



DIGITAL MARKETING

SCQF LEVEL 6 DIPLOMA IN DIGITAL MARKETING

SCOTLAND

Our Digital Marketing Modern Apprenticeship combines high quality virtual classroom training and on-the-job experiento 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'S LEARNED?

Email marketing

Social media

Digital marketing and metrics tools including analytics

Search engine optimisation

(SEO) and email marketing

How to use industry-leading graphics and video editing tools



OPTIONAL TRAINING

Digital marketing (email and social media marketing)

Marketing bootcamp

Analytics

SEO/PPC

Creative content skills

Creative business skills



PROGRAMME STRUCTURE

Modern Apprenticeship

- 10 – 12 months duration
- Up to 4 weeks virtual classroom training in the first 6 months, Skills Coach contact every 5 weeks, remote visits to support work based learning and assignments.



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QA LTD Scotland



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QALtd



Digital Marketing

SCQF Level 6 Modern Apprenticeship

MANDATORY UNITS

Understanding the Business Environment

Understand Legal, Regulatory and Ethical Requirements in Sales or Marketing

Using Collaborative Techniques

Principles of Marketing and Evaluation

Developing 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 (Photoshop and video editing workshop)

Email & Social Media Marketing

Analytics

Creative Content Skills (web skills)

Search Engine Optimisation (SEO) & Pay-per-Click (PPC)

Plus many more options that can be discussed with your Account Manager / Skills Coach

LEADING TO:

Modern Apprenticeship including SQA Diploma in Digital Marketing at SCQF Level 6

FOR MORE INFORMATION CONTACT US AT

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