the recordings afterwards. Their administrative staff are helpful. The additional quizzes we can utilise for learning make it fun and engaging too.



Andrew Hurll

Commercial Manager @ SCA Group
Limited

I am currently studying on the Kent Business College level 4 Marketing Executive Programme. The course is extremely well structured and presented and the lecturers are engaging and personable. Thoroughly enjoying the content and all materials and assistance is easily accessible. Looking forward to completing the course and receiving my qualification. Thank you KBC for this wonderful opportunity.



Alicia Mouskovias

Internal Sales and Marketing
@ 2B Heard and Sontronics

I'm really enjoying my Level 4 Marketing apprenticeship with Kent Business College. The lectures, 1:1 tutor support, and online learning platforms have all been so helpful, and the resources provided make it easy to stay on track. It's been a really positive experience that's helping me grow in my career



Lauren Hiney

Education Marketing Educator at
Royal College of Physicians

The team at Kent business college have been so supportive, since starting my diploma I've had advice, clear information and fantastic tutoring from the team



Kate Bursac

Senior Marketing Specialist
at IGT

I am currently enrolled in the CIM Marketing course at Kent Business College, and from the very beginning, I've been genuinely impressed by the entire experience. The onboarding process was smooth and welcoming, thanks to the excellent support from Alice and Amgad, who were incredibly helpful and informative. Weekly online lessons with my lecturer, Crispin Reed, have been a highlight of the course. Crispin brings a wealth of knowledge to every session and has a real talent for making each lesson engaging and relevant. His teaching style keeps you motivated and ensures complex concepts are easy to understand. I have learnt so many new skills and concepts that I now use in my day to day role. Overall, the structure, support, and quality of teaching at Kent Business College have exceeded my expectations. I would highly recommend this course to anyone looking to further their marketing knowledge in a professional and supportive environment

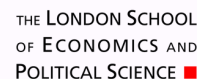


Louise Buet

Head of Marketing - Brand
Specialist at Tim Hortons UK &
Ireland

Business is a constantly evolving industry, and as a senior marketing leader I wanted to refresh my core knowledge of marketing and the fundamental frameworks. This course has not only enhanced my knowledge but also given me the opportunity to exchange real-world insights with peers from a wide range of industries. The weekly discussions have been invaluable in broadening my perspective and ensuring I can apply both theory and practice directly back into my role.

We are trusted by



Kent Business College

- Kent Business College is a Limited Liability Company, incorporated in the UK in 2016
- Registration no. 10367575
- VAT registration no. 441 4420 31
- UK Provider Reference Number (UKPRN) is 10093689
- Project Management Institute (PMI) Premier Accredited Trainer Provider no. C005249
- CPD Membership no. is 19054
- OTHM Registered Service Provider No. DC2312832
- ISO 9001 Accreditation certificate no. is 9891475

Our Contacts

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- 29-39 Maidstone Innovation Centre, Gidds Pond Way, Weaving, Maidstone ME14 5FY
- Teaching Centres:
 - Thistle Hotel (Marble Arch) - London
 - Crowne Plaza Hotel - Nottingham
 - Crowne Plaza Hotel - Manchester
- Mon-Fri 9:00AM - 5:00PM
- Office@kentbusinesscollege.org
- Office@kentbusinesscollege.com
- www.kentbusinesscollege.com

