



# Digital Marketer

Level 3  
Apprenticeship

INTEQUAL

# About us

At Intequal, we are specialists in the management and provision of top quality IT and digital apprenticeship programmes.

As a technology driven organisation, we have years of experience acquiring and training talent for all types and sizes of organisations. Our apprenticeships provide real-time work and learning experience opportunities in various industry sectors and our programmes include globally recognised professional qualifications from Google.

Working closely with business, we deliver our apprenticeships through interactive instructor-led online learning sessions via Skype. These act as a virtual classroom conducted twice weekly within the workplace with a fully qualified trainer.

## Our blended training delivery enables:

- Increased productivity - workbased study
- Instant application of knowledge to role
- Dedicated Pathway Planner to provide study support
- Employer-led training tailored to business needs

# Digital Marketer

## Level 3 Apprenticeship Programme Summary

The aim of the programme is to provide the skills and knowledge required to begin a career as a Marketing Assistant/Co-ordinator/Executive or similar role. The duration of this apprenticeship programme is typically 14-16 months delivered in a blend of online/offline methods whilst staying within the workplace.

## Career Pathways



## Programme Comprises



# Study modules

NB: Please note all of the following modules have multiple choice Vendor or Awarding Body exam based assessments.

## Marketing Principles

- develops an understanding of the range of digital marketing principles, strategies and techniques.



### Key Topics

- Customer engagement and market segmentation
- Customer lifecycle
- Digital and Social Media Strategies
- Exploiting real-time information
- Digital marketing campaigns

## Digital Marketing Business Principles

- develops an understanding of search marketing, search engine optimisation and Pay-Per-Click, email marketing, web analytics and metrics, mobile apps and how these can work together.



### Key Topics

- Security levels necessary to protect data
- Digital etiquette
- Customer Relationship Management systems
- Understand the differences between all the major digital and social media platforms
- Plan digital content based on audience needs
- How a digital marketing team works in a business environment

## Principles of Coding

- provides learners with the knowledge of the range of concepts, approaches, software languages and techniques that are applicable to Principles of Coding.



### Key Topics

- Compatibility of code on different platforms
- Components involved in web development
- Hosting and serving
- Search Engines
- How local (cookies) or session data storage is utilised
- Programming languages and how they apply to building digital products (html/javascript)

## Google Analytics IQ

- provides learners with the knowledge to be proficient in Google Analytics and be effective at leveraging Google Analytics within their organisations.



### Key Topics

- Layout, reporting, campaign and conversion tracking
- Data collection, setup and configuration
- Analysis tools and techniques
- Advanced marketing tools





*"Our Apprentice has been pleased with the remote training classes and the fact she has access to online training when she has the need and time."*

Please contact our team at Intequal for further information

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