

Hospitality Marketer Level 3 Standard

Industry-led apprenticeship provider

Welcome to the Level 3 Hospitality Marketer Programme

This apprenticeship will cover:

-  Hospitality Marketing
-  Campaign Planning
-  Understanding Target Audience
-  Campaign Measurement and Evaluation

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Hospitality Marketer Level 3 Training

Unit 1 - Hospitality Marketing

Delivery days - 1

Learners will develop an understanding of the hospitality industry landscape, encompassing hotels, accommodation, bars, pubs, restaurants, and experiences. They will explore business structures, understand visions and objectives, and learn how marketing strategically aligns with these goals. Learners will look at the principles of content marketing, exploring industry examples and learning how to successfully plan and deliver marketing campaigns tailored to the dynamic needs of the hospitality sector.



Unit 2 - Audiences

Delivery days - 1

Learners will discover the importance of understanding their target audiences and the complexities of the customer experience both online and offline. They will learn how to utilise appropriate tactics to engage customers throughout this journey and learn about the vital role of customer experience in hospitality marketing and provide strategies for effectively managing it across multiple channels.



Unit 7 - Social Media for Hospitality

Delivery days - 1

Learners will gain an understanding of how to leverage social media effectively, developing skills in creating engaging social media content by applying principles of capturing content, design and effective copywriting. They will be taught how to adapt content for different social media platforms and will explore current and emerging technologies, software, and systems used in social media marketing.



Unit 8 - Public Relations for Hospitality

Delivery days - 1

Learners will focus on the role of Public Relations (PR) and storytelling in the hospitality industry and explore how hospitality brands effectively launch campaigns to gain media coverage and will learn to write press releases. They will also consider the application of copywriting techniques to create persuasive text and copy for various communication purposes.



Unit 3 - Situational Analysis

Delivery days - 1

Learners will be equipped with the knowledge and skills for conducting effective market research. They will delve into the theoretical frameworks of SWOT and PESTEL analysis, learning how to analyse both internal and external factors that significantly impact the hospitality industry and, therefore, marketing campaigns.



Unit 4 - Campaign Planning

Delivery days - 1

Learners will focus on the development of effective marketing briefs and plans and will learn the key elements of a well-structured hospitality related marketing brief aligned with business objectives and gain practical experience in creating effective marketing briefs and plans for both short-term and long-term campaigns. Learners will acquire knowledge of tools needed to create data-driven marketing plans that maximise impact and support the long-term success of hospitality businesses.



Unit 9 - Content

Delivery days - 1

Learners will explore the development and implementation of effective marketing campaigns, with content being the focus, and learn about the key elements of effective marketing content and the necessary components for successful campaigns. They will use design software to create various marketing assets that meet specific technical specifications. Learners will gain practical experience in building and implementing campaigns across a range of offline and digital media platforms, learning to effectively work with and brief different stakeholders throughout the campaign process.



Unit 10 - ROI

Delivery days - 1

Learners will appreciate the importance of ROI for all marketing disciplines and develop skills in budget management, learn how to measure and evaluate campaign delivery and utilise data to improve campaign performance. Learners will explore technology and advanced systems tailored for the hospitality industry, focusing on streamlining operations, enhancing guest satisfaction, and driving revenue growth. They will develop an understanding of how to support their businesses with improved ROI, optimised marketing, and create more personalised and engaging experiences for their audience.



Unit 5 - Campaign Metrics

Delivery days - 1

Learners will begin to understand the campaign management process and the importance of reviewing campaigns throughout the process. They will uncover various tools used in campaign management, including spreadsheets, project management and data analytics platforms. They will learn about the importance of regular reviews as well as identifying key milestones during a campaign to ensure its success, as well as overall impact within the business.



Unit 6 - Branding

Delivery days - 1

Learners will explore brand theory including how to position their business, apply brand guidelines and adopt an appropriate tone of voice. They will deepen their knowledge of copywriting and be able to adapt their content, ensuring it is on brand and aligned to their marketing objectives. They will also refine their creative skills and gain the ability to develop innovative marketing campaigns, both online and offline, that are specifically designed to enhance guest experiences, drive engagement, and increase brand visibility in the hospitality industry.



EPA Readiness

Learners will have to prepare for Gateway and have 12 weeks to complete a work-based project and submit written report. They will consolidate the portfolio that they have built up during the course.

- Written project report with presentation and questioning
- Interview underpinned by portfolio of evidence



Learner Journey





Your apprenticeship programme

Qualification

On successful completion of the programme, you will be awarded a Level 3 Institute for Apprenticeships Multi Channel Marketer apprenticeship certificate. You can also receive your Google Ads and Google Analytics Individual Qualification depending on your programme of study.

Off-the-job training

As an apprentice, you study while you work, a minimum of 6 hours per week of your time at work will be dedicated to your apprenticeship. You will learn through a mix of classroom days, personalised coaching sessions, e-learning and activities to imbed the training, and projects to apply the skills practically to the workplace.

Employers collaborate with the training provider and you to ensure that you are on target with your off-the-job learning hours. Everything you do can be tracked on the Bud digital platform. Working with your Development Coach and line manager, you can balance your off-the-job training hours with your day-to-day responsibilities.

Is it off-the-job training?

Off-the-job training can take place very flexibly throughout the apprenticeship. This can be scheduled for every day, a day a week, in longer blocks (e.g. one week in every five) or in other creative ways. The stipulations are:

- The minimum off-the-job training hours have been met
- Has the individual begun their apprenticeship programme?
- Is the activity directly related to the apprenticeship standard or framework?
- Is the activity teaching new knowledge, skills and behaviours?
- Is the learning taking place within the apprentice’s normal contracted working hours?

If all of these apply, it counts as off-the-job training.

Masterclasses live online

Learners will attend masterclasses virtually on Zoom. For the session, they will need:

- A desktop/laptop computer that the employer provides
- Access to Canva and DaVinci Resolve that the employer provides
- Download Zoom if joining remotely

[Zoom Download](#)



Assessment

On Programme

Your progress will be continually assessed using our online apprenticeship management system, Bud. Throughout your apprenticeship you will upload evidence to show that you have completed the activities that contribute towards the achievement of your apprenticeship.

[Apprenticeship Standard](#)

End-point Assessment (EPA)

Once you have gone through the gateway, you will start the EPA. This assessment will showcase the entirety of the knowledge, skills and behaviours you have developed during the programme.



Professional Development Programme

At Apprentify, our curriculum extends beyond the knowledge, skills and behaviours of the apprenticeship standard. We pride ourselves on developing well-rounded members of the modern workforce who are passionate about their work, eager to learn and make a positive contribution to any company and society.

We embed a wider curriculum into all our programmes that supports soft-skill development and ensures that apprentices are aware of the issues in modern Britain that affect them and those around them in the workplace. This extra support and guidance will mould apprentices into not only competent employees but also highly engaged and conscientious staff.



British Values

All schools, colleges and training providers have a duty to actively promote the fundamental British values of a functioning modern democracy. What are British values, and what are examples of the understanding and knowledge apprentices are expected to learn in the workplace?

Rule of Law

Rules promote a happy, safe and secure living and working environment. Examples are:

- Legislation
- Agreed procedures, policies and ways of working
- Codes of conduct
- How the law protects you and others

Individual Liberty

Protection of your rights and the rights of others you work with. Examples are:

- Values and principles
- Individuality, consent, choice and rights
- Dignity and respect
- Equality and human rights
- Personal and professional development

Democracy

Everyone should be aware of their rights and responsibilities that help to build a culture of freedom and equality. Examples are:

- Team meetings
- Joint decision-making
- Receiving and giving feedback
- The right to protest and petition
- Leadership and accountability

Respect and Tolerance

Respecting the ideas, beliefs and values of others while not imposing our own on others, including:

- Tackling discrimination
- Tackling bullying
- Embracing diversity
- The importance of religion, traditions, preferences and cultural heritage
- Recognise stereotyping, prejudice and labelling

Safeguarding and Additional Learning Needs (ALN)

Safeguarding and Prevent

Apprentify has a statutory requirement to ensure that all our apprentices are safe from harm and can learn in a secure environment. This is a responsibility of everyone involved in the apprenticeship programme, including employers and apprentices.

Safeguarding does not simply refer to physical harm. It can also be far less obvious and harder to recognise – abuse, neglect and wellbeing concerns are all examples of safeguarding concerns that you should be aware of and know how to respond to, both on behalf of yourself and on behalf of others.

The Prevent duty is part of the UK Government’s Counter-Terrorism Strategy (CONTEST) and is designed to stop people from becoming terrorists or supporting terrorism. It is a requirement of numerous public-facing bodies, including apprenticeship training providers, to develop knowledge of the signs of radicalisation and to ensure that learners understand how to report their concerns.

What does this look like in my apprenticeship?

Your Development Coach will support you and your employer in building awareness and applying safeguarding and Prevent in the workplace and in modern Britain. This will involve:

- Discussions during progress reviews
- Activities in virtual classrooms
- E-learning courses
- Real-life scenarios in coaching sessions
- External courses for Action Counters Terrorism (ACT) Awareness

Our Safeguarding Officers

To find out who our designated Safeguarding Officers are, click on the link below.

[Safeguarding](#)

What do I do if I have any concerns?

If you have any concerns, you can confidentially contact the Apprentify safeguarding team.

Cognassist

During the application process for apprenticeships, learners will complete a Neurodiversity Assessment, which will identify any neurodiversity needs. If the software identifies such a need, the learner will work with a dedicated Cognassist Tutor throughout the apprenticeship.

At the start of each month, learners will be provided with four strategies to support their learning and develop their understanding. Learners must aim to complete all four strategies every month. Once learners have completed the strategies, apprentices hold a monthly session with their Cognassist Tutor.

These are completed remotely with a Tutor, who will discuss each strategy and document feedback around the skills and actions, as well as the impact of, each module on Cognassist. While this is not mandatory, and you can opt out if you wish, this will support you with any identified learning needs throughout your apprenticeship.

Cognassist is a tool that assesses the neurodiversity of learners and provides strategies and activities for them to enhance their learning. Cognassist assesses capacity in the following domains:

- Verbal Memory
- Non-Verbal Memory
- Literacy
- Numeracy
- Visual Information
- Processing Speed
- Executive Function
- Verbal Reasoning
- Non-Verbal Reasoning



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