

PROGRAMME BROCHURE

Marketing Skills & Training

A practical, mentoring-led programme for professionals who want to understand marketing, use it with confidence, and apply it to advance their career — no prior marketing background required.

Programme Overview

Foundations today. Career impact tomorrow.

This programme is built for adult and professional learners who want more than surface-level familiarity with marketing — a genuine, working understanding of how campaigns and channels work, and how to apply that with confidence in your own role. It combines practical, hands-on skill-building with the professional English needed to talk about marketing credibly in meetings, in writing, and in interviews. This is mentoring and training as much as it is tuition: the goal is that you leave able to *discuss* marketing topics with genuine confidence, not just recognise the terminology.

STAGE 1 — INDUSTRY FOUNDATIONS

Introduction to Marketing

Marketing shapes how every business tells its story — this course introduces how that actually happens in practice.

- The basics of digital marketing: campaigns, channels, and how they're measured
- Common marketing terminology used across teams
- The English of marketing reporting and everyday campaign discussion
- Practical ways to build marketing literacy relevant to your own role

STAGE 2 — CAREER PATHS

How to Start a Career in Marketing

For professionals moving into a marketing or campaign-support role.

- Practical grounding in campaign planning and reporting language
- How to read and discuss basic marketing metrics with confidence
- How to present marketing skills and thinking clearly in a CV and interview
- How to speak credibly about marketing topics from day one in a new role

OUTCOME | Understand marketing. Use it with confidence. Advance your career.

Skills Across Three Dimensions

What you'll gain by the end of the programme

TECHNICAL

Working with marketing tools and metrics

- Understanding common digital marketing channels and campaigns
- Reading and interpreting basic marketing metrics and reports
- Familiarity with marketing terminology used across teams
- Spotting what makes a campaign effective

SOFT SKILLS

Communicating with confidence

- Explaining campaign results and marketing ideas clearly
- Discussing metrics and reporting with the right tone
- Collaborating clearly across marketing and other teams
- Confident interview and workplace conversation

BUSINESS

Applying marketing skills at work

- Supporting campaign planning and reporting processes
- Presenting marketing ideas and results to colleagues or clients
- Presenting marketing skills on a CV and in interviews

Who This Is For

Professionals moving into marketing or campaign-support roles; career-changers entering marketing-adjacent work; anyone who works alongside marketing teams and wants more fluency; and anyone who wants clearer, more confident marketing communication.

Pricing

Simple options, whichever way you'd like to start

TRY IT FIRST

Taster Session — £25

A single 1:1 session, no obligation. A low-risk way to meet your tutor and see how the programme works before committing to the full track.

STAGE 1

Industry Foundations — £115

3 × 1:1 sessions covering the Introduction to Marketing curriculum in full.

BEST VALUE

Full Career Track — £275 (Save £20)

Industry Foundations + Career Paths together — 9 × 1:1 sessions in total, taking you from first principles through to career-ready confidence.

- Available as one payment of £275
- Or 3 monthly payments of approximately £92

PREFER TO LEARN AT YOUR OWN PACE?

Self-Paced Learning Packs

Same core content, without live sessions — ideal if you'd rather work through the material independently and on your own schedule.

- Introduction to Marketing (self-paced) — £45
- Industry Foundations (self-paced) — £60

NOTE | Taster session fee is deducted from your track price if you enrol within 14 days.

How It Works

A simple, guided path from foundations to impact

1

Start with Industry Foundations

Build a clear, practical understanding of marketing fundamentals and begin applying that confidently in your own day-to-day work.

2

Progress to Career Paths

Move from general familiarity to career-ready capability — practical workflows, terminology, and interview-ready confidence.

3

Apply it — Your Impact

Bring what you've learned back into your role: add value to your team, discuss marketing campaigns and results with genuine confidence, and keep building on that fluency over time.

Format & Delivery

Delivered 1:1, at your own pace, with a structure that adapts to your starting point and goals — whether that's building confidence for your current role or preparing for a move into a marketing-adjacent position. As with all ALM Learning programmes, this is personal, mentoring-led tuition rather than a fixed, one-size-fits-all course.

Ready to start your Marketing journey?

Get in touch to discuss scheduling, pricing, and the best starting point for you.

contact@almlearning.com