

DIGITAL MARKETING

LEVEL 3 ADVANCED APPRENTICESHIP

Entry Requirements

Advanced Apprentices will need GCSE Maths and English qualifications or equivalent and have experience of working in a range of settings and hold a Level 2 ICT qualification or intermediate apprenticeship.

Qualifications to be completed

- Level 3 Diploma in Digital Marketing (QCF)
- Level 2 Functional Skills English
- Level 2 Functional Skills Maths
- Level 2 Functional Skills ICT
- Employment Rights and Responsibilities
- Personal Learning and Thinking Skills

Length of programme

12-18 months

Mandatory modules

- Understanding the business environment
- Understand legal, regulatory and ethical requirements in sales and a marketing
- Using collaborative technology
- Principles of marketing and evaluation
- Develop own professionalism
- Digital marketing metrics and analytics

Example optional modules

- Principles of social media advertising and promotion
- Search engine marketing
- Content marketing
- Principles of social media within a business
- Brand development

Day-to-day activities

Tasks undertaken by apprentices will vary depending on the level and sector in which they are employed. Tasks may include working to promote, utilise and increase your employer's presence through social media, using social media as a research tool, creating micro-sites and organising marketing campaigns.

Assessment

Apprentices will be required to produce evidence using e-portfolio software. A Skills Coach will visit once a month to observe apprentices. Functional Skills are tested units which need to be taken.

Potential future job roles

- Email Campaign Assistant
- Online Marketing Coordinator
- Search Marketing Coordinator
- Display Marketing Assistant
- eCommerce Assistant
- Mobile Marketing Assistant
- Video Marketing Production Assistant
- Digital Marketing Assistant

**To find out more call 0300 111 8030,
email skills@entrust-ed.co.uk or visit
www.entrustskills.co.uk**