



DIGITAL MARKETING APPRENTICESHIP COURSE OVERVIEW

The Apprenticeship: Level 3 Digital Marketer

DURATION: 15 months + up to 3 months for 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.

What Qualifications will I gain?

- ◆ BCS Level 3 Certificate in Principles of Marketing
- ◆ BCS Level 3 Award in Principles of Coding Google
- ◆ Analytics Individual Qualification

