

Digital Marketing: Modern Apprenticeship

The perfect addition to any organisation hoping to grow its customer base and build on its brand.

During their apprenticeship, learners will be taught how to understand their market, engage with customers, develop a marketing strategy and build a distinct online presence by attracting high numbers of internet followers through social media channels such as Facebook, X (Twitter), YouTube and Instagram. The qualification has a mix of mandatory and optional units which makes it ideal to tailor the course to your organisation's needs.

Entry Requirements:

- Learners must be aged 16-24 to qualify for funding.
- Learners must have a willingness to learn and develop.
- Learners may be eligible for funding up to aged 29 if they are care-experienced or have a disability.

Call 01355 698 011 to get started today!



What does it Involve?

- Units such as Digital Marketing Metrics and Analytics, Principles of Marketing and Understanding the Business Environment create a great foundation for learners to market your business effectively.
- Website Design, Search Engine Marketing and Delivering E-Commerce Solutions can allow the learner to develop and manage your online presence.
- A wide range of optional units such as Campaign Marketing, Social Media for Business, and Email Marketing can be chosen to suit the specific needs of each job role.

An Ideal Qualification for:

- Marketing Executives
- Social Media Administrators
- Online Content Creators
- Sales Executives
- Website Developers
- Online Advertisers

“I would recommend Sixth Sense to everyone as they were able to find me the perfect apprenticeship, in the perfect job.”

Robbie Lyons
Rainbow Rooms International

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SCQF 6 Qualification Structure

Mandatory Units: Candidates must complete all 27 credits from this group			
SQA Code	Title	SCQF Level	SCQF Credits
H8PK 04	Understanding the Business Environment	6	2
H8PL 04	Understand Legal, Regulatory and Ethical Requirements in Sales or Marketing	5	2
F9A8 04	Using Collaborative Technologies 3	6	6
H8PM 04	Principles of Marketing and Evaluation	6	7
H8PN 04	Develop own Professionalism	6	4
H8PP 04	Digital Marketing Metrics and Analytics 1	7	6

Optional Units: Group A candidates must complete from 14–30 credits from this group			
H8PR 04	Principles of Social Media Advertising and Promotion	7	6
H8PT 04	Search Engine Marketing 1	6	5
H8PV 04	Content Marketing 1	6	5
H8PW 04	Marketing on Mobile Devices	6	4
H8PX 04	Online Display Advertising 1	6	5
H8PY 04	Email Marketing 1	6	5

SCQF 6 Qualification Structure

Optional Units: Group B candidates must complete from 8–24 credits from this group			
SQA Code	Title	SCQF Level	SCQF Credits
F9CC 04	Imaging Software 2	5	4
F9AL 04	Video Software 2	5	3
F9D1 04	Spreadsheet Software 2	5	4
H8R0 04	Principles of Social Media within a Business	6	6
H8R1 04	Principles of Keywords and Optimisation	8	7
H8R2 04	Content Management System Website Creation	6	8
F9D5 04	Website Software 3	6	5
H8R3 04	Principles of Marketing Stakeholder Relationships	7	5
H8R4 04	Brand Development	6	5
H8R5 04	Project Management 1	7	4
H8WP 04	Analyse and Report Data	6	6
H8R6 04	Produce Copy for Digital Media Communication	6	5
F9AM 04	Video Software 3	6	4
H8R7 04	Delivering e-commerce Solutions	7	9



Get Started with an Apprenticeship

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