StaffCPD | Affordable CPD for All

The Marketing Mix

ATHE Level 4 qualification

LEVEL	DURATION	ASSESSMENT	STUDY MODE	AWARDING BODY
Level 4	4–6 Weeks	Assignment	Online / Distance	ATHE

COURSE OVERVIEW

To develop an understanding of the seven elements of the marketing mix and how they relate to one another, including how digital and social media marketing relate to each element.

WHAT YOU WILL LEARN

- Understand the elements of the marketing mix
- Understand the application of the marketing mix
- Understand digital elements of the marketing mix

ENTRY REQUIREMENTS

- There are no previous qualifications or experience required for enrolment.
- Available to all learners aged 18 or over, from all academic backgrounds.
- Basic understanding of English language is required to attend this course.
- You'll need a smart device (PC/Mac/Tablet) with an internet connection.

CAREER AND PROGRESSION

Completion of this course opens pathways to roles such as Marketing Executive, Sales Consultant, Brand Strategist, or Social Media Manager, or progression to a Level 4 Marketing Diploma.

ASSESSMENT & CERTIFICATION

All units within this qualification are internally assessed via assignments and externally verified by awarding organization (ATHE Ltd). There are no examinations in this course. This is an ATHE qualification. On successful completion your certificate is issued by ATHE through ATHE-approved centre 889.

Course Fee: £250

100% online | Instant access on purchase | 12 months' access

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