

# Digital Marketing

## SCQF LEVEL 6 MODERN APPRENTICESHIP



 15 Month Programme

Use online and social media platforms to design, build and implement campaigns and drive customer sales.

### Introduction to the course

The purpose of digital marketing is to market products or services using various channels to reach consumers. Typically, this type of marketing can involve the use of Search Engine Optimisation (SEO), email marketing, social media marketing and leveraging the power of mobile devices.

The primary role of a digital marketer is to use their communication skills, creativity, innovation, IT ability and knowledge of new media to design, build and implement digital campaigns to drive customer acquisition, customer engagement and 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.

### Learner outcomes

The programme is split into 3 'themes' which are:

1. Fundamental skills of digital marketing
2. Social media and other marketing channels
3. Measuring your return on investment

In addition, you will develop other workplace skills including:

- Communication
- Working with others
- Problem solving
- Information and Communication Technology
- Numeracy

### Assessment

Assessment will be conducted through:

- Professional discussions
- Personal statements
- Work based projects and Q&A
- Workplace observations
- Witness testimonies

### A good fit for

Those individuals that have no experience but wish to begin a Digital Marketing career.

### What's next?

This qualification will enable learners to progress to higher-level qualifications as their job role develops or changes.



### Course overview



**Start Date**  
Flexible



**Level**  
SCQF Level 6



**Duration**  
15 months



**Delivery**  
Blended



**Assessment**  
Workplace assessments



**Qualification**  
The SQA Diploma in Digital Marketing at SCQF Level 6 is embedded into the apprenticeship.



**Entry Requirements**  
The entry requirements for this apprenticeship will be decided by each employer, but may typically include a good level of ICT and literacy skills.

# Digital Marketing

## SCQF LEVEL 6 MODERN APPRENTICESHIP



unlocking potential  
delivering personalisation  
enhancing performance

15 Month Programme

Use online and social media platforms to design, build and implement campaigns and drive customer sales.

## Blended Delivery Model



### Key



Online learning



Progress reviews



Assessment visit

The optional units available will be discussed with your skills coach at the start of the programme, as part of your personal development plan.