

MARKET RESEARCH EXECUTIVE APPRENTICESHIP



The Marketing Trainer

CIM

Accredited
Apprenticeship Provider

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About Us

We at The Marketing Trainer are a Marketing Apprenticeship Training Provider, specialising in offering only Marketing-related courses.



Our Values

01

Your success is our success

Our success is tied to yours—seeing your team flourish in their careers affirms our mission to empower and prepare them for the opportunities that lie ahead.

02

Marketing and apprenticeships are in our DNA

We champion personalisation, combining our expertise in both marketing and apprenticeships, to deliver an unparalleled apprenticeship offering.

03

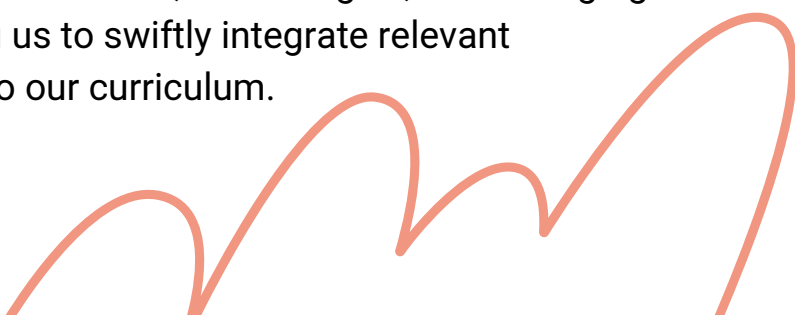
Inclusivity

We've planned to eliminate barriers to obtaining industry qualifications, such as financial restrictions and time constraints currently faced by employees. This is why all of our apprenticeships have industry-accredited qualifications embedded, including CIM qualifications.

04

Innovate, innovate, and innovate

We constantly collaborate with industry experts, staying updated on the latest trends, technologies, and emerging markets, enabling us to swiftly integrate relevant developments into our curriculum.



How we're different



A maximum cohort size of 8 means your learners are given more individual support

Use a larger cohort model meaning learners get lost in the noise

An individualised training plan is formulated by Assessity

Training is generally dictated by predefined model and the apprenticeship standard

Apprenticeships infused with industry accredited qualifications

Apprenticeship typically has the compulsory qualifications

Robust curriculum of auxiliary modules related to specialisms, tools, and channels

Curriculums built to deliver expected value as stated by standards

The Apprenticeship Journey

1



Assessing

Using our bespoke skills gap analysis platform and our expertise, we'll plan with you how to create a supercharged apprenticeship that meets your business needs

3



Apprenticeship

- A minimum of 12 Coaching Sessions, personalised for Portfolio and Marketing development
- 12 Monthly Training Sessions
- VLE to support pre and post-training

5



Progression

Grade is awarded:
Progress onto another course or become alumni

2



Onboarding

We've streamlined the process to make it stress and hassle-free

4



Gateway

This is where the End-Point Assessment begins and our aim is to make the process as smooth as possible

The Apprenticeship Journey



MONTHLY 1-1 SKILL COACHING SESSIONS

Coaching sessions offer invaluable benefits to learner's professional development journey. These sessions provide personalised guidance and hands-on training, allowing learners to bridge the gap between theoretical knowledge and practical application.



MONTHLY MICRO TRAINING SESSIONS

- *Increased Participation:* In a smaller group, learners tend to feel more comfortable and confident participating in discussions.
- *Personalised Attention:* With a smaller group, the trainer can provide individualised attention to each learner.



ACCESS TO A VIRTUAL LEARNING ENVIRONMENT

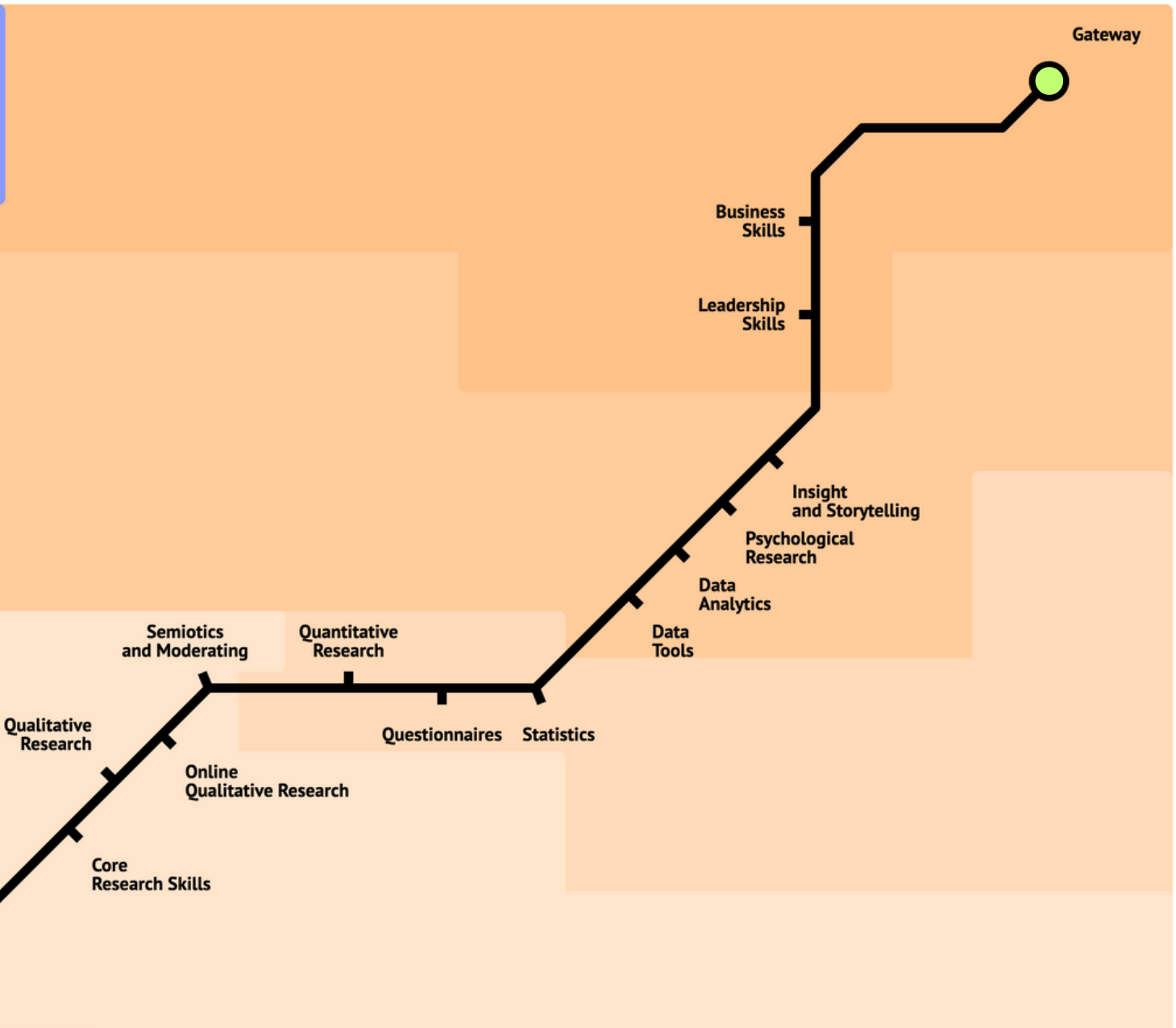
Our VLE guarantees that your apprentice can easily reach all the necessary learning resources. This ensures their readiness, facilitates effective learning, and helps them retain the skills and knowledge they've acquired.



QUARTERLY PROGRESS REVIEWS

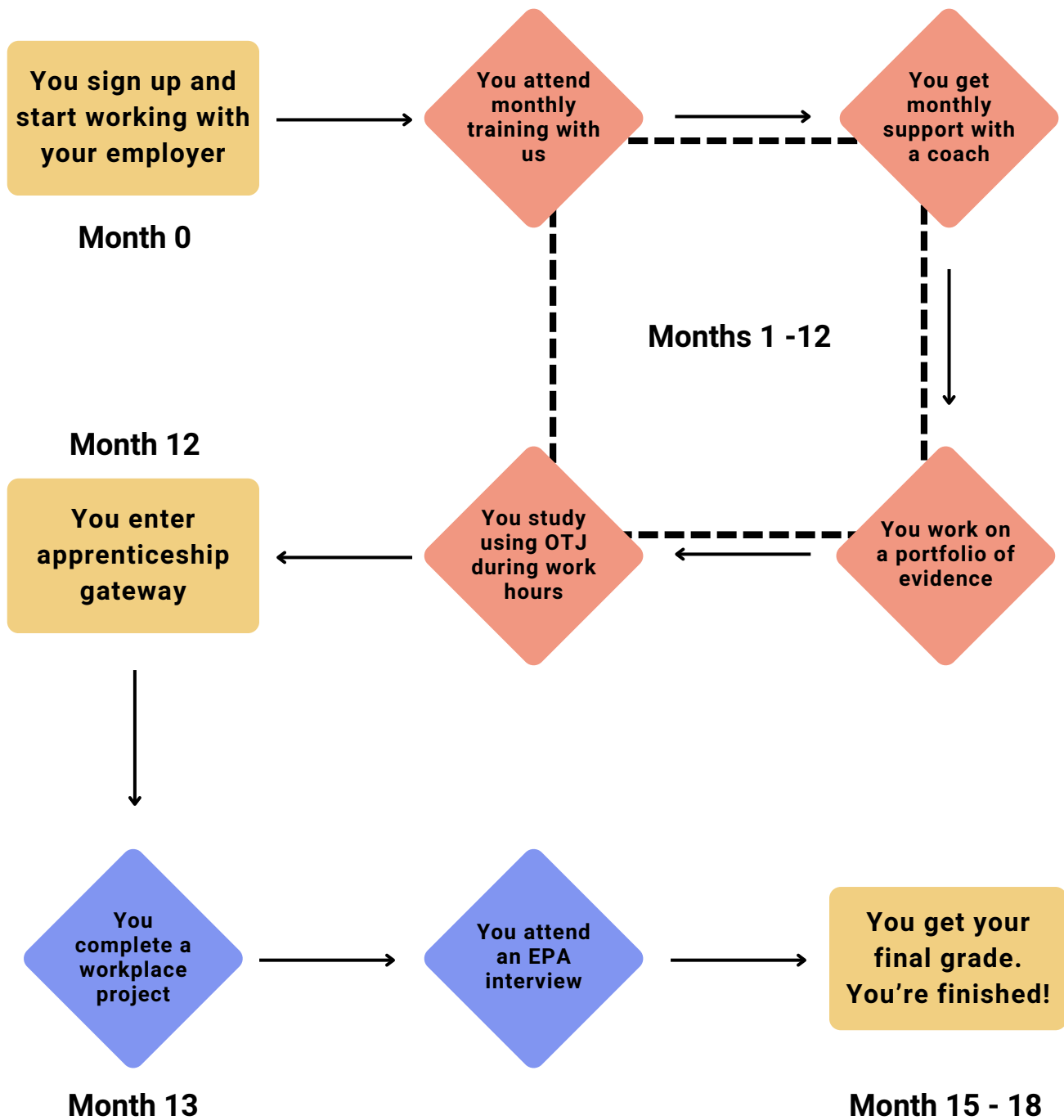
Quarterly Progress Reviews to ensure progress against the agreed training plan to maximise ROI for your company, and unleash your talent's potential.

Market Research Executive



The Market Research Executive Level 4 apprenticeship provides advanced training in market research. Apprentices learn to design research projects, collect and analyse data, and present insights to inform business decisions, preparing individuals for roles as market research professionals.

How Does It All Work?



What Does The Apprentice Do?

THE AIM OF THE APPRENTICESHIP

The Market Research Executive apprenticeship aims to take someone with little or limited experience and train and support them toward becoming an autonomous and skilled member of a research team.



HOW LONG IS THE PROGRAMME?

The Market Research Executive apprenticeships last for between 15 - 18 months on average. This is broken down into a minimum requirement of 12 months and a day of work experience, followed by a workplace project, and finally an interview and presentation.



KNOWLEDGE, SKILLS, AND BEHAVIOURS

During the apprenticeship, learners will be required to complete a number of tasks including monthly training, 1-2-1 coaching sessions and progress reviews, and a portfolio of evidence. They'll work with one of our Coaches throughout the programme and once they've completed all of the above they'll enter something called Gateway. During all of this time, they'll be required to demonstrate examples of their knowledge, skills, and behaviours (KSBs) toward the requirements of the apprenticeship. This evidence is assessed during something called End-Point Assessment (EPA)



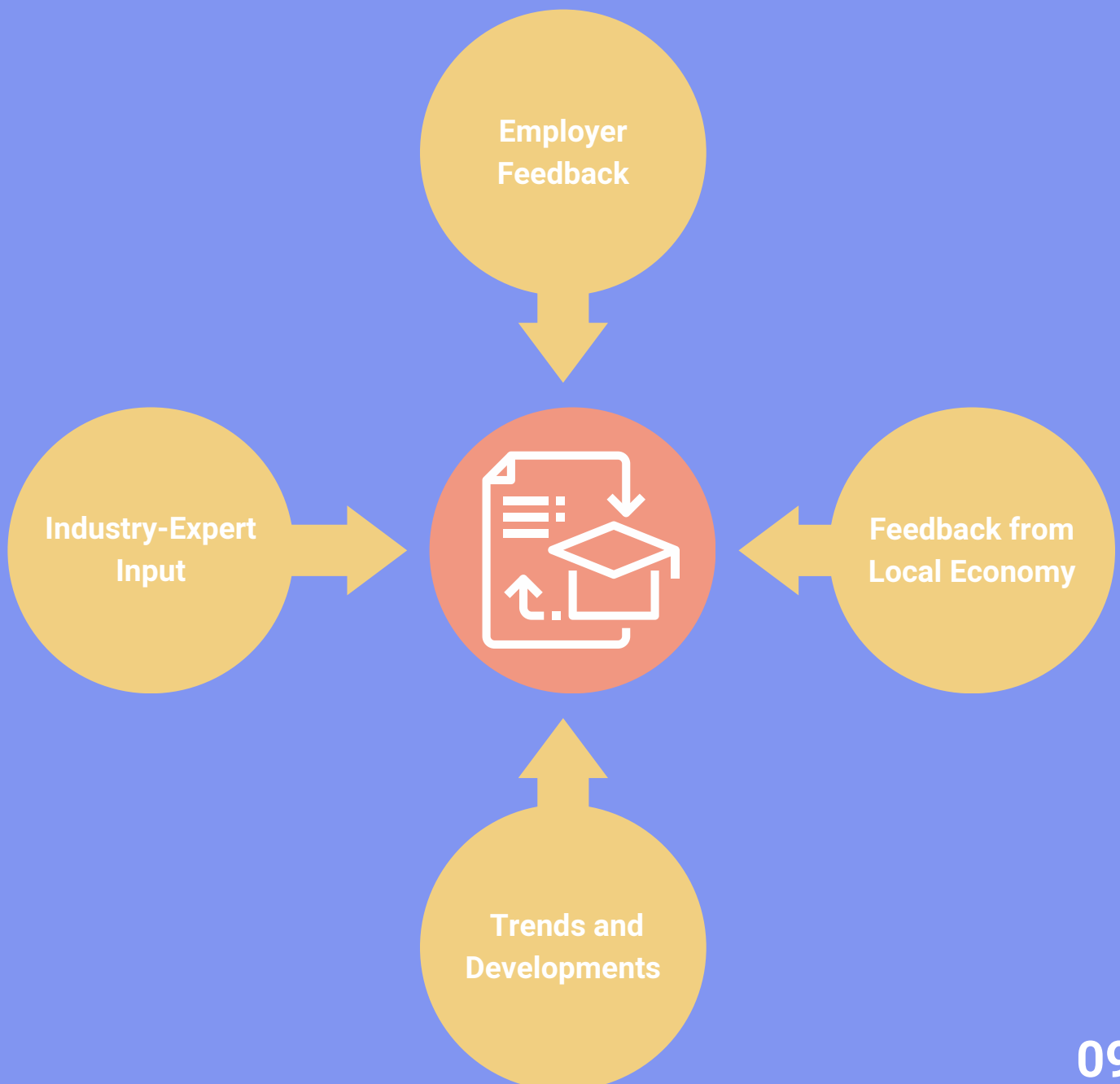
[READ MORE ABOUT THE KSBS HERE](#)

The Curricula



ROBUST CURRICULUM

Our dynamic curriculum is continually evolving to deliver the precise training your apprentice requires to thrive in their role while robustly tackling any competency deficits.



End-Point Assessment

GATEWAY & EPA

Recognising that assessments may not be everyone's forte, we have a solid process that ensures apprentices are prepared, leaving no stone unturned. We provide resources and mock assessments to equip apprentices, helping them harness their potential to the fullest extent.

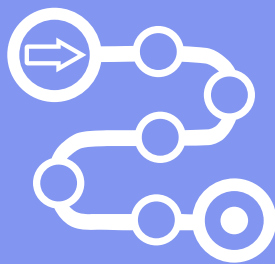
Following a thorough and rigorous vetting process, we have identified the premier end-point assessment organisations, keeping the amount we work with to the minimum.

Market Research Executive EPA includes 2 components:

- Project report with presentation and questioning
- Interview underpinned by a portfolio of evidence



Internal Verification



Mock Projects



Mock Interviews



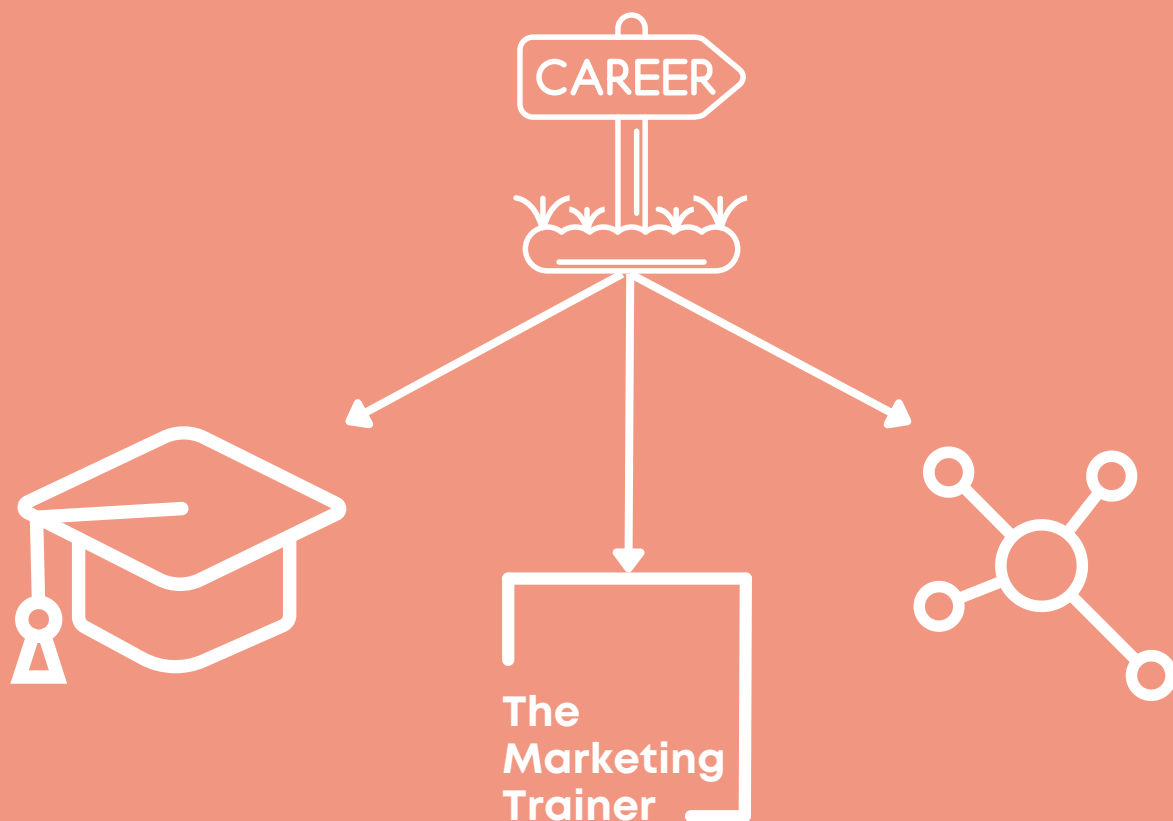
Improved Success

Routes for Progression

PROGRESSION

The journey of learning doesn't need to halt there. We offer advancement pathways for all standards, and if there's a Standard we don't currently provide that could accelerate your progress, we'll support you in the next steps by offering Information, Advice, and Guidance (IAG) to support you in your next steps.

- Progress with another provider that offers a course we don't
- Progress with The Marketing Trainer
- No progression, stay part of our alumni network



Funding And Costs (Employers)

If you have an annual wage bill of less than £3mil, you'll qualify for co-investment. If your annual wage bill is above £3mil look at the Levy Contribution.

Co-Investment

Apprenticeship co-investment is a funding model where employers and the government share the cost of apprenticeship training. Employers contribute 5% toward the training costs, while the government covers the remaining 95%.

Levy Contributions

The apprenticeship levy is a tax on large employers to fund apprenticeship programs. You will be required to allocate 0.5% of your annual wage bill toward training new and existing staff.

Course	Levy Contribution	Co-Investment cost
Market Research Executive	£8,000	£400*

*You may be eligible for 100% funding from the government if you hire:

- A 16 to 21 year old;
- Or a 19 to 24-year-old with an education, health and care plan provided by their local authority or has been in the care of their local authority.
- And your organisation has fewer than 50 staff.

A £1,000 cash incentive is also available to all employers with any turnover size if a newly recruited apprentice is aged 16-18



GROW YOUR RESEARCH TEAM WITH APPRENTICESHIPS

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