

ONLINE DIGITAL MARKETING MODERN APPRENTICESHIP

FROM NQ-LEVEL TO SKILLED
DIGITAL MARKETER

SCQF 6



Our Online Digital Marketing Modern Apprenticeship delivers skilled digital marketing professionals.

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

What does the apprenticeship 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

Why choose QA's Online Digital Marketing apprenticeship?



Get the skills needed to prepare your business for the digital marketplace



Delivered online, engaging content, instantly apply the learning into practice



The programme reflects industry developments and the latest thinking on the most effective digital marketing



HMI 'Excellent' training provider



Have regular face to face and remote visits with your QA Assessor

APPRENTICESHIP OVERVIEW

Duration

6-12 months

Online delivery, available where and when it suits you (student) on any device

1. The course will be delivered using a blended training format
2. The majority is completed online at your convenience, including building your evidence portfolio
3. You will be assigned a QA DM Assessor, fully competent in your framework, and they will guide and support your programme duration

Suitable job roles

- Digital Marketing Assistant
- Digital Account Assistant
- Online Marketing assistant
- Website Administrator
- Anyone involved, or wanting to get involved, in Marketing
- A real business opportunity for staff professional development and meeting the demands of digital transformation in the workplace

Qualifications

SCQF 6 Diploma in Digital Marketing

Programme structure

Fully online access to learning and training material.

Online Assessor support, with regular scheduled online meetings to guide you through your qualification.

Anytime access to learning materials meaning flexibility to learn at your pace, Your Assessor will also visit face to face every 8-10 weeks.

SOMETHING MISSING? NO PROBLEM



Access over **1,500 courses** from QA's catalogue of training to enhance your apprenticeship programme



Training from 'B2B marketing' to 'business skills' to **tailor your programme** for your apprentice's role in your business

To start developing the marketing team your business needs, get in touch today
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