DIGITAL MARKETING

SCQF LEVEL 6 DIPLOMA IN DIGITAL MARKETING

Our Digital Marketing Modern Apprenticeship combines high quality virtual classroom training and on-the-job experienceto 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.



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



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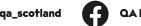
Digital marketing (email and social media marketing) Marketing bootcamp Analytics SEO/PPC Creative content skills Creative business skills



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.





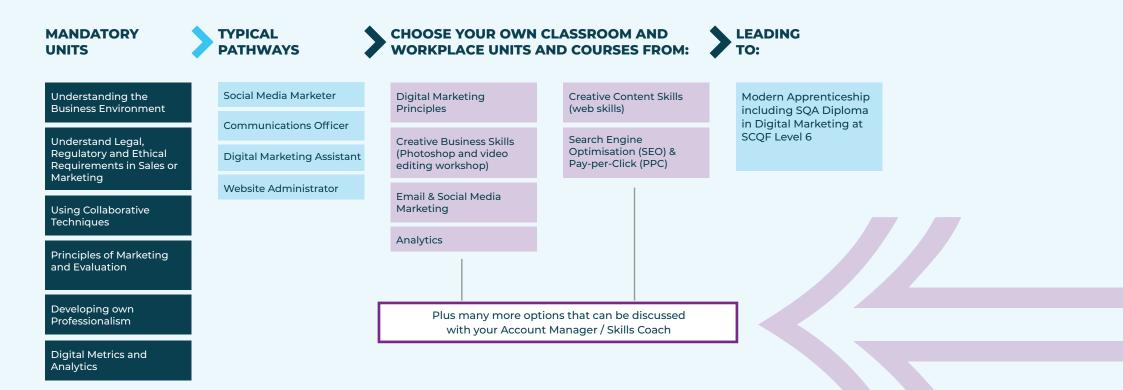




SCOTLAND

Digital Marketing

SCQF Level 6 Modern Apprenticeship





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