



Digital Marketer Apprenticeship

2020/21

Inspiring Lives, Discovering Futures

The Course

In brief...

Apprenticeships are a popular choice for people looking for on-the-job training and the opportunity to gain recognised experience whilst earning a wage. Your training will take place at College in conjunction with your employer and they will be heavily involved in your progress and development.

A Digital Marketer Apprenticeship will give you valuable experience within the advertising and marketing industry. Whether it is designing a new website, advert or campaign, this apprenticeship will pair you with one of the many highly successful local agencies specialising in digital marketing and social media use.

You will come to college one day a week where you will explore and research the latest developments in IT software, marketing theory and design. The remainder of the week you will be working alongside the experts in the industry as part of the workforce of one of the locally based Digital Marketing Agencies.

What the Course Leads to

What courses can I do after this?

On successful completion of this Apprenticeship you could work in any successful digital marketing agency or a large marketing department.

What do I need to apply

To do this course you should have...

You will need to show a strong commitment to pursuing a digital marketing career. You must be over 17 years of age when the course commences in September with a current level 3 or A level as well as GCSE English and maths at grade C or above.

Course costs

Course Code	Start Date	Costs 16-18	Costs 19-23 (with concessions)	Costs 19+ (no concessions)
DAX0HE0002	Various	TBC	TBC	TBC

* Please note fees are subject to change.

Costs

Government funding supports your Apprenticeship training.

Course Content

Key Information

Duration

18 Months

Attendance

Apprenticeship

Level

Level 3

Qualification Name

Apprenticeship Standard

Awarding Body

Various

Curriculum Area

Business, Digital, Leadership & ESOL - Digital & Computing

Course Content

The Apprenticeship includes the following modules

- Knowledge Module 1: Principles of Coding
- Knowledge Module 2: Marketing Principles
- CIM level 4 Award in Digital Marketing
- Google Analytics

which cover a range of topics including;

- Understands the principles of coding
- Understands and can apply basic marketing principles
- Understands how teams work effectively to deliver digital marketing campaigns and can deliver accordingly
- Understands and can apply the customer lifecycle
- Understands the main components of Digital and Social Media Strategies

Next Steps ...

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Live chat available on the website

