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**DIGITAL MARKETING
APPRENTICE**

KICK START YOUR CAREER TODAY!





DIGITAL MARKETING APPRENTICESHIP

The Journey...

3aaa Apprenticeships will support you through every stage of your Apprenticeship, but the journey starts with you! Simply register your details with your local training academy or head to www.apprenticecareer.co.uk. Your local Apprentice Intake Executive will then get in touch with you to arrange your interview for the Digital Marketing 3aaa Apprenticeship. If successful, your skill set will be closely matched with a vacancy with a local employer. If we don't have something relevant, our dedicated Recruitment Executives will find your perfect job. Once you secure placement with a local employer, you will then start your 3aaa Apprenticeship in Digital Marketing.

Why?

The 3aaa Apprenticeship in Digital Marketing gives you the opportunity to gain 3 nationally recognised qualifications in Digital Marketing, whilst gaining highly valued industry experience. Throughout your 2 year 3aaa Apprenticeship, you will be taught by trainers who have real life industry experience, who can truly support you in developing a career in Digital Marketing and give you the skills you need to succeed.



How long?

We recommend that you complete both your Level 3 and Level 4 Diploma's in Digital Marketing, which educates you to foundation degree level and gives you 2 years of industry experience, led by state-of-the-art training and personal and professional development. However, each Level of the 3aaa Apprenticeship in Digital Marketing is a separate qualification, which means you can complete your Level 3 only. Or, if you have the relevant qualifications, enter straight on to Level 4. For more information about entry requirements, please contact your local training academy.

Have you ever looked at a great advertising campaign and wondered how they did it? Have you ever considered why you're so attached to one brand in particular? Are you creative and full of fresh ideas? Then a Diploma in Digital Marketing could be just for you. The course will teach you a range of digital marketing tools and techniques, starting from the Principles of Social Media at the start of Level 3 to methods of Project Management and Marketing Planning at Level 4. By the end of a two-year programme you will have the knowledge and experience ready for a career in marketing.

City and Guilds Level 3 Diploma in Digital Marketing (Year 1)

- Assignment modules including Social Media basics, SEO and Marketing Planning
- Workplace modules including Google Advertising, Mobile Marketing and Video Software
- Academy based classroom sessions, delivered by marketers with industry experience
- Regular workplace support visits by a dedicated Digital Marketing Assessor

City and Guilds Level 4 Diploma in Digital Marketing (Year 2)

- Assignment modules including Project Management and Professional Development
- Workplace modules including Retention Marketing, Marketing Planning and Gamification
- Academy based classroom sessions giving knowledge on how to manage campaigns
- Knowledge and experience gained in aspects of marketing management
- Further workplace support visits by a dedicated Digital Marketing Assessor



**FIND A CAREER
YOU LOVE!**

The #1 Apprenticeship jobs board -
apprenticecareer.co.uk



"I have become much more knowledgeable in marketing and social media, as well as having confidence in performing tasks."

RYAN CLARKE | iam3aaa.co.uk/ryans-apprenticeship
Digital Marketing Apprentice | RAP Interiors