

 **cumbria**

Skills Bootcamps

Digital Marketing



Enrol now!

funded by



Department
for Education



Scan to visit
our website



Course overview

Digital Marketing

Due to consumer behaviour changing dramatically over recent years, the demand for marketing professionals with digital skills such as social media and ecommerce has increased significantly. Perfect for both individuals looking to develop their skills and knowledge, and employers looking for staff training, our Level 3 Digital Marketing skills bootcamp course will provide a more in-depth overview of a range of areas related to digital marketing. It covers subjects such as coding, digital marketing in business, social media marketing and more.

Course Content:

- **Introduction to Digital Marketing**
Within this unit, learners will define the term 'digital marketing' and describe the role of a digital marketer. It will also explain the benefits and downsides to traditional and digital marketing.
- **Marketing Fundamentals** - Within this unit, learners will look at a range of marketing fundamentals including Search Engine Optimisation (SEO). They will also explore tools and techniques that can be used to drive traffic towards a business.
- **Marketing Principles** – Within this unit, learners will explore different marketing principles including the customer lifecycle, customer relationship marketing and the characteristics of Business to Business (B2B) and Business to Customer (B2C) relationships.
- **Digital Marketing Business Principles (Including Social Media Marketing)** - Within this unit, learners will be able to understand several types of business principles in digital marketing, including those in social media marketing. This will include how to use social media platforms to engage an audience and the role social media can play in building brand reputation.

Who is suitable?

Our Skills Bootcamps are for adults aged 19 or over as of the 31st August 2022 who are either in work, self-employed, recently unemployed or returning to work after a break. You must live in Cumbria and have the right to work in the United Kingdom.

This course is ideal for learners who wish to increase their knowledge and improve their digital marketing skills. Our e-learning courses are sequenced to challenge the learner and maximise the development of crucial skills needed for a role in digital marketing.

To be eligible for this course you must:

1. Aged 19 or over
2. Must live in Cumbria



Learning method

You must be committed to learn for 10-12.5 hours per week, which includes 5 hours of weekly live learning within our Skills Bootcamps for 12 weeks.

Live learning sessions are 5 hours of online face to face learning with your cohort and tutor per week. This is an essential part of your course and you will be required to attend every session for the duration of your course.

During the enrolment process, you will have the option to select your preferred sessions, which will occur every week at the same time. We ensure you get all the support you need throughout your course in the form of a dedicated personal Tutor and a Learner Support Advisor.



Fully Online



**Duration:
12 weeks**

All of our award-winning online learning courses are of the highest quality and are designed to be engaging and interactive to keep you focused on your learning at all times

Benefits:

There are several benefits to individual learners and employees for participating in a Skills Bootcamp

- Guaranteed job interview (for those unemployed or looking to change careers)
- Perfect for individuals looking to boost their career through upskilling
- Delivered via distance learning, allowing learners to choose when and where to study, through a combination of live (virtual) learning and self-directed course work
- Receive an English and Maths initial assessment alongside supportive mental toughness content
- Engaging and interactive activities that stretch learners' thinking and help put their new, extended knowledge into practice
- Expert curriculum tutors are assigned to provide the support learners need to succeed
- Develop learners' knowledge, skills and confidence to enhance their future work and life
- Personalised learning support from our excellent team of Learner Support Advisors
- Support with future progression through our Careers and Progression Team