



# Diploma in Digital Marketing Level 6 Modern Apprenticeship

Work-based  
Training Solutions

Recognised Industry  
Qualification

Dedicated Apprentice  
Recruitment Service

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## Benefits to Modern Apprentices

- Earn while you learn
- Industry recognised qualification
- Flexible vendor training
- Support and guidance throughout
- Enhanced career opportunities

## Benefits to Employers

- Modern Apprentice recruitment service
- Complimentary Apprenticeship consultation
- Dedicated Account Manager and Training Consultant
- Staff development and retention
- Tailored training solutions

## Why Choose GP Strategies?

- Leading IT and digital training provider in the UK
- Effective delivery Scotland and UK wide
- 20 years' experience of delivering IT and digital qualifications
- 7000+ Apprentices supported in 2017-18
- SQA, Microsoft, Cisco, CompTIA and Investors in Young People accredited

These are just a few reasons how your organisation can benefit from a Diploma in Digital Marketing Modern Apprenticeship through GP Strategies.

## The Role of a Digital Marketing Modern Apprentice

This programme is perfect for individuals who are starting their career in marketing or looking to enhance their digital marketing skillset. We currently support candidates in roles such as Digital Marketing Assistant and Junior Marketing Executive.

Alongside their full-time role, candidates work through the work-based diploma in Digital Marketing at SCQF Level 6 over the course of 12 months.

## Example Apprentice Journey

In monthly stages

- 1 Induction and Initial Assessment
- 2 Understanding the Business Environment
- 3 Legal and Ethical Requirements in Marketing
- 4 \*ILT 5 Day Digital Marketing Course (Covering Using Collaborative Technologies, Principles of Marketing and Evaluation and Digital Marketing Metrics and Analytics)
- 5 Marketing on Mobile Devices
- 6 Email Marketing
- 7 Content Marketing
- 8 Search Engine Marketing
- 9 Principles of Social Media Advertising and Promotion
- 10 Principles of Keywords and Optimisation
- 11 Principles of Social Media Within a Business
- 12 Final Review and Completion

\*ILT = Instructor Led Training

# Off the Job Training

Alongside core work-based training, digital marketing Apprentices also gain access to a 5-day course delivered by an industry expert

## Day 1

Learn how to identify the needs, lifestyles, demographics and personality of your target consumers? And how can you use this information to target them more effectively.

## Day 2

Learn how to discover everything you need to know about your customers, your competitors and changes in the world that might create new opportunities for selling products and service to them.

## Day 3

Learn how to analyse your market and create a detailed plan of who, what, when and where you should engage with your market to get the best results over time, and how to keep yourself operating within the law.

## Day 4

Learn what to look at in your business to indicate success, and how to measure these results to assess and improve the marketing approaches you are using.

## Day 5

Learn how collaborative technologies can increase efficiency and allow you to achieve even better results.

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# On the Job Training

Whilst Apprentices are carrying out their day to day role, they will be observed by a dedicated Training Consultant, who will offer support and guidance to enhance their knowledge.

## Google Digital Garage

This e-learning platform from Google allows for key learning and knowledge building in the fundamentals of digital marketing.

## Professional Development

This unit will allow the candidate to develop their own personal and professional skills while learning how to work effectively as part of a team to enhance organisational effectiveness.

## Health & Safety

This unit will ensure the candidate complies with relevant health and safety procedures within the workplace.

## Customer Care

This unit will allow the candidate to build a solid understanding of the importance of customer care and develop professional customer relationships.

*These are just some of the topics that Apprentices will be working towards. Your Training Consultant will support putting in place an individual programme for your business.*

# Supplied by our Partner Organisations

## e-Portfolio

e-Track is our flexible learner management tool for Employers, Apprentices and Training providers to track progress, share learning resources and review ongoing achievement remotely and in real time.

You will have access to group and individual progress updates and direct support from our Training Consultants throughout the Apprentice journey.

## Professional and Vendor Qualification

GP Strategies is an approved Apprenticeship provider with Skills Development Scotland and SQA, as well as a recognised Microsoft and Cisco learning partner.

As part of this Apprenticeship, GP Strategies will provide specialist digital marketing training delivered by an industry expert. Additional training and vendor accreditation opportunities are available on request.



# What Happens Next?

## 1 Initial Meeting

- Establish customer requirement
- Identify most suitable solution

## 2 Set Up

- Complete formal agreements
- Candidate induction and Initial assessment
- Awarding body registration

## 3 Programme Commencement

- Candidate e-portfolio assigned
- Initial appointment with Training Consultant
- Initial action plan

## 4 Support and Feedback

- Regular meetings with Training Consultant, combining face to face, phone, skype and email communications
- 13 week formal reviews with Training Consultant
- Quarterly catch-ups with Account Manager

## 5 Review and Evaluation

- Final review with manager, candidate and Training Consultant
- Online evaluation for both manager and candidate

## 6 Celebrate Success

- Completion certificates sent to candidate

Start learning with GP Strategies Modern Apprenticeships and contact us today

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GP Strategies Apprenticeships – committed to equality and valuing diversity



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