

Digital Marketing

Advanced Apprenticeship

Course Summary

This course is designed to enable students to gain qualifications whilst starting out in their career in the Digital Marketing environment. The qualification is credit based and allows flexibility to fit with a wide range of roles within the industry choosing optional routes dependant on the apprentices' responsibilities.

The aim of this apprenticeship framework is to provide employers with a workforce who have the skills, knowledge and competency to support business systems, processes and services through social media & digital marketing.

The course will cover the following mandatory areas:

- Understanding the Business Environment
- Understand Legal, Regulatory and Ethical Requirements in Sales and Marketing
- Using Collaborative Technology
- Principles of Marketing and Evaluation
- Develop own Professionalism
- Digital Marketing Metrics and Analytics

You will then choose from a wide selection of optional units choosing from different units to suit the individual job role such as:

- Principles of Social Media Advertising and Promotion
- Search Engine Marketing
- Online Display Advertising
- Email Marketing
- Imaging Software
- Video Software
- Website Software
- Brand Development
- Analyse and Report Data
- & many more...

Functional Skills

Maths, English & ICT Level 2.

ERR and PLTS

The candidate will learn about Employment Rights and Responsibilities and apply Personal Learning and Thinking Skills throughout their Apprenticeship.

Length of Course

The Apprenticeship lasts between 18 months and 2 years to ensure the candidate can demonstrate significant work experience alongside their professional qualifications.

Attendance

Apprentices will be asked to come in to college for a series of workshops throughout their course. We can also be flexible to your business needs where specific work projects may demand the apprentice to be in work. Training and assessment will take place in your workplace with assessor visits every 6 – 8 weeks to support the work the apprentice is doing in the workplace.

How Much Will It Cost

The Apprenticeship is fully funded so we won't charge you

anything. The only cost to you is the employment of the apprentice – therefore paying their wage and associated costs. We have grants available to support the recruitment of an apprentice aged 16-24 of £1500 subject to eligibility checks. We also have further grants available to support recruitment of Salford residents subject to eligibility.

Facilities

Based in our state of the art Future Skills Building in Media City, we have fantastic facilities to support our apprenticeship provision.

We will provide the apprentice with access to IT facilities including: use of software such as full suite of office software, electronic portfolio access, 24 hour remote on-line access to email account and learning resources, internet access, learning resources on Moodle.

Recruitment

We will work with you to determine your requirements and provide full recruitment services - advertising through the National Apprenticeship Service, Indeed jobs website, Social media and the college website. Our team of dedicated recruitment co-ordinators will assess, screen and interview potential apprentices before we send them over to you for interview, saving you time and money in recruiting the right candidate.

Endorsements

We work with a wide range of businesses from Small business through to large companies such as Royal Bank of Scotland and ITV.

"Apprenticeships are a real opportunity to home-grow future talent. We have opted to work with Trinity Business Training as it shares our commitment to developing young people. Trinity offers a comprehensive and flexible package, from the recruitment stage through to adopting a bespoke approach to the qualification element of the NVQ, as well as giving full support to enable learning and help our candidates reach their potential."

Marsha Witter, Talent Scheme Manager, ITV

Our latest Ofsted inspection awarded us the status "Outstanding grade 1 Provision"

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