



**DIPLOMA IN  
DIGITAL MARKETING**

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**Modern Apprenticeship**

## COURSE OVERVIEW

The Diploma in Digital Marketing provides individuals with the skills, knowledge and experience needed to undertake digital marketing roles in a range of business settings.

The Diploma combines both work-based and Assessor-led training, supported with regular one to one visits.

The Diploma allows scope for unit delivery in specialised areas, where appropriate.

## BESPOKE LEARNING EXPERIENCE

The Diploma is tailored to the individual job role, optional units are agreed in discussions with Mentors and Candidates.

## CAREER PROGRESSION

On completion of the Modern Apprenticeship, candidates should be able to achieve positions in areas such as:

- **Digital Marketing Officer**
- **Online Marketing Officer**
- **Digital Marketing Executive**
- **Online Marketing Executive**

Alternatively, successful apprentices could opt to return to full-time (or part-time) Further or Higher Education to work towards qualifications such as HNDs and Degrees.

## COURSE CONTENT

The Diploma in Digital Marketing covers areas such as:

- **Understanding the Business Environment**
- **Using Collaborative Technology**
- **Principles of Marketing and Evaluation**
- **Principles of Keywords and Optimisation**
- **Search Engine Marketing**
- **Email Marketing**
- **Digital Marketing Metrics and Analytics**
- **Marketing on Mobile Devices**

Evidence is gathered using a range of methods including assessor observation, work-based performance evidence, detailed narrative and recorded discussion.

## If you are interested please contact:

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