



BCS LEVEL 3 DIPLOMA

Digital Marketer

Our Digital Marketer Apprenticeship is designed to equip you with the fundamentals in Digital Marketing. Throughout your 3aaa Apprenticeship, you will be taught by trainers who have real life industry experience, who can truly support you in developing a career in Digital Marketing and give you the skills you need to succeed.

Over the course of 15 months, you will cover topics in your local 3aaa Apprenticeship training academy which include social media concepts, branding, sales, segmentation and strategy. You will also cover online learning materials on the business environment, digital marketing tool tutorials and online security.

✓ Entry requirements

To be accepted into the 3aaa Apprenticeships' applicant pool, you must hold **5 GCSEs** (*graded A* to C or 9 to 5*) or equivalent.

This must include English and Maths and you must demonstrate a proven passion for marketing, advertising or digital and social media.

Apprenticeship Modules

The Business Environment

You will gain an understanding of how marketing fits into business objectives and the current state of the marketing environment across different sectors.

Sales, Segmentation and Strategy

You will be given the underpinning knowledge you need to be able to produce a marketing plan, considering competitor analysis and market segmentation.

Copywriting and Etiquette

You will learn to understand the importance of communicating effectively across multiple platforms, considering tone, culture and appropriateness, and will learn how copywriting theories can be applied to a variety of media types.

Social Media Concepts and Branding

You will be introduced to the concepts of social media and will be taught the fundamentals of branding, along with the levels of branding and how to create and understand brand guidelines.

SEO and Paid Search

You will be given a knowledge of Search Engine Optimisation (SEO) and how to run campaigns through Google AdWords, whilst understanding how to link these with other digital marketing tools.

Content Management System Website Creation

You will understand how websites are managed through Content Management Systems (CMS) and will be able to set up websites with basic CMS tools.

Tools, Techniques and Tracking

As an online module using up-to-date tutorials from industry experts, you will gain an insight into tools that are relevant to your job role and should be able to apply your knowledge in your day-to-day role.

Collaboration and Security

As an online module, you will be equipped with a knowledge of how to work safely and securely online, considering tools that allow collaborative learning.



Support and Guidance

We will give you information, advice and guidance so that you can get the most out of your Apprenticeship journey.

From CV writing to job interviews, 3aaa Apprenticeships' hints and tips give you the skills to make the first few steps of your Apprenticeship journey as easy as possible.

Qualification & Accreditation

On completion of your Apprenticeship, you will be awarded with a BCS Level 3 Digital Marketer Diploma. You will also be able to join the Chartered Institute of Marketing (CIM) as an Affiliate member and join the British Computer Society (BCS) as an Associate member

As part of the Apprenticeship, you will also gain a Google Analytics IQ qualification.



Learning and Assessment



Length of Apprenticeship

Your Apprenticeship will last for 15 months, with you coming into your local Academy on a monthly basis for academy sessions. The frequency of these academy sessions will depend on which modules you and your Employer agree to undertake and your local academy will work with you to establish the timetable for your academy sessions.

You must submit a portfolio of evidence which should comprise of workplace tasks, which will relate to evidence gathered throughout your Apprenticeship which will be explained in full to you by your local Recruitment Executive.

Contact

If you would like any more information about our Digital Marketer course, please visit our website:

www.3aaa.co.uk/apprentice/digital-marketer