

Higher Level Apprenticeship

In Digital Marketing



Level	Higher Level Apprenticeship
Course Length	2 years
Start Date	September 2015

Higher Level Apprenticeship equates to Level 4 which is equivalent to a Foundation/first year of a Degree

Awarded by City & Guilds

Digital marketing and the use of social and digital media is a key part of business marketing and practice today. Businesses are looking for more digital marketing capability and capacity which is increasing the demand for skilled people in this sector. This Higher Level Apprenticeship in Digital Marketing is designed in consultation with key industry experts - Google, Incisive Media and McLaren. This course recognises the rapid growth and changes occurring in the industry and provides apprentices with the skills and knowledge to apply in a business environment and within their job role. This two-year Higher Level Apprenticeship is designed to equip apprentices with the ability to understand, utilise and develop the skills needed whilst working in social media and digital marketing for business purposes. It builds transferable skills in communication, team working and the ability to self reflect.

How You Benefit From This Qualification

As an employee in an SME, you will increase your practical and knowledge-based skills set, gain a university level and industry-recognised qualification and also earn a wage. This means that you will maximise your career development potential without having to incur any fees or costs associated with studying a higher education course.

You will be equipped with the skills and knowledge to work more efficiently, productively and with more motivation and confidence. Throughout your course, you will benefit from receiving structured training that is tailored to your needs, fully supported by a personally-assigned assessor from SRC and industrial mentor in your workplace.

Learning & Assessment

Each project, activity and/or assignment that you complete will be assessed. These assessments indicate your level of performance and contribute to your final grade.

Delivery

Students are required to attend Southern Regional College – Newry Campus during term-time, one day per week between 9am-6pm. The remaining 4 days will be based with an employer.

Costs

There are no fees incurred as this is funded by the Department for Employment and Learning through their apprenticeship programme.

Eligibility

- Residency conditions apply
- Candidates should not be currently on any other Government-funded training
- Apprenticeship candidates must not have prior attainment of Level 5 or above.

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Entry Requirements

Employers are seeking to attract applicants who have a keen interest in social media and digital marketing. They expect applicants to demonstrate a “can do” attitude.

In addition applicants must:

- Possess a minimum grade C in GCSE Mathematics & English (or equivalent);
- Have obtained a Level 3 or equivalent qualification equating to 120 UCAS points

Please note that this criteria may be further enhanced by businesses and short-listed applicants will also be interviewed by the company prior to the offer of employment.

Course Content

Practical & Knowledge-based Element:

The mandatory modules are:

Marketing Planning
Ethics & Legalities of Digital Marketing
Business Concepts
Project Management
Digital Marketing Metrics & Analytics
Professional & Personal Development

The optional modules are:

Content Marketing
Search Engine Marketing
Designing an Effective Web Based User Experience
Marketing on Mobile
Principles of Social Media for Business
Video Software

Progression Opportunities

Successful completion of this programme will facilitate direct entry to degree courses in Marketing, Business, IT or alternatively progress to employment.

Job roles may include Social Media Assistant, Marketing Manager, Digital Marketing Analyst, Mobile Marketing Manager with responsibilities such as managing and monitoring online communities, working with business to promote, utilise and increase presence through platforms, creation of blogs etc.

Further Information

If you would like more information about this HLA, please contact:

Nuala Crossey

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“This Higher Level Apprenticeship is a vital and recognised route to train and up skill individuals to work effectively within the social media and digital marketing industry – thus ensuring that businesses are achieving digital success efficiently and productively. Businesses today need to evolve with digital technologies or else they will be left behind. We are delighted to be working with SRC who are leading the way in this area.”

Wayne Denner Digital Ninja

We also deliver Higher Level Apprenticeships in:

Higher Level Apprenticeship Finance & Accounting
Higher Level Apprenticeship Insurance *
Higher Level Apprenticeship Applied Industrial Science**
Higher Level Apprenticeship IT Infrastructure & Networking *

*Subject to DEL approval **Subject to UU approval

For a full list of SRC Apprenticeships, visit:

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