
SmartScreen

**Level 3 Multi-channel
Marketer:
Apprenticeship
Training Manual
Factsheet**



Level 3 Multi-channel Marketer: Apprenticeship Training Manual

City & Guilds SmartScreen

City & Guilds SmartScreen is our dedicated online resource portal, supporting over 120 qualifications. It currently offers more than 80,000 resources and pages of content for tutors and learners.

How can SmartScreen help me?

SmartScreen materials have been designed specifically for each individual qualification, apprenticeship or CPD course. They have been developed to assist tutors, and others, delivering these courses to obtain the best possible results for their learners.

About this manual

Price: Email digital.solutions@cityandguilds.com for details. Product code: SS9610-L3

This manual contains a range of tasks which allow apprentices to apply their knowledge and skills.

The tasks are mapped to the Level 3 Multi-Channel Marketer apprenticeship standard and have been devised to prepare apprentices for the requirements of their end-point assessment. Each task contains the following features:

- **information** about the activities that enables learners to practise a particular skill.
- **tasks** to support learners' understanding and application of the subject matter.
- **progress tracking** to ensure that apprentices can follow their progress.
- **covering activities** to help learners apply marketing theory in practical ways, build essential skills, and demonstrate competence across multi-channel marketing tasks.
- **an opportunity for apprentices to reflect on their learning** and for employers and trainers to provide feedback.

Why choose SmartScreen?

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| Shake learning up | Offers flexibility in lesson delivery and learning styles. |
| Learn inside and outside the classroom | With increased internet speeds available to learners using smartphones, laptops and tablets, resources can be accessed at any time and in any location. |
| Stay ahead | The definitive source for the most up-to-date information about qualification developments and delivery information. |
| Do what you do best | Our lesson plans, handouts and worksheets will save tutors time, meaning that they can keep their heads out of the paperwork and teach. |
| Peace of mind | Peace of mind that the resources fully support the qualification. |

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