



## Skills Bootcamp in Digital Marketing

2022/23

Inspiring Lives, Discovering Futures

### The Course

#### In brief...

The rise of the digital world is transforming the way people research, interact with, and make decisions about products and businesses.

The Digital Skills Bootcamp at Bournemouth and Poole College is a challenging, part-time program that takes a multidisciplinary approach to attaining proficiency in marketing strategy, campaign development, digital advertising, and modern tools in site analytics and reporting

#### Who is it for?

Digital Marketers are tasked to define, design, and build digital campaigns across platforms to drive customer acquisition, retention, and engagement. They form part of the digital team in a business and take responsibility for most of the linear elements of the marketing campaign. Working from marketing briefs, sales analytics, and instructions; they report to the digital marketing manager, IT manager or business manager.

#### What the Course Leads to

#### What courses can I do after this?

Digital Marketing Associate, Marketing Science Professional, Creative Strategy Professional, Media Planning Professional, or Media Buying Professional

Successful learners will be positioned to consider Apprenticeship opportunities or progress on to further qualifications. There will be opportunities to hear from employers about current vacancies which learners will be encouraged to apply for.

#### What jobs can I get?

Digital Marketing Associate, Marketing Science Professional, Creative Strategy Professional, Media Planning Professional, or Media Buying Professional

#### What do I need to apply

#### To do this course you should have...

No experience necessary, A good level of English and Maths.

#### What about work experience?

Students will be able to access an Employability Skills on-line programme along with coaching with the Employability and Welfare Coach. Topics include Personal Branding & Networking, Job Hunting, CVs and Applications and Industry Insight. Students will also have access to qualified Careers Advisers for bespoke careers advice and guidance.

#### Course costs

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

BDLDAC001A   08/11/2022   TBC   TBC   TBC

### Key Information

#### Attendance

Full-time

#### Level

Level 3

#### Qualification Name

Level 3 Award

#### Awarding Body

CIM

#### Curriculum Area

Business, Digital, Leadership & ESOL - Digital & Computing

\* Please note fees are subject to change.

## Course Content

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In just 18 weeks, you will dive into a comprehensive curriculum that covers all of the fundamental marketing concepts necessary to step into the industry. This will include presenting skills, knowledge and information in a logical, progressive way, allowing you to use what they have already learned to process and understand new more complex content. The course is designed to develop you at your own pace.

Digital Marketing Techniques is an elective module for the CIM Certificate in Professional Digital Marketing and is designed to build knowledge of digital tools and techniques that can be applied in practice. You will learn how to successfully integrate online and offline media as well as develop an effective digital marketing plan. The Bootcamp is linked to The CIM (Chartered Institute of Marketing) standards. CIM is the world's largest and most prestigious professional body for marketing.

#### Next Steps ...

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