



LEVEL 4



ONSIDE GROUP Ltd

# Digital Marketing



MERCIA PARTNERSHIP

## Overview

Our Level 4 Digital Marketing programme is focused on the needs of your business. This Apprenticeship will equip your employees with the fundamentals of Digital Marketing which will help your business recognise areas of growth and development.

This Apprenticeship will enable your business to create successful marketing campaigns, develop leads and understand how marketing strategies are created with the most up-to-date knowledge and expertise.

## Industry Recognised Qualification

On completion of the programme, your employees' will be awarded with a City & Guilds Level 4 Diploma in Digital Marketing.



## Learning and Assessment

This programme will last for 15 months, with your employees attending sessions arranged with their learning coach and the business. The frequency of these sessions will depend on which modules are agreed to be undertaken and we will work with you to establish the timetable for your employees' sessions.

Your employees must submit a portfolio of evidence comprising of workplace tasks, which will relate to evidence gathered throughout the programme.

### Entry Requirements

- Must hold 5 GCSEs (graded A\* to C or 9 to 4) or equivalent.
- Have Level 2 English, Maths and IT or equivalent.
- Have been a resident in the UK/EEA/EU for the last 3 years.
- Be able to meet the programme modules through their job role.
- Individual employers will set the selection criteria, but this is likely to include; A levels, a level 3 Apprenticeship or other relevant qualification, relevant experience and/or an aptitude test.

### Job Roles

Social Media Executive

Marketing Officer

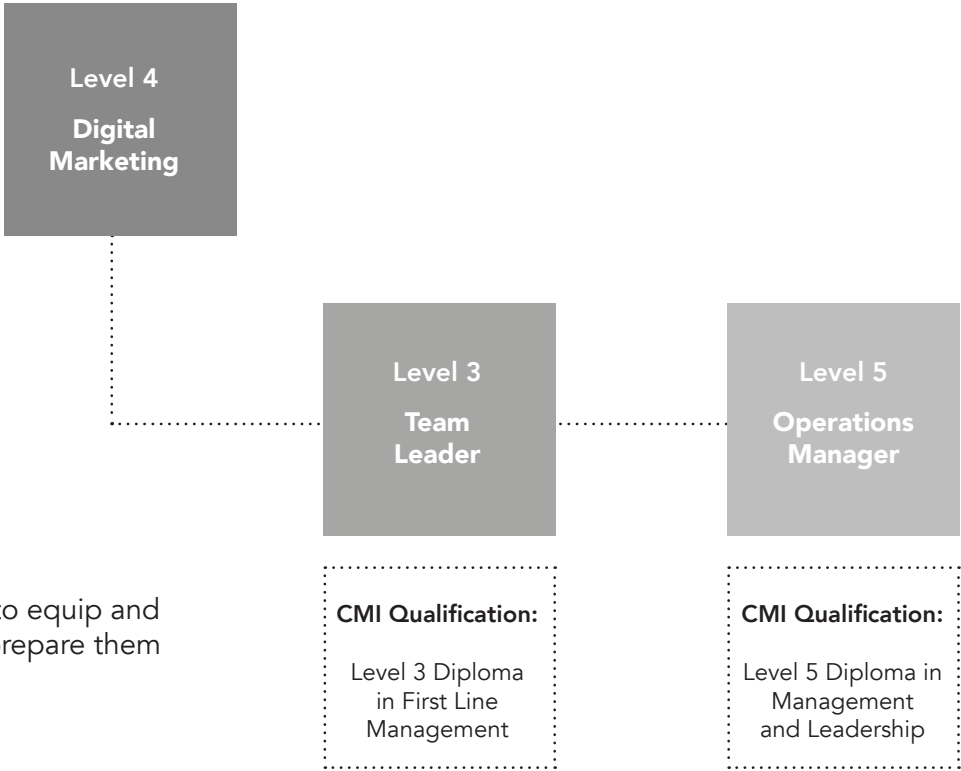
Email Marketing Executive

SEO Manager

Digital Marketing Officer

Campaign Manager





## Digital Marketing Pathway

Our Pathway to progression means we have designed our programmes to equip and develop your staff, with the skills your business needs them to have, to prepare them for the next step in their career.

# Module Overview

Our Digital Marketing Level 4 programme is designed to equip marketing staff with the skills and knowledge to deliver a visible online presence designed to drive leads and grow brand awareness with your target audience.

## Marketing Planning

Through this unit your staff will gain an understanding of how marketing strategies are developed and turned into marketing plans that are implemented at different levels. An understanding of market segmentation and how digital marketing refines the definition of market segments, will also be developed.

## Ethics and Legalities of Digital Marketing

This unit will develop an understanding of both ethical and legal considerations of digital marketing and how these affect digital marketing activities.

## Business Concepts

Business concepts such as management & leadership, finance & budgeting, business structures and the impact of the external environment are all essential elements of business which are covered in this module.

## Project Management

The purpose of this unit is to provide your staff with an understanding of the principles of project management and how projects are set up. They will gain an understanding of how to mitigate against risks and develop their skills in using management tools for monitoring and reviewing projects.

## Digital Marketing Metrics and Analytics

Participants will be able to explain the customer journey through the sales funnel and explain, analyse and use data generated by analytics technologies to manage and refine a marketing campaign. They will be able to define data, customise how it is viewed, monitored & evaluated, and provide advice on how to optimise success.

## Personal and Professional Development

The purpose of this unit is to provide staff with an understanding of the different methods and resources available to them to help them plan for their personal and professional development.

There are a number of additional units which participants can choose to take as part of this programme.



## 20% off-the-job Training

Our programme design facilitates off-the-job learning so we can support you to evidence the 20% off-the-job training requirements stated in the apprenticeship funding rules.

\*Please note - These are just some of the examples of 20% off-the-job training, to discuss further please contact us on:

01257 278 131

Activity	Examples of valid off-the-job training
Classroom sessions / Lectures	Block or day release
Workshops and masterclasses	Interactive workshops involving employers
Simulation exercises	Business models
Online learning	On-line training modules and support materials
Shadowing	In work or new departments / locations
Coaching	Support from Line Managers / colleagues
Industry visits	Within sector or outside of the work roles
Writing assessments / assignments workbooks	Short exercises or long project reports
Numeracy and literacy training required to perform the job	English and Maths related to the job role
Preparing for professional discussion	In support of portfolio work or job-related
Gathering evidence for portfolio of evidence	Recording learning and training

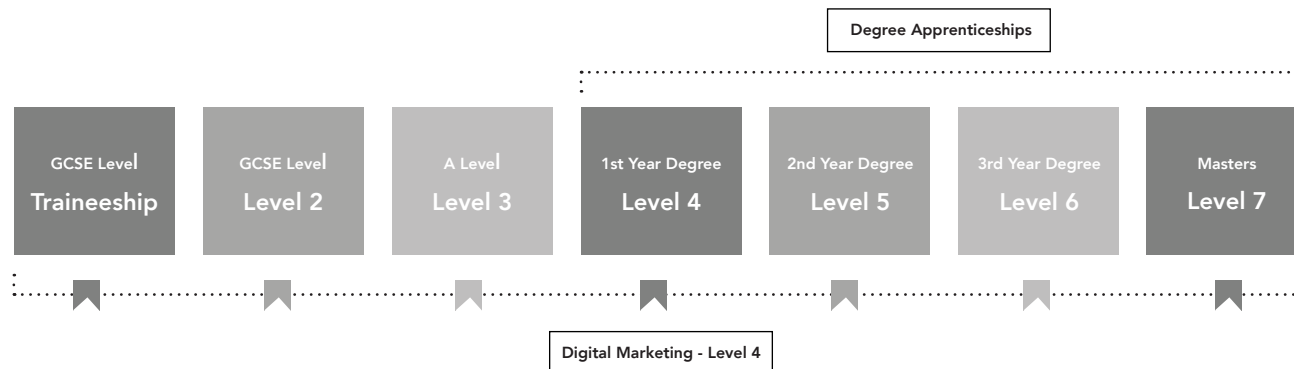


## A Career path from Mercia Partnership

Our programme design facilitates off-the-job learning so we can support you to evidence the 20% off-the-job training requirements stated in the apprenticeship funding rules.

Mercia Partnership Apprenticeship programmes are designed with career pathways, from GCSE level right up to attaining a degree.

We aim to give employees fundamental skills that allow high performers to progress in multiple directions – depending on their career aspirations and development opportunities in your business.



**Notes:**



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