

## Digital Marketing Level 3 Advanced Apprenticeship

Duration: 12-18 months

### Who is the apprenticeship for?

Businesses are looking for more digital marketing capability and capacity which is increasing the demand for skilled people in the sector. The Apprenticeship is for staff with some experience of working in the industry or individuals providing support within a business environment to develop the skills needed whilst working in digital marketing for businesses purposes.

### Entry requirements

Applicants must be aged 16 and over with preferably GCSEs A\*- C in Maths and English. GCSEs will be considered along with the results of an initial assessment.

### What qualifications are delivered?

- ◆ City & Guilds Diploma in Digital Marketing (Level 3)
- ◆ GCSEs or functional skills in English, Maths and ICT at Level 2 (if not already achieved)
- ◆ Employee rights and responsibilities
- ◆ Personal Learning and Thinking Skills

### What does the apprenticeship cover?

The programme covers a range of knowledge and skills to fully understand the impact and power of social media and digital marketing in today's world. Through mandatory and optional units, the apprenticeship will understand social media and digital marketing as a competitive business tool and how these tools and skills can be utilised proactively and constructively.

(Note: The optional units will be determined by their relevance to the individual's job role).

#### Mandatory Units (examples):

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

#### Optional Units (examples):

- ◆ Principles of social media advertising and promotion
- ◆ Content marketing
- ◆ Imaging Software
- ◆ Video Software
- ◆ Brand development
- ◆ Produce copy for digital media communication

### Training Programme

This training programme is mainly delivered and assessed in the workplace. The assessor visits the apprentice once a month for approx. 3 hours for assessment and training. In addition quarterly review meetings will be scheduled to track progress, involving the line manager, assessor and apprentice. If the apprentice needs to gain their Maths, English or IT qualifications they will attend the college to achieve these.

For more information contact Training Solutions at:  
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