

SCOTLAND

DIGITAL MARKETING ADVANCED MODERN APPRENTICESHIP

FROM NQ-LEVEL TO SKILLED
DIGITAL MARKETER

SCQF 6



Our Digital Marketing Modern Apprenticeship delivers skilled digital marketing professionals.

Our programme equips apprentices/ employees with the real-world skills they need to tackle a varied and fast-paced role, helping your business thrive in the online marketplace.

What does the apprenticeship 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

Why choose QA's Digital Marketing apprenticeship?



Get the skills needed to prepare your business for the digital marketplace



High quality face-to-face training from experienced apprenticeship tutors



Ofsted 'Outstanding' training provider

APPRENTICESHIP OVERVIEW

Duration

9 -12 months

Approximately 8% of training takes place in the classroom.

The remaining time will be spent in the workplace.

Suitable job roles

- Digital Marketing Assistant
- Digital Account Assistant
- Online Marketing assistant
- Website Administrator

Qualifications

SCQF 6 Diploma in Digital Marketing

Programme structure

Six 1-week classroom training workshops are held at QA's training centres.

Your apprentice/employee will also complete workplace learning, building on the theory covered in the classroom.

SOMETHING MISSING? NO PROBLEM



Access over **1,500 courses** from QA's catalogue of training to enhance your apprenticeship programme



Training from 'B2B marketing' to 'business skills' to **tailor your programme** for your apprentice's role in your business

To start developing the marketing team your business needs, get in touch today
apprenticeships.qa.com/employers | 0345 074 7825 | employanapprentice@qa.com

