

Bragd

The Art of Apprenticeships

T: 01383 630 444
www.bragd.co.uk

DIPLOMA IN DIGITAL MARKETING



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

As part of your programme, we will:

- Create you a tailored and individual learning plan
- Provide one-to-one mentoring from a dedicated member of the Bragd team
- Offer a blended learning approach which can include virtual or face-to-face workshops, guided learning and 24/7 access to our e-portfolio system
- Use trainers and assessors who are from the real world. They've been there, done that and got the t-shirt.



SCQF LEVEL 6

Directed learning, 1-2-1 virtual sessions and on-the-job tasks and activities develop real world skills - all supported by our digital marketing mentors.



12 MONTHS

This qualification usually takes around 12 months to complete including certification by SQA.



12 MODULES

Twelve knowledge and performance modules specifically selected to meet each individual candidates needs and wants ensuring a fit-for-purpose programme for everyone.

Call Bragd Now on 01383 630 444 or visit www.bragd.com for more information.

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This apprenticeship is ideal for those either working as part of a team or individually to develop and implement digital marketing plans and campaigns.

As part of this programme, you will also achieve the following qualification:

- Google Fundamentals of Digital Marketing Certificate.



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MORE INFORMATION

This programme will help develop the knowledge and skills required for digital marketers to use and review a variety of online and offline marketing techniques to support the delivery of digital and social media marketing campaigns.

YOU WILL COMPLETE

1. Twelve bite-sized modules teaching theory and practical applications through a combination of online learning and virtual or practical classroom workshops.
2. A work-focused project to give you the chance to apply what you have learnt straight into your real work context - with full support from our team of course
3. A portfolio showcasing how you've implemented and demonstrated the skills you've learnt in real work projects
4. Activities specially designed to achieve the five core skills needed to acquire funding in Scotland.

These core skills are working with others, problem solving, numeracy, communication and ICT.



THE CORE MODULES INCLUDED IN THIS PROGRAMME ARE:

- Digital communication strategies
- Online data analysis
- Use of digital technology
- Analytic & digital information dashboards
- Problem solving and decision making
- Search engine optimisation and e-mail marketing
- Mobile apps and pay-per-click advertising
- Web analytics and metrics.

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 01383 630 444 to find out more.