

# LEVEL 3 MULTI-CHANNEL MARKETER APPRENTICESHIP

Subject Area

Student Type

Study Mode

Business &  
Professional

Students aged 16-18  
Part Time

## What is the course about?

The Digital Marketer Level 3 Apprenticeship is a professional industry qualification suited to those who are wishing to pursue a career in the world of digital marketing or further enhance their skills to promote career development. The aim of this course is to ensure that each individual has all of the required skills, knowledge, behaviours, and attitudes to become a professional digital marketer. By the end of the apprenticeship, individuals will be fully skilled in all aspects of digital marketing and will be able to plan, implement, and apply budgeting skills and creativity to the full marketing mix.

## Why should I choose the course?

This course is for individuals who wish to pursue a career in the world of digital marketing. The qualification is engaging and creative, with a split between theory and practical application. These skills are transferable into industry and are highly desired in the ever-changing digital world.

## What will I learn?

Key topics covered include:

- Planning, implementation, application, evaluation of data and reporting of both long term and short-term marketing campaigns;
- Creating and implementing email marketing campaigns;
- Setting up pay-per-click and paid social advertising campaigns;
- Basic fundamentals of coding, which can be used for changing banners and basic coding features on websites;
- The basics of blog writing and SEO enriched copywriting, online and offline page;
- Gaining practical knowledge of tools and technologies that will support the apprentice in their marketing delivery;
- Gaining an insight into data collection and interpreting metrics and data, to create reporting as to why a campaign has been successful/unsuccessful.
- How to use social media for business.
- How to handle complaints online and manage the expectations of both customer and organisation.

This will be taught via classroom style delivery, however it is expected that the individual will complete all of the above whilst in the workplace so that they have real work practical examples of what has been taught. This will allow the individual to gain confidence in their approach to problem solving and develop their skills in working as part of a wider team. Students will also create their own projects which will be used towards their final assessments at the end of the qualification.

Students will also need to produce 5 'real work' projects as part of their showcase portfolio which will be submitted at the end of the qualification practical period prior to the end point assessment.



**Warrington  
& Vale Royal  
College**

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Winwick Rd, Warrington WA2 8QA

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Winsford campus  
Weaver St, Winsford CW7 4AH

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# How is the apprenticeship delivered?

The qualification will be delivered through a mix of blended learning, classroom delivery, 1:1 coaching support, workshops, and enrichment sessions with speakers who are industry professionals.

The individual will be required to attend college once a week for the full day. There will be two sessions; a morning session centred on theory and an afternoon workshop focussed on portfolio building, practical application, and visits from industry speakers.

When the individual is in the workplace, they will be expected to carry out digital marketing activities in line with what has been delivered in college.

The lecturer/assessor will be visiting the individual to carry out reviews and observations in the work place, so that they can build up a working picture of the daily tasks the individual needs to complete in-line with the needs of the business.

The typical duration of the apprenticeship is 18 months, with a 15 month practical period and 3 month end point assessment.

## What will the course lead on to?

This apprenticeship will lead on to a digital marketing career within the digital marketing industry. Typical roles may include: digital marketing assistant, digital marketing executive, digital marketing co-ordinator, campaign executive, social media executive, content co-ordinator, email marketing assistant, SEO executive, analytics executive, and digital marketing technologist.

## What support is available?

You will be allocated a designated tutor to guide you through your apprenticeship. We have a team of staff dedicated to providing learning support if required, as well as a Welfare Team that is on hand to offer guidance, support and help when needed.

Click here for learning support: <https://wvr.ac.uk/college-life/learning-support>

## Why should I choose to study the course at Warrington & Vale Royal College?

We are one of the top-performing further education colleges for apprenticeships. Over nine in ten of our apprentices continue in employment or receive a promotion once they have completed their apprenticeship. We also have a dedicated apprenticeship matching service which matches your skills to a suitable apprenticeship employer. The college is dedicated to supporting you on-programme and helping you progress on to the next step.

## What are the entry requirements?

Ideally you will have GCSE English and maths at grade 4/C or above. It would be beneficial if you have completed a level 2 qualification, but this is not essential.


You must hold at least one level 2 functional skills qualification in English or maths and be willing to work towards achieving the other as part of your apprenticeship. An initial assessment will be required to assess your level and individual needs.



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You must be working in a job role that will allow you to demonstrate competencies in the workplace.



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