



APPRENTICESHIPS

Level 4 Diploma in Digital Marketing

Designed for businesses who are looking to start or expand their digital marketing department, this course has been developed by industry professionals to equip learners with a diverse and practical range of indispensable skills.



NTG
TRAINING

Course Overview



Digital Marketing is the use of digital media to attract and engage with current and potential customers, for example online advertising, email marketing, and search engine optimisation. The rich data generated enables granular analysis of what has worked, demanding analytical and creative skills above those demanded in traditional marketing and advertising.

Learners will be expected to work on their own, undertaking projects or aspects of projects for which they will have sole responsibility. The optional groups in the qualification are designed to support the learners' journey and their chosen career within this sector.

The Level 4 Diploma in Digital Marketing is the key component of the Higher Level Apprenticeship in Social Media and Digital Marketing.

This is a 24-month apprenticeship program.

The programme is delivered during normal working hours and training can be flexible to meet the needs of your organisation. We use a blend of online, webinar and practical sessions, and the apprentice will receive regular 1-1 sessions and support from their tutor.



Topics of Study for This Apprenticeship Include:

Marketing Planning

- Understanding emerging techniques, how to create a marketing plan, digital marketing techniques, data and brand characteristics.

Marketing Ethics

- Studying the importance of consideration of legal and ethical issues within marketing.

Business Concepts

- Understanding management and leadership, finance, budgeting, business structures and the external environment.

Project Management

- Learners will study how to manage a project and how to within that plan, mitigate risk. They will also study project management and monitoring tools.

Digital Marketing Metrics and Analytics

- Understanding how a digital marketing department employs metrics and analytics to refine campaigns.

Personal and Professional Development

- This unit provides learners with an understanding of the different methods and resources available to them to help them plan for their personal and professional development.

Content Marketing

- Studying the different methods of content marketing and technologies, and how to plan, implement, manage and evaluate a campaign.

Search Engine Marketing

- Equipping learners with essential current industry working practice skills and knowledge to help them to put together and manage a search campaign.

Email Marketing

- Understanding email as a marketing tool and best industry practice for campaigns.

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Topics of Study for This Apprenticeship Include:

Social Media

- Understanding how social media fits into the objectives and marketing of a business

Keywords and Optimisation

- Studying the principles of search engine optimisation and its relation to keywords and web optimisation.

CMS & Websites

- Learners are given an introduction to website creation, blogging and maintenance using content management systems.

Social Advertising & Promotion

- Understanding how to effectively use and measure the results from social media PPC campaigns.

Website Software

- Understanding use cases and effectiveness of website software in terms of marketing.

Collaborative Technologies

- Introduction to the value of collaborative technologies within the business to communicate and collaborate on marketing objectives.

Spreadsheet Software

- Understand the importance of measuring results and ROI on marketing through spreadsheet software.

Entry Requirements

Apprentices may need a level 2 English and Maths qualification, and must be 16 or over.

Qualifications

Level 4 Diploma in Digital Marketing

Course Fees

This course is fully funded in Wales, meaning there is no contribution required by your business.

NTG Training cover every part of the apprenticeship process

We will handle apprentice recruitment, grant applications, contracts and everything you need to get started.

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