

LEVEL 4



# DIPLOMA IN DIGITAL MARKETING, DEVELOPMENT AND STRATEGY

A dynamic marketing programme built to help you create and manage powerful, multi-channel campaigns that drive real results.



Transform your marketing strategy with the Level 4 Diploma in Digital Marketing, Development and Strategy. This cutting-edge programme combines core marketing principles with the latest AI-driven tools and techniques, empowering learners to create smarter, data-led campaigns. Employers benefit from innovative marketers who use AI to boost productivity, improve customer engagement, and deliver a stronger return on investment.

## WHO CAN ENROL ONTO THIS COURSE?

- Existing employees looking to enhance their digital marketing skills.
- Aspiring digital marketers who want to develop advanced knowledge and practical expertise.
- Individuals with some prior marketing experience or qualifications
- Leads on digital marketing campaigns
- Must be 18 or over
- Will need to undertake math, English and digital skills if not already achieved GCSE grade A-C

## KEY LEARNING OBJECTIVES

- Develop and implement digital marketing strategies aligned with business goals.
- Plan, manage, and evaluate multi-channel marketing campaigns, including social media, email, SEO, and paid advertising.
- Apply data analysis and reporting techniques to measure campaign performance and make informed decisions to return ROI
- Integrate AI tools and technology into marketing processes, including automation, predictive analytics, and content generation.
- Understand consumer behaviour and market research to optimise marketing strategies.
- Apply business development and innovation principles to create measurable business growth.
- Ensure compliance and ethical practice in digital marketing campaigns.

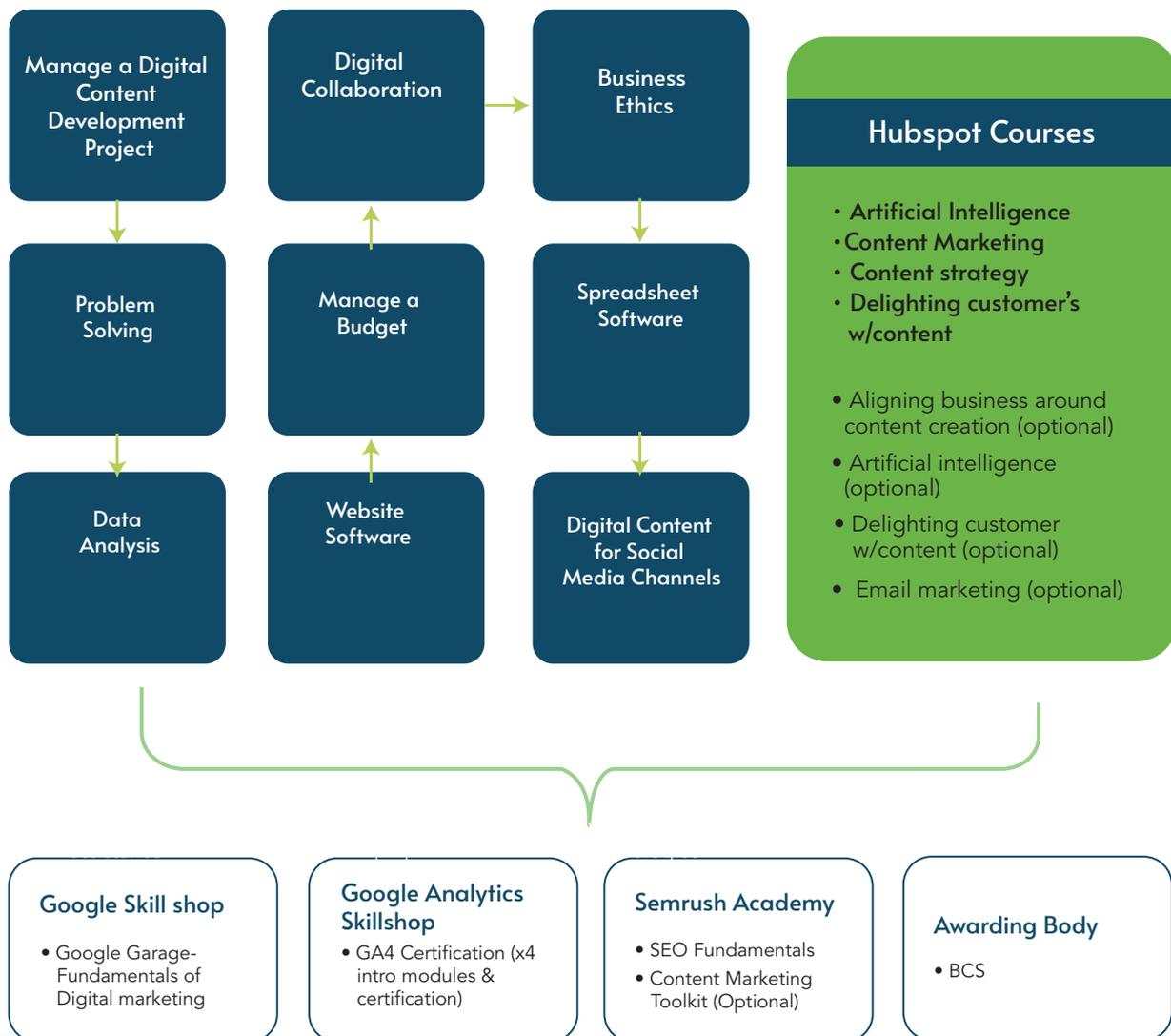
### QUALIFICATION

Level 4 Diploma in Digital Marketing,  
Development and Strategy

### DURATION

18 months

# TOPICS OF STUDY



## COURSE FUNDING:

The course has a value of £11,000, but it is fully funded by the government. To be eligible, participants must be employed for at least 30 hours per week and currently working in a marketing role.

## DELIVER MODEL:

The course is delivered 100% online, with 3–4 hours of study per week, and is aligned to your company's goals, ensuring that learning directly supports business objectives and drives real impact.

# WHY CHOOSE NTG TRAINING TO DELIVER THIS COURSE?

- **Expert-Led Training:** Our courses are delivered by industry professionals with real-world marketing experience.
- **Tailored to Your Business:** Programmes are aligned to your company's goals, ensuring learning directly supports business objectives.
- **We don't just teach theory;** we show your staff how to put their new marketing skills into action within your business for real impact.
- **Flexible Delivery:** Fully online, 3–4 hours per week, allowing staff to learn alongside their work commitments.
- **Government-Funded:** The course is fully funded, reducing costs while upskilling your team.
- **Cutting-Edge Skills:** Learn to leverage AI, data-driven strategies, and multi-channel campaigns to drive measurable results.
- **Ongoing Support:** We provide guidance and progress tracking to ensure every learner succeeds.



BUSINESS GOALS

10% 20% 50%

STRATEG