SCOTLAND

DIGITAL MARKETING

BUSINESS SKILLS Incorporating SCQF Level 6 Diploma in Digital Marketing

Our Digital Marketing Modern Apprenticeship combines high quality classroom training and on-the-job experience to transform your apprentice into a skilled digital marketing professional.

The QA programme equips your apprentices with the realworld skills they need to tackle a varied and fast-paced role, helping your business thrive in the online marketplace.

Our programme combines technical skills training with marketing principles – getting your apprentice ready to take on the technical aspects of digital projects whilst understanding the marketing theory behind them.

WHAT CAN THE APPRENTICESHIPS COVER?

Email marketing Social media Digital marketing and metrics tools including Google Analytics Search engine optimisation (SEO) and email marketing How to use industry-leading graphics and video editing tools from Adobe

PLUS CORE SKILLS IN:

Communication Working with others Problem solving Information and Communication Technology Numeracy

PLUS OPTIONAL TRAINING IN:

Plus many more options that can be discussed with your Account Manager / Assessor

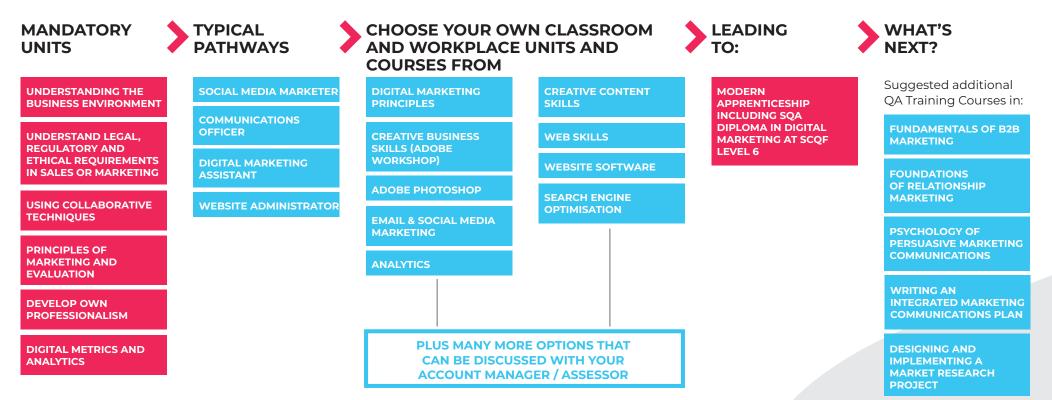
PROGRAMME STRUCTURE:

Modern Apprenticeship

10 – 12 months duration including up to 6 weeks classroom training in the first 6 months, Assessor contact every 5 weeks, rotating between remote and face to face visits to support work based learning and assignments.

V2.1 NOVEMBER 2020

YOUR PROGRAMME CHOOSE YOUR PATHWAY



*Costs apply

TO START DEVELOPING THE MARKETING TEAM YOUR BUSINESS NEEDS, GET IN TOUCH TODAY!

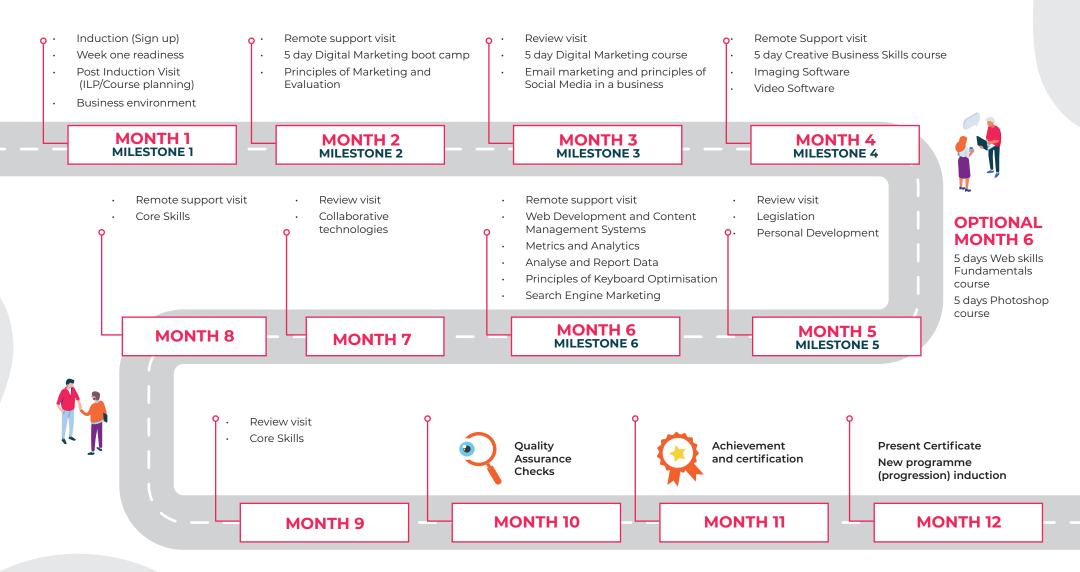
0345 074 7825 employanapprentice@qa.com



Skills Developmen Scotland

OUTCOME MAP

Digital Marketing L6 – Six Outcomes on 10:2 Learning / Quality & Compliance Ratio



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