



Llywodraeth Cymru
Welsh Government

Apprenticeship Framework in Marketing

Framework No: FR03942 **Issue:** 8 **Date:** 26/09/2016

The content of this Framework has been agreed and published by Instructus.

OVERVIEW:

This Framework specifies the standards and criteria for the delivery of Level 2 & 3 training provision within the Business & Management sector. Successful completion of the provision will lead to the award of a designated/regulated qualification(s) within the sector.

The Level 2 Apprenticeship is suitable for a variety of roles, including marketing assistant, market research assistant or events management assistant.

The Level 3 Apprenticeship is suitable for a variety of roles, including marketing officer, advertising account executive or market researcher.

MANDATORY OUTCOMES

Achievement of these qualifications will be assessed by verification through the appropriate awarding body. Participants must complete:

- Either a competence and a knowledge qualification or a combined competence and knowledge based qualification from one of the following pathways.
- Essential Skills and the Employment Rights and Responsibilities as stated below.

Pathways for this Framework at level 2:

Pathway 1: Marketing

Pathways for this Framework at level 3:

Pathway 1: Marketing

Essential Skills Wales:

Level 2 Apprenticeship

Application of Number Level 1, Communication Level 1, ICT Level 1

Level 3 Apprenticeship

Application of Number Level 2, Communication Level 2, ICT Level 2

Employment Rights and Responsibilities (ERR)

The appropriate underpinning knowledge and induction covering workplace Employment Rights and Responsibilities (ERR) is required.

FURTHER INFORMATION

For the full and detailed content and specification for this Framework, please contact:
Instructus