



APPRENTICESHIP

DIGITAL MARKETING LEVEL 3

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DIGITAL MARKETING COURSE OVERVIEW

Digital Marketers can be found in a variety of sectors and organisations. There are many aspects to Digital Marketing which can include increasing brand awareness through effective marketing tactics, social media management and creating marketing content for a range of audiences and platforms.

↑ Level 3

📍 Online

📅 15 Months

📋 End Point Assessment

WHAT DOES A DIGITAL MARKETER DO?

The primary role of a Digital Marketer is to define, design, build and implement digital campaigns across a variety of online and social media platforms to drive customer acquisition, customer engagement and customer 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. They will normally report to a digital marketing manager, a marketing manager or an IT Manager.

- ▶ Knowledge Module 1: Principles of Coding for level 3 Digital Marketer Apprenticeship
- ▶ Knowledge Module 2: Marketing Principles for Level 3 Digital Marketer
- ▶ Knowledge Module 3: Google Analytics IQ

Job titles include:

- ▶ Digital Marketing Assistant
- ▶ Digital Marketing Executive
- ▶ SEO Executive
- ▶ Email Marketing Assistant
- ▶ Social Media Executive
- ▶ Content Coordinator
- ▶ Campaign Executive
- ▶ Analytics Executive

Technical Competencies:

- ▶ Proficient written communication for various audiences and digital platforms, considering communication sensitivity.
- ▶ Contributes to digital strategies through in-depth digital environment research for short and long-term campaigns.
- ▶ Efficiently handles customer inquiries on online and social media platforms.
- ▶ Builds and implements digital campaigns across multiple media platforms.
- ▶ Measures and evaluates the success of digital marketing activities through digital analytics.
- ▶ Applies structured problem-solving techniques and resolves issues across diverse digital platforms.

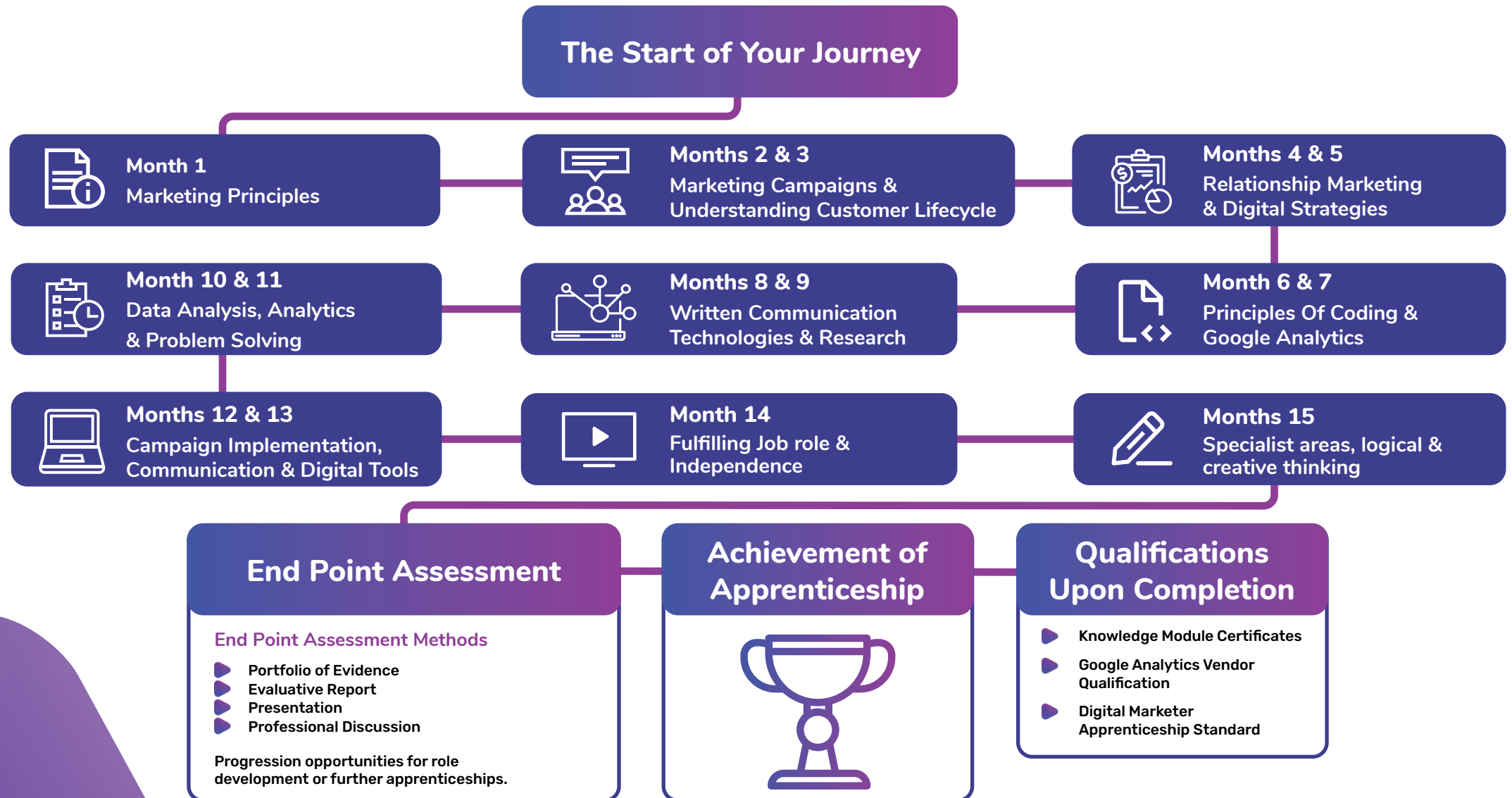
MODULE BREAKDOWN

MODULE	BENEFIT TO THE LEARNER	BENEFIT TO THE BUSINESS
Understand & Apply Marketing Principles	A deep understanding of the Principles of Marketing and brand awareness, applied in context to their business.	The apprentice will relate marketing principles to the business and apply the knowledge when creating marketing plans.
Digital Marketing Teams	An understanding of working cohesively and a reflection on their own skills and qualities.	The apprentice will cultivate comprehension of team members and augment self-awareness of their skills
Customer Lifecycle	The ability to think strategically and apply marketing assets appropriately.	A deep awareness of the marketing activities that are best applied to the target audience.
Customer Relationship Marketing	The ability to apply relationship skills and figure out the best way to engage with the target audience.	Effective awareness and sensitivity to building meaningful customer relationships.
Digital & Social Media Strategies	Can apply the best options in terms of channels to the marketing strategy.	Benefits the business by understanding the most appropriate and effective marketing channels.
Principles of Coding	A deep understanding of the principles and tools that makes the web work and how to manage website assets.	The benefit is a sound understanding of what makes the web work, and how this knowledge might be applied in website management.
Google Analytics	Thorough understanding of how to use and apply Google Analytics as an evaluation tool, and how to measure success.	Full understanding of how to interpret engagement of campaigns for the business and how to evaluate a campaign.
Written Communication & Technologies	Proficiency in assessing content clarity and marketing effectiveness, especially in mediums like blogs and social media captions.	Development of writing content for advertising and promotion.
Data Analysis & Digital Analytics	A deep understanding and practical application of data analysis and how it can be used effectively to enhance marketing strategy.	A practical appreciation of extracting performance data and analysing it and using metrics as a tool to inform the marketing and promotional efforts of the business.

MODULE	BENEFIT TO THE LEARNER	BENEFIT TO THE BUSINESS
Problem Solving	The ability to recognise, evaluate and resolve business and marketing issues and develop a critical approach to problem resolution.	The apprentices can work independently and recognise issues and problems and apply effective and appropriate solutions.
Customer Service	A deep understanding of the importance of relationships, trust, and the ability to interact positively with customers.	The business benefits from dedicated, customer-focused efforts to provide effective services and enhance customer interaction.
Implementation	A fine-tuned application for building and implementing campaigns and how to then manage and evaluate the marketing activity and consequences.	The apprentice will be able to implement campaigns for the business, by creating and publishing assets.
Interoperating Marketing Briefs	The ability to think clearly and rationally and interpret the needs of the business and the customers.	The employer will gain from the apprentice being able to follow a marketing brief and implement practical marketing solutions.
Effective Industry Operation	Contributes to marketing, collaborates within teams, and crafts impactful assets to enhance business profile and market share.	An effective and well-integrated skill set that works to the benefit of the business and achieves its aims and objectives.
Specialist Areas (SEO, Email Marketing, PPC etc)	Significant enhancements in business-specific skills, honing abilities that greatly boost the business's marketing potential.	Skills will develop in analytics, paid advertising, SEO, and making a comprehensive contribution to business and marketing goals.
Digital & Social Media Platforms	A comprehensive grasp of channels, platforms, and effective segment targeting for business product and service communication.	The ability to make choices about the most appropriate digital channels that work best with the business and its target audience.
Logical & Creative Thinking	Creative thinking skills and the ability to explore and experiment with creative options for a range of marketing assets.	A balanced creative and logical thinker, adept at innovation while staying practical and attuned.
Independent Working	Self-confidence and self-belief and the ability to make decisions for the business and see success in creating marketing assets and evaluating them.	An independent apprentice that works collaboratively and independently.

YOUR APPRENTICESHIP JOURNEY

The Digital Marketing apprenticeship from Wise Origin College is designed to be completed over a 15 month period. The following gives an indicative overview of the themes contained within our programme, including working place assessments, project based activities and the completion of the End Point Assessment with BCS.





Get in touch



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