

COURSE INFO

Digital Marketer Level 3 Apprenticeship Standard

Level	Mode of Study	Location
3	Part Time	Workplace

Introduction

The primary role of a Digital Marketer is to define, design, build and implement digital campaigns across a variety of online and social media platforms to drive customer acquisition, customer engagement and customer retention. A Digital Marketer will typically be working as part of a team, in which they will have responsibility for some of the straightforward elements of the overall marketing plan or campaign. The Marketer will work to marketing briefs and instructions. They will normally report to a Digital Marketing Manager, a Marketing Manager or an IT Manager.

Study Outline

During your on-programme training you will complete the following two mandatory qualifications:

City & Guilds Level 3 Principles of Coding

Chartered Institute of Marketing Level 4 Award in Digital Marketing

In addition you will demonstrate how you meet the Knowledge, Skills and Behaviours required to be a Digital Marketer

After a minimum of 12 months and in agreement with your employer you will pass through the Gateway to End Point Assessment (EPA). The EPA has four parts:

Summative Portfolio

Synoptic Project

Employer Reference

Interview

Entry Requirements

4 GCSEs at Grade D or above which must include English and maths.

You must also be in contracted employment and work a minimum of 30 hours per week.

Equipment

Important details

North Warwickshire & Hinckley College has taken care to ensure the information on the website is as accurate as possible at the time of publication. It is intended as a general guide to its courses and facilities and forms no part of a contract. The College accepts no liability and reserves the right to make changes to course information or withdraw without notice any of the programmes or facilities described. It is advisable to check your chosen course information prior to enrolment.



You will be supplied with access to an online e-portfolio system

Attendance

You will be required to attend a 10 week evening course, one evening per week at our South Leicestershire campus to complete the Award in Digital Marketing. You will also receive work-based visits from an Assessor to support you in achieving the Principles of Coding and the knowledge, skills and behaviours requirement of the Standard

Assessment

The two mandatory on programme qualifications are assignment based.

The EPA is assessed by City and Guilds.

Progression

You may wish to top up your Award in Digital Marketing with two further units to achieve the level 4 Certificate in Professional Marketing

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