

Multi-Channel Marketer - Level 3

LEARNER JOURNEY – August 2025

Month 1

This month focuses on:

- Introductions
- Marketing legislation
- Understanding stakeholders



Month 2

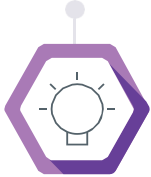
This month focuses on:

- The Marketing Mix
- Product lifestyle
- Customer lifecycle

Month 3

This month focuses on:

- Relationship marketing
- Understanding your audience
- Customer journey



Month 4

This month focuses on:

- Mission, Vision & Values
- Branding
- Brand standards

Month 5

This month focuses on:

- Social media monitoring platforms
- Social media strategies



Month 6

This month focuses on:

- Tone of voice
- Copywriting
- Communication strategies

Month 7

This month focuses on:

- Email marketing



Month 8

This month focuses on:

- Search engine optimisation (SEO)



Month 10

This month focuses on:

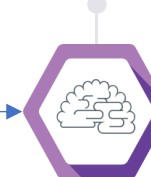
- Analytics and data driven marketing



Month 11

This month focuses on:

- Event planning
- Understanding Gantt charts
- Understanding budgets



Month 12

This month focuses on:

- Web Accessibility
- CMS & website development



Months 13 and 14

These months focus on:

- EPA Preparation & Learner Support



Month 15

This month focuses on:

- Final EPA review and Gateway