



# DIGITAL MARKETING

## BUSINESS SKILLS

### Incorporating SCQF Level 6 Diploma in Digital Marketing

Our Digital Marketing Modern Apprenticeship combines high quality classroom training and on-the-job experience to transform your apprentice into a skilled digital marketing professional.

The QA programme equips your apprentices with the real-world skills they need to tackle a varied and fast-paced role, helping your business thrive in the online marketplace.

Our programme combines technical skills training with marketing principles – getting your apprentice ready to take on the technical aspects of digital projects whilst understanding the marketing theory behind them.

#### WHAT CAN THE APPRENTICESHIPS COVER?

Email marketing  
Social media  
Digital marketing and metrics tools including Google Analytics  
Search engine optimisation (SEO) and email marketing  
How to use industry-leading graphics and video editing tools from Adobe

#### PLUS CORE SKILLS IN:

Communication  
Working with others  
Problem solving  
Information and Communication Technology  
Numeracy

#### PLUS OPTIONAL TRAINING IN:

**Plus many more options that can be discussed with your Account Manager / Assessor**

#### PROGRAMME STRUCTURE:

##### Modern Apprenticeship

10 – 12 months duration including up to 6 weeks classroom training in the first 6 months, Assessor contact every 5 weeks, rotating between remote and face to face visits to support work based learning and assignments.

# YOUR PROGRAMME CHOOSE YOUR PATHWAY

## MANDATORY UNITS

UNDERSTANDING THE BUSINESS ENVIRONMENT

UNDERSTAND LEGAL, REGULATORY AND ETHICAL REQUIREMENTS IN SALES OR MARKETING

USING COLLABORATIVE TECHNIQUES

PRINCIPLES OF MARKETING AND EVALUATION

DEVELOP OWN PROFESSIONALISM

DIGITAL METRICS AND ANALYTICS

## TYPICAL PATHWAYS

SOCIAL MEDIA MARKETER

COMMUNICATIONS OFFICER

DIGITAL MARKETING ASSISTANT

WEBSITE ADMINISTRATOR

## CHOOSE YOUR OWN CLASSROOM AND WORKPLACE UNITS AND COURSES FROM

DIGITAL MARKETING PRINCIPLES

CREATIVE BUSINESS SKILLS (ADOBE WORKSHOP)

ADOBE PHOTOSHOP

EMAIL & SOCIAL MEDIA MARKETING

ANALYTICS

CREATIVE CONTENT SKILLS

WEB SKILLS

WEBSITE SOFTWARE

SEARCH ENGINE OPTIMISATION

PLUS MANY MORE OPTIONS THAT CAN BE DISCUSSED WITH YOUR ACCOUNT MANAGER / ASSESSOR

## LEADING TO:

MODERN APPRENTICESHIP INCLUDING SQA DIPLOMA IN DIGITAL MARKETING AT SCQF LEVEL 6

## WHAT'S NEXT?

Suggested additional QA Training Courses in:

FUNDAMENTALS OF B2B MARKETING

FOUNDATIONS OF RELATIONSHIP MARKETING

PSYCHOLOGY OF PERSUASIVE MARKETING COMMUNICATIONS

WRITING AN INTEGRATED MARKETING COMMUNICATIONS PLAN

DESIGNING AND IMPLEMENTING A MARKET RESEARCH PROJECT

\*Costs apply

**TO START DEVELOPING THE MARKETING TEAM YOUR BUSINESS NEEDS, GET IN TOUCH TODAY!**

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# OUTCOME MAP

## Digital Marketing L6 – Six Outcomes on 10:2 Learning / Quality & Compliance Ratio

- Induction (Sign up)
- Week one readiness
- Post Induction Visit (ILP/Course planning)
- Business environment

### MONTH 1 MILESTONE 1

- Remote support visit
- 5 day Digital Marketing boot camp
- Principles of Marketing and Evaluation

### MONTH 2 MILESTONE 2

- Review visit
- 5 day Digital Marketing course
- Email marketing and principles of Social Media in a business

### MONTH 3 MILESTONE 3

- Remote Support visit
- 5 day Creative Business Skills course
- Imaging Software
- Video Software

### MONTH 4 MILESTONE 4

- Remote support visit
- Core Skills

### MONTH 8

- Review visit
- Collaborative technologies

### MONTH 7

- Remote support visit
- Web Development and Content Management Systems
- Metrics and Analytics
- Analyse and Report Data
- Principles of Keyboard Optimisation
- Search Engine Marketing

### MONTH 6 MILESTONE 6

- Review visit
- Legislation
- Personal Development

### MONTH 5 MILESTONE 5

- Review visit
- Core Skills

### MONTH 9



Quality Assurance Checks

### MONTH 10



Achievement and certification

### MONTH 11

Present Certificate  
New programme  
(progression) induction

### MONTH 12



### OPTIONAL MONTH 6

5 days Web skills Fundamentals course  
5 days Photoshop course

