



## APPRENTICESHIPS

### Level 3 Diploma in Digital Marketing

This apprenticeship is ideal for businesses who need to implement digital marketing strategy and skills within their team.



**NTG**  
TRAINING

# Course Overview



As an employer, you may use this apprenticeship course to train a new starter, or to upskill an existing employee.

Digital marketing is an essential skill for any business, and although most have some digital marketing plan in place, many businesses lack the core knowledge required to get results from digital marketing practices.

This course was designed by industry-experts with decades of knowledge and experience in executing real-world digital marketing campaigns. If your business is looking for the edge over its competitors, this is the ideal course to add high-value and high-impact skills to your team.

Learners will study every aspect of the digital marketing process, from market research to crafting a tailored campaign strategy, from using social media to creating effective web content with SEO impact in mind.

## Upon completion of the course, learners will have a good working knowledge of:

- Tailoring a digital marketing campaign with the business environment in mind.
- Creating digital marketing content in line with legal, ethical and regulatory requirements.
- Using collaborative technology to implement digital marketing strategies across the whole business.
- Using the principles of marketing to assess new opportunities and develop an effective strategy.
- Developing professionalism through every aspect of their career.
- Using metrics, analytics and data to optimise and report on campaigns.
- Utilising search engines for marketing results.
- Crafting highly effective and persuasive content marketing pieces.
- Utilising social media and PPC advertising.
- Developing a strong digital brand.
- Using website software for effective planning and publishing.
- Managing projects effectively and efficiently.
- Using spreadsheets for reporting.
- Utilising CMS (content management systems) to publish marketing content.

# Topics of Study for This Apprenticeship Include:

## Understanding The Business Environment

- Learners will study the the business environment and how it impacts on opportunities for learning and work.

## Understanding Legal, Regulatory and Ethical Requirements in Sales and Marketing

- Study the organisation's procedures for dealing with legal, regulatory and ethical requirements relating to sales or marketing and the legal, regulatory and ethical limits of the role.

## Using collaborative technologies

- Using IT tools and devices for collaborative working and communications, such as web or video conferencing, instant messaging/chat, online phone and video calls; online forums, social networking sites, wikis and other centralised depositories for documents, blogging, RSS and data feeds, bulk SMS or online work management tools.

## Principles of Marketing and Evaluation

- Learners will study the principles of market segmentation, how to assess market opportunities for new products and/or services, the principles of marketing strategy development and how to evaluate the effectiveness of a marketing strategy.

## Developing Professionalism

- This unit provides learners with the understanding needed to develop their own professionalism through working in digital marketing and so become more effective employees and colleagues.

## Topics of Study (Continued):

### Digital Marketing Metrics and Analytics

- An essential question for the digital marketer is “How do we know if our campaign has been successful or not?” This unit equips learners with the knowledge and skills to help them understand and utilise campaign feedback data provided by technologies such as reports and dashboards.

### Content Marketing

- Content marketing is an important method for driving additional traffic and sales leads to websites and involves giving potential customers something (how to guides, reviews, news, free software, vouchers etc) without selling directly. By engaging them in non-transactional dialogues, their interests in a businesses products and services can be nurtured.

### Brand Development

- The aim of this unit is to enable the learner to understand the promotional mix and its relationship to branding. Learners will develop an understanding of the importance of branding and develop the skills to develop appropriate promotional campaigns for existing and new brands.

### Search Engine Marketing

- Search engine marketing (e.g. pay per click) is an extremely important channel for e-commerce companies, providing a large percentage of website traffic for a business.

### Principles of Social Media Advertising and Promotion

- This unit is about understanding advertising and promotion within social media sites and the use of digital vouchers for a business.

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# Topics of Study (Continued):

## Website Software

- This unit is about the ability to use a software application designed for planning, designing and building websites.

## Analyse and Report Data

- This unit is about analysing and reporting data that meets the aims and objectives of the research.

## Project Management

- The purpose of this unit is to provide learners with an understanding of the principles of project management and how projects are planned. Learners will develop their skills in using management tools to plan, monitor and review projects.

## Spreadsheet Software

- This is the ability to use a software application designed to record data in rows and columns, perform calculations with numerical data and present information using charts and graphs.

## Content Management System / Website Creation

- This unit is an introduction to website creation using content management system software (CMS). It includes implementation of keywords, use of templates, blog and measuring success. It also covers an awareness of accessibility.



# This Course is Fully-Funded

## In Wales by the Government

With our apprenticeship courses, you have nothing to lose as an employer. If your business is based in Wales, the total cost of the course is fully-funded by the Welsh Government.

That means if you're training a current member of staff, there's no reason not to take advantage of this incredible opportunity to add new skills to your business.

The training is still free if you are taking on a new starter to enrol on this course, so if you have any questions about how the funding works, feel free to reach out to us using the contact information at the end of this brochure.

## Apprenticeship Training: It's Not What You Think!

**This training course is provided as part of the apprenticeships scheme, but don't let the unfounded connotations around 'apprenticeships' put you off!**

Over the past few years the apprenticeships scheme has undergone a dramatic transformation. The government has recognised the need for employers to get modern skills into the workforce quickly, and the apprenticeships scheme can provide just that.

Forget the old-fashioned view of apprenticeships being for school-leavers who want to learn a trade - the modern apprenticeship couldn't be further from that!

Apprenticeships are recognised qualifications that can be obtained on-the-job. Your employee or new starter will be trained by industry experts using a course designed by industry leaders. They'll be actively applying everything they learn to their everyday role.

Don't miss out on this under-utilised opportunity to upskill your workforce for free!

# Progression from the Diploma in Digital Marketing

## Level 3

The Marketing Executive Level 4 is the perfect course to progress to, for those who have completed their Level 3 Apprenticeship.

The Marketing Executive Level 4 Apprenticeship enables learners to see the bigger picture and to understand how their work impacts the business as a whole.

Learners will be able to apply the practical skills studied on their level 3 apprenticeship to create tailored strategies that are backed up by data, research and analysis.

They will gain critical thinking skills, to ensure their work is as efficient and honed as possible, leading to better ROI on marketing for the business.

This course is ideal for marketing staff who see themselves moving into management roles in the future.



## Entry Requirements

Entry requirements may be deemed by the employer.

Learners may also need to complete English and Maths qualifications if they do not already have these to the required standard.

## Qualifications

### Level 3 Diploma in Digital Marketing

**This is a 21-month apprenticeship program.**

The programme is delivered during normal working hours and training can be flexible to meet the needs of your organisation. We use a blend of online, webinar and practical sessions, and the apprentice will receive regular 1-1 sessions and support from their tutor.

## Study Marketing Apprenticeships with NTG Training

We offer a range of marketing apprenticeships for businesses, if you find these qualification doesn't meet your needs, we also offer a Digital Marketing Level 3 Qualification. Get in touch to learn more.

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