

ascento.
learning & development

Apprenticeship Programme Prospectus



NO ORDINARY JOURNEY

CONTENTS

PAGE

3	Programme Delivery
5	Level 3 Digital Marketer
6	Level 4 Marketing Executive
7	Level 6 Marketing Manager
9	Level 3 Team Leader
10	Level 5 Operational Manager
11	Level 7 Strategic Management & Leadership

All Our Programmes Include



Online Learning Modules

- E-Learning
- Videos
- Presentations
- Personalised assessments
- Business analysis
- Learning reflections
- Pre 'live' classroom activities



Live Classrooms

- Subject specific online classrooms with a subject specialist
- Group learning activities
- Action learning sets
- Group discussions
- Live and recorded for future playback



Assignments

- Business specific activities designed to improve business performance
- Practical activities all designed to support improvements in individual performance



One to One Support

- Face to face sessions using video conferencing
- Support with business specific issues and assignments



Progress Review

- Progress against learning targets
- Employer action planning
- Goal setting
- Identification of future learner & employer support needs

WORKSHOPS

Subject specific optional workshops covering key issues and content related to your programme

WORK PLACE VISITS

Work place visits (where appropriate) from experienced tutors to support learning development and address business needs

WEBINARS

Subject specific webinars covering key issues and content related to your programme

Marketing Programmes

LEVEL 3 DIGITAL MARKETER

PROGRAMME OUTLINE

PROGRAMME DURATION: 15 MONTHS

END POINT ASSESSMENT ORGANISATION: BCS

PROGRAMME SUITABILITY:

The Level 3 Digital Marketer programme is perfect for individuals who have between 0-2 years of experience in a digital marketing role. They will typically be working as part of a team, in which they will have responsibility for some of the elements of the overall marketing plan or campaign.

THIS PROGRAMME WILL DEVELOP YOUR SKILLS IN:

- MARKETING PLANNING
- MARKETING STRATEGY
- SOCIAL MEDIA MARKETING
- SEO & PPC
- ANALYTICS & METRICS
- CONTENT MARKETING
- EMAIL MARKETING
- BRAND DEVELOPMENT
- PRINCIPLES OF CODING
- GOOGLE ANALYTICS IQ

VENDOR QUALIFICATION OPTIONS:

- CIM Level 4 Award in Digital Marketing
- Google Squared*
- Dot Native
- CIW Social Media

* Entry criteria and additional supplement apply to the Google Squared vendor qualification.



Funded Pricing

From
£550 /per head
£55 pcm for 12 months

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Full Levy Pricing

From
£11,000 /per head

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LEVEL 4 MARKETING EXECUTIVE

PROGRAMME OUTLINE

PROGRAMME DURATION: 15 MONTHS

END POINT ASSESSMENT ORGANISATION: CIM

PROGRAMME SUITABILITY:

The Level 4 Marketing Executive programme is ideally suited to individuals who have either already completed the Level 3 Digital Marketing Programme, or have at least 18 months experience from working within a marketing team. The individual will contribute to the implementation of the marketing strategy and plans. They will be responsible for delivering day-to-day marketing activities across a multitude of platforms, channels and systems that are essential to the marketing function and activities of the company.

THIS PROGRAMME WILL DEVELOP YOUR SKILLS IN:

- MARKETING THEORY
- BRAND DEVELOPMENT
- COPYWRITING
- SEARCH ENGINE OPTIMISATION
- VIDEO PRODUCTION
- MARKETING AUTOMATION
- BUDGETING
- SOCIAL MEDIA
- METRICS AND ANALYTICS
- THE CUSTOMER JOURNEY



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From
£300 /per head
£30 pcm for 12 months

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Full Levy Pricing

From
£6,000 /per head

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LEVEL 6 MARKETING MANAGER

PROGRAMME OUTLINE

PROGRAMME DURATION: 20 MONTHS

END POINT ASSESSMENT ORGANISATION: CIM

PROGRAMME SUITABILITY:

The Level 6 Marketing Manager programme is suitable for individuals with existing marketing experience and who are responsible for the marketing activities and strategy of their organisation. From overseeing the marketing budget, planning and implementing campaigns to tracking their success and reporting back to senior management. They have a strategic focus, ensuring that marketing activities align to brand guidelines and shape business needs and objectives and deliver a return on investment.

THIS PROGRAMME WILL DEVELOP YOUR SKILLS IN:

- MARKETING CONCEPTS AND THEORIES
- COMMERCIAL AWARENESS
- PRODUCT & SERVICE DEVELOPMENT
- MARKETING STRATEGY
- ADVANCED INTERPERSONAL & COMMUNICATION SKILLS
- RESOURCE MANAGEMENT
- PLANNING & ANALYSING
- LEADERSHIP
- EMOTIONAL INTELLIGENCE
- CREATIVE AND COMMERCIAL THINKING



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From
£450 /per head
£45 pcm for 12 months

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Full Levy Pricing

From
£9,000 /per head

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Management Programmes

LEVEL 3 TEAM LEADER

PROGRAMME OUTLINE

PROGRAMME DURATION: 12 MONTHS

END POINT ASSESSMENT ORGANISATION: CMI

PROGRAMME SUITABILITY:

The Level 3 Team Leader programme is perfect for individuals who are in a first line management role and who have operational/project responsibilities or the responsibility for managing a team to deliver clearly defined outcomes.

The qualification has been designed specifically for individuals in roles such as:

- Team Leader
- Supervisor
- Project Officer
- Shift Manager
- Foreperson

THIS PROGRAMME WILL DEVELOP YOUR SKILLS IN:

- MANAGEMENT OF SELF
- COMMUNICATION AND BEHAVIOURS OF A TEAM LEADER
- MANAGING PEOPLE
- LEADING PEOPLE
- BUILDING RELATIONSHIPS
- OPERATIONAL MANAGEMENT
- FINANCIAL AND BUDGETARY MANAGEMENT
- PROJECT MANAGEMENT



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From
£225 /per head
£22.50 pcm for 12 months

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Full Levy Pricing

From
£4,500 /per head

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LEVEL 5 OPERATIONAL MANAGER

PROGRAMME OUTLINE

PROGRAMME DURATION: 20 MONTHS

END POINT ASSESSMENT ORGANISATION: CMI

PROGRAMME SUITABILITY:

The Level 5 Operational Manager programme is for individuals who manage teams and/or projects, and has responsibility for achieving operational or departmental goals and objectives as part of the delivery of the organisations strategy. They are generally accountable to a more senior manager or business owner.

The qualification has been designed for practising or aspiring managers in roles such as:

- Operations Manager
- Regional Manager
- Divisional Manager
- Department Manager

THIS PROGRAMME WILL DEVELOP YOUR SKILLS IN:

- MANAGEMENT OF SELF AND SELF AWARENESS
- COMMUNICATION AND BEHAVIOURS OF A MANAGER
- MANAGING PEOPLE
- LEADING PEOPLE
- BUILDING RELATIONSHIPS
- OPERATIONAL MANAGEMENT
- FINANCIAL AND BUDGETARY MANAGEMENT
- PROJECT MANAGEMENT



Funded Pricing

From

£350 /per head
£35 pcm for 12 months

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Full Levy Pricing

From

£7,000 /per head

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LEVEL 7 STRATEGIC MANAGEMENT & LEADERSHIP

PROGRAMME OUTLINE

PROGRAMME DURATION: 24 MONTHS

AWARDING BODY: CMI

PROGRAMME SUITABILITY:

This Level 7 CMI Extended Diploma in Strategic Management and Leadership has been designed for individuals wishing to develop professional management and leadership practice, and who will have the knowledge, skills and behaviours to drive business activities in a senior leadership and management role. The qualification has been designed for practising or aspiring managers in roles such as:

- CEO
- Director
- Senior Manager
- Regional Manager

MANDATORY UNITS:

- STRATEGIC LEADERSHIP
- LEADING AND DEVELOPING PEOPLE
- DEVELOPING ORGANISATIONAL STRATEGY
- FINANCE FOR STRATEGIC LEADERS

OPTIONAL UNITS:

- LEADING STRATEGIC CHANGE
- PERSONAL AND PROFESSIONAL DEVELOPMENT FOR STRATEGIC LEADERS
- COACHING SKILLS FOR LEADERS
- STRATEGIC CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY
- STRATEGIC APPROACHES TO MENTAL HEALTH AND WELL-BEING



Commercial Pricing

£2,900 /per head

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ascento.
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ASCENTO
2 Dronfield Court
Wards Yard
Dronfield
S18 1NQ

www.ascento.co.uk
0800 433 2013
hello@ascento.co.uk