

# Digital Marketing

## SCQF Level 7

AI Training in every programme

In today's marketplace businesses who embrace digital marketing gain competitive edge. A strong online presence builds brand loyalty, customer retention, and sustained growth.

That is why more and more employers choose to either upskill existing employees or hire a digital marketing apprentice. The QA programme combines virtual classroom training and on the job experience to transform your apprentice or your employee into a skilled digital marketing professional. **AI skills training now included in all our apprenticeship programmes.**

### What's learned: 12-month duration

#### Mandatory Units

- Manage Personal Development
- Social Media Channels and Digital Platforms
- Promoting Content Through Social Media Channels, CRM Systems and Digital Platforms
- Comply with Ethical, Legal, Regulatory Requirements and Codes of Practice in Digital Marketing
- Numeracy Core Skill achieved at SCQF Level 6
- Meta Skills and Professionalism

#### Advised Optional Units

- Use Analytical Tools to Evaluate Performance of Digital Marketing Activities
- Create and Update Web Pages
- Collect and Analyse Marketing Research Data
- Minimal one additional enhancement unit to be discussed with your Skills Assessor
- Other units can be selected if relevant to your job role

#### Workshop Training

- Client focused marketing
- Social Media Marketing
- Content Management Creation
- Data Analytics & Visualisation Tools

## The Programme Advantage

**Broad Skill Development:** Apprentices gain a wide range of skills relevant to their job roles. Whether it's office tools, finance systems, or web systems, they become proficient in various digital applications.

**Practical Experience:** Learners get hands-on experience setting up software and systems and providing ongoing support.

**Industry Relevance:** Apprenticeships focus on industry-specific needs, ensuring learners acquire knowledge directly applicable to their work environment.

## What It Brings to Your Business

**Content Creation:** Writing blog posts, designing graphics, and producing videos.

**Data Analysis:** Interpreting data from marketing campaigns to make informed decisions.

**Market Research:** Understanding market trends and customer behaviour.

## Our Pledge to Your Success

**Quality Assurance:** We ensure your learners receive the finest training, relevant to the demands of today's business world.

**Ongoing Support:** Our commitment extends beyond training; we provide a robust support system for both the learner and the employer throughout the qualification journey.

**Customisable Programmes:** We recognise the uniqueness of your business needs and offer flexible training structures to align with your goals.

"I embraced the idea of integrating apprentices into the E-Commerce team. Apprenticeships not only provide a structured learning environment for individuals to gain practical skills but also bring fresh perspectives and innovative ideas to the team."

Lawrie Fraser, Marketing Manager, Yard Direct

## Take the first step today

Contact us to discover how Digital Marketing apprenticeships can support your business

0141 226 1335

[employanapprentice@qa.com](mailto:employanapprentice@qa.com)

