

Bragd

The Art of Apprenticeships

T: 01173 258 676

www.bragd.co.uk



DIGITAL MARKETER

This programme is designed for those involved in building and implementing digital campaigns across multiple media platforms to attract new customers and of course also to build customer loyalty and retention.

During your programme you will learn how to:

- Use a variety of platforms and tools to increase engagement and amplification of digital content
- Analyse performance of digital marketing campaigns and monitor trends in the field, including competitor activity
- Collaborate on creation of marketing strategies and campaigns and monitor effectiveness
- Create effective digital content and disseminate



LEVEL 3

Combines online learning, virtual or classroom training and on-the-job experience to develop real world skills using innovative technology.



12 MONTHS

Followed by an end-point assessment in the last two to three months of the programme.



10 MODULES

Ten easy to follow modules teaching theory and practical applications, tailored towards the individual needs of the candidate.

Call Bragd now on 01173 258 676 or visit www.bragd.co.uk for more information.

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This apprenticeship can help you plan, create, promote and track great campaigns using a variety of media such as social or web based platforms, and as part of the organisation's overall marketing strategy.

In addition to completing this apprenticeship you will have the option to gain these qualifications:

- Level 3 Certificate in the Principles of Online and Offline Marketing
- Google Fundamentals of Digital Marketing Certificate.
- Google Analytics Individual Qualification (IQ)
- ADBL Dot Native Certificate in Digital Marketing.

WHAT DOES 10:20:70 MEAN?

To give you the best possible apprenticeship experience, we use a 10:20:70 structure to plan your 'off-the-job' time as follows:

10% is made up of virtual or face-to-face workshops that provide an interactive 'kick start' to each topic

20% is made up of online study using our virtual learning platform as well as individual coaching and mentoring sessions and self directed learning

70% is made up of a range of 'knowledge-into-practice' work-based activities and projects, where we work with you to apply your new knowledge and skills in the real world.

This all prepares you for a smooth transition into your end point assessment. **What's not to like?**

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AS PART OF YOUR PROGRAMME, WE WILL ALSO:

Help you develop holistically with both theory and practice, offering you training and support in areas such as video editing, content creation and agile project management - all taught by subject matter experts.

Our success rates talk for themselves but talk is cheap. It's the doing that counts and we can do.

Contact the Bragd team by emailing hello@bragd.co.uk or by calling 01173 258 676 to find out more.

www.bragd.co.uk.

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