

Digital Marketer Level 3

Duration:

14-16 months plus
End-Point-Assessment.

Who's it for:

Team members working in
a marketing position.

Learning overview

The aim of the programme is to provide the skills and knowledge required to begin a career as a Marketing Assistant, Co-ordinator, Executive or similar role. The duration of this programme is typically 14-16 months delivered in a blend of online/offline methods whilst staying within the workplace.

What's covered:

Module 1: Marketing Principles

- Customer engagement and market segmentation
- Customer lifecycle
- Digital and social media strategies
- Exploiting realtime information
- Digital marketing campaigns

Module 2: Digital Marketing Business Principles

- Security levels necessary to protect data
- Digital etiquette
- Customer relationship management systems
- Understand all the differences between all the major digital and social media platforms
- Plan digital content based on audience needs
- How a digital marketing team works in a business environment

Module 3: Principles of Coding

- Compatibility of code on different platforms
- Components involved in web development
- Hosting and serving
- Search engines
- How local or session data storage is utilised
- Programming languages and how they apply to building digital products (html/javascript)

Module 4: Digital Marketing

- Layout, reporting, campaign and conversation tracking
- Data collection, setup and configuration
- Analysis tools and techniques
- Advanced marketing tools

In addition to your salary, Barons Eden will fully fund the apprenticeship and have valued this apprenticeship at £18,000, based on training costs and the cost to the business.

There is no upfront cost for the learner, nor is there any repayment required at any time.