



IN PARTNERSHIP WITH
SOLENT
UNIVERSITY
SOUTHAMPTON

DEGREE APPRENTICESHIP

Apprenticeship Programme Guide

BA (HONS) DIGITAL MARKETING

Degree Apprenticeship

DIGITAL MARKETER (INTEGRATED
DEGREE)

*Validated and subject to conditions



QA.com

2023/24

QA is one of the UK's leading tech talent and training organisations. Specialists in technology, we provide a comprehensive suite of talent and training services helping individuals and companies to be winners in the digital revolution.

WHO ARE WE AT QA DEGREE APPRENTICESHIPS?

We're passionate about supporting our learners in fulfilling their potential, arming them with the skills to achieve their career aspirations.

Working in partnership with universities, colleges and education specialists in the UK, we recruit, market and deliver a range of programmes from undergraduate to postgraduate degrees Level 7 qualifications.

3,000+

students studying with us and our partners

4

intakes throughout the year for Degree & Higher Apprenticeships



Providing **in-demand skills** in Cyber, IT, Software Development, Data, Digital Marketing, Project Management and AI



Helping you retain talent and **build capabilities** by supporting learner evolution from level 3 to 7



Blended learning that enables learners to develop further and deliver faster



Interactive portals, real time dashboards and **alerts** enable you to efficiently track learner progress



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INDUSTRY STATS

83% of senior financial decision makers polled agree that offering formal training beyond the basic functions of a job has a positive effect on people's performance at work – despite more than a quarter (26%) of businesses not offering any training in the last 12 months.

Currently, **nine in 10** organisations admit they have a shortage of digital skills.

Open University, 2019

Nearly **3.3 billion** of unspent apprenticeship levy has been returned to the UK Treasury.

Financial Times (ft.com)

90% of apprentices stay with the same employer after completing an apprenticeship.

National Apprenticeship Service (NAS) Data

Approximately **42%** of apprentice starts in 2022/23 were by learners aged 25 or over.

explore-education-statistics.service.gov.uk

PROGRAMME OVERVIEW

Our BA (Hons) Digital Marketing Degree Apprenticeship in partnership with Solent University is designed to equip learners with the skills and knowledge to lead on the creation and execution of digital marketing strategies.

With modules covering consumer behaviour; direct, digital, strategic and international marketing; customer experience; and much more, learners will harness the must-have skills at the cutting-edge of the digital revolution.

The programme's curriculum has been designed so learners combine their academic studies with work-based reflection. By linking the study of modules (theory) to industry (practice) through interaction with employers, learners are able to inject new knowledge and ideas directly into the workplace. This is done using real-world scenarios including live briefs, simulations, work experience and personal development.

Why choose this course?

Learners flourish under the teaching of experienced lecturers and academics – carefully crafting the future of digital marketing experts. Following successful completion of the programme, learners will be equipped with a range of robust customer-focused marketing planning approaches for insight generation and decision making through academic and marketing research.

What is Professional Practice?

These are self-guided modules that allow learners to tailor the programme to the environment they work in. They are an opportunity to develop specialist digital marketing skills.

Careers

The programme will also develop wider digital marketing skills and knowledge to strongly equip learners for careers in roles including (but not limited to):

- Digital Marketing Executive/Officer
- Digital Marketing Account Manager
- Digital Marketing Campaign Manager
- Online and E-commerce Marketing Specialist
- Social Media Specialist
- Content Marketing Executive
- Pay Per Click Analyst
- Search Engine Optimisation Executive
- Display Advertising Executive
- Programmatic Executive

20% off-the-job (OTJ) training

During the apprenticeship, 20% of the learner's working hours should be spent on completing work/tasks contributing to the apprenticeship.

How exactly the 20% OTJ training is executed in real time will differ for each learner and each employer dependent on circumstances and needs, but in general it can include:

- Completing work on knowledge modules
- Completing work towards a professional qualification
- Shadowing or attending mentoring sessions
- Completing in-house training activities relevant to the programme
- Attending module workshops
- Coaching/mentoring
- Independent research

BA (Hons) Digital Marketing	
Level	Level 6 - undergraduate degree
Degree award	BA (Hons) Digital Marketing
Apprenticeship standard	Digital Marketer (integrated degree)
Degree awarding body	Solent University
Tuition fee	Fully funded by employer through the Apprenticeship Levy*
Entry requirements	2 A-Level passes or equivalent Level 3 qualification
English language requirements	GCSE English at Grade C, or equivalent
Mode of study	Part-time and work-based learning
Duration	48 months
Assessment methods	Portfolios, reports, creative brief, presentation, proposal, work-based project, essay, End Point Assessment
Start date	October, January, April, July
Locations	Live online learning and face to face options available subject to demand at these locations: London, Birmingham, Manchester, Bristol, Newcastle, Leeds

*For eligible businesses (refer to page 14)

LEVEL 4 MODULES

All modules are core and are worth 20 credits, unless otherwise stated.

Marketing Principles

The interactive delivery of this module makes it an exciting and enjoyable way to learn about marketing. Understanding the principles of marketing gives learners insight into everyday marketing situations so that they'll never look at a trip to a shop or a visit to an online store in the same way again.

Creative Digital Technology

In this module learners develop their knowledge by creatively experimenting with technology and ideas. It offers the opportunity to think about various communication channels and practically explore the creative digital tools they will need to visualise ideas and produce creative content.

With the help of their tutor and technical instructor learners will learn ways to make and edit images and put them together with words to communicate ideas effectively.

Consumer Behaviour

This module will develop learners skills as marketers and communicators. This is done by thinking about how a business puts the customer at the centre of what they do, the decisions they make and the way they think.

Also covered are concepts such as learning, perception, the decision-making process and culture, to really understand what people think and want from the companies they buy products and services from.

Marketing Information and Customer Insight

This module is designed to equip learners with an understanding of the importance of marketing information and customer insight into decision-making. It will help learners discover the wider range of data available and seek to encourage an independent curiosity in discovering and making sense of information.

Digital Future

In this module, learners will learn how digital technology has reshaped traditional business models, changed thinking and processes to gain strategic advantages and how businesses are constantly striving to keep up with the fast-paced change in this area. Learners will also learn how data gets collected, stored, what organisations use the data for and then how organisations are using this to drive business decisions

Digital Marketing Professional Practice 1 (year-long module)

In this module, learners will develop new knowledge and skills in a self-identified aspect of Digital Marketing (relevant to the apprenticeship standard), apply them in their own context, critically analyse the outcome and conduct reflective practice as a means of evaluation.

Working with the module academic team and their employer, the learner will conduct a skills analysis to identify relevant training that can be undertaken. This training can take a number of forms, be it:

- Technical training delivered within the workplace or class environment
- Structured online learning
- A robust research project
- Or, another appropriate form approved by the academic team

Following the completion of the training, the acquired skills will be focused on a specified project or business challenge.

LEVEL 5 MODULES

All modules are core and are worth 20 credits, unless otherwise stated.

Managing Marketing in Business

This module offers learners the opportunity to understand the different types of plans found within organisations and why it's important to have a formal planning process. Learners will also be taught to appreciate the various methods of estimating or forecasting both market and sales potential taking into account the external and internal environments.

A special feature of this module is the use of a live client programme to enable the practical application of the theory which will be transferred into a real-life business scenario to enhance learners' employability skills.

Integrated Marketing Communications

Integrated marketing communications theory is taught on the module. Learners will learn how brands communicate through advertising, promotions and other means. By understanding the consumer, they will choose appropriate media channels and develop messages to help position the product or service. Learners will also develop digital skills which will help in creating an integrated marketing communications campaign using words, images and graphics.

They will also learn how to follow a design process in creating a campaign.

Academic & Marketing Research Skills

This module is designed to develop learners understanding of the research process and how research and evaluation underpin academic research and the marketing decision-making process.

The module explores the role that research plays in campaign planning, objective setting, and tactical activities. Learners are introduced to the broad range of different research techniques commonly used in marketing and communications, including questionnaires/surveys, focus groups, content analysis, semi-structured interviews, experiential research techniques and others.

Digital Marketing

This module explores how the emerging digital environment might be applied to developing effective digital marketing content for an organisation. It considers the opportunities of the digital landscape and the tools required to develop and enhance digital marketing activity.

Customer Experience

This module brings marketing to life! Customer experience is a dynamic, complex and challenging matter for marketers. Various sources of current research suggest that CEOs' and CMOs' biggest headache is delivering customer experience for competitive advantage. CE is the future of marketing.

Digital Marketing Professional Practice 2 (year-long module)

This module will support your self-guided learning skills and knowledge and develop your own professional development needs in the context of the Digital Marketing discipline and the context in which you are working.

Where gaps in knowledge or reinforcement of learning are identified as required, this should be used as the basis for a structured training plan which can be undertaken throughout the module.



LEVEL 6 MODULES

All modules are core and are worth 20 credits, unless otherwise stated.

Direct and Digital Marketing

Direct and digital marketing is one of the key growth areas of the communications industry and many of our graduates will seek jobs in this field – this module will give them greater credibility and confidence to secure the jobs they want. This module is based on the syllabus provided by the Institute of Direct Marketing (IDM) and complies with the requirements of the Certificate in Direct & Digital Marketing (Cert DDM).

Strategic Marketing

This module builds upon learners' current understanding of the marketing planning process to explore the process from a strategic perspective. The module will help to look across the business to discover the strategic marketing intent of the senior management team and their strategy for achieving stated marketing objectives.

This module demands a high level of critical evaluation and thinking using key strategic marketing theory to diagnose the impact that marketing has on the future direction of the business.

International Marketing

This module brings together the key concepts and theories of marketing and allows learners to explore and apply them to new markets and countries.

They will learn the similarities and differences between international markets, the importance of understanding cultural differences, how businesses can successfully take their products and services to a new market and how they should manage their marketing strategies to compete in a new market.



ENTRY REQUIREMENTS

Admission onto a Degree Apprenticeship can only take place if applicants are currently employed and once their employer has a training agreement in place with QA.

Applicants must be employed in a relevant role, with the opportunity to apply theoretical concepts directly to their personal and professional work experience.

Standard entry

To be eligible to study for this programme typically candidates will have achieved a Level 3 qualification in a relevant STEM subject. This may include 2 A Levels, BTEC, Diplomas, a related Level 3 Advanced Apprenticeship, or equivalent qualifications.

Non-standard entry

Relevant qualifications and/or work experience will be taken into consideration where the applicant has the judged potential to benefit from the programme.

For more information, visit:

[Degree Apprenticeships | QA](#)

English language and Maths requirements

Learners must be able to evidence Level 2, or equivalent, English and Maths before starting their End-Point Assessment.

Learners must not hold an existing qualification at the same or higher level than this apprenticeship in a similar subject.

QA DELIVERY DIGITAL BY DESIGN

QA's unique methodology, Digital by Design, is a blended approach to learning, which combines cutting-edge technology, engaging content, compelling design, and good old fashioned learning support to bring 'training' up to date for the digital age.

Its purpose is to create the best possible experience for learners, helping them to become deliver meaningful impact to your business, faster. This translates into greater success in their careers, and helps to futureproof organisations through digital transformation.



Contact hours per module

36 hours total per module (including online workshops, seminars, and other direct contact activities)

Workshops:

- 24 hours – Level 4
- 18 hours – Level 5
- 12 hours – Level 6



Approximate learner independent study time per module

120 hours (varies per module and apprenticeship level.)



Work-based learning time per module

25 hours

Including continuing professional development and work-placed coaching



Tutor guided independent learning per module

19 hours

Tutor-guided independent learning



LEARNER SUPPORT



The ACE Team

With its huge array of experience in providing guidance to learners, our highly qualified Academic Community of Excellence (ACE) Team, helps learners with writing in academic styles, reading smarter rather than longer, referencing and citing accurately and much more.

Ace Team support:

- One-to-one tutorials
- Online workshops
- Self-access learning materials

Find out more:

[Degree Apprenticeships | QA](#)



Digital Learning Consultants

Throughout their degree apprenticeship, learners will be supported by one of our DLCs, who will help with supporting work-based learning activities, reviewing progress and helping them learners their End-Point Assessment which is the final stage of the degree apprenticeship programme.

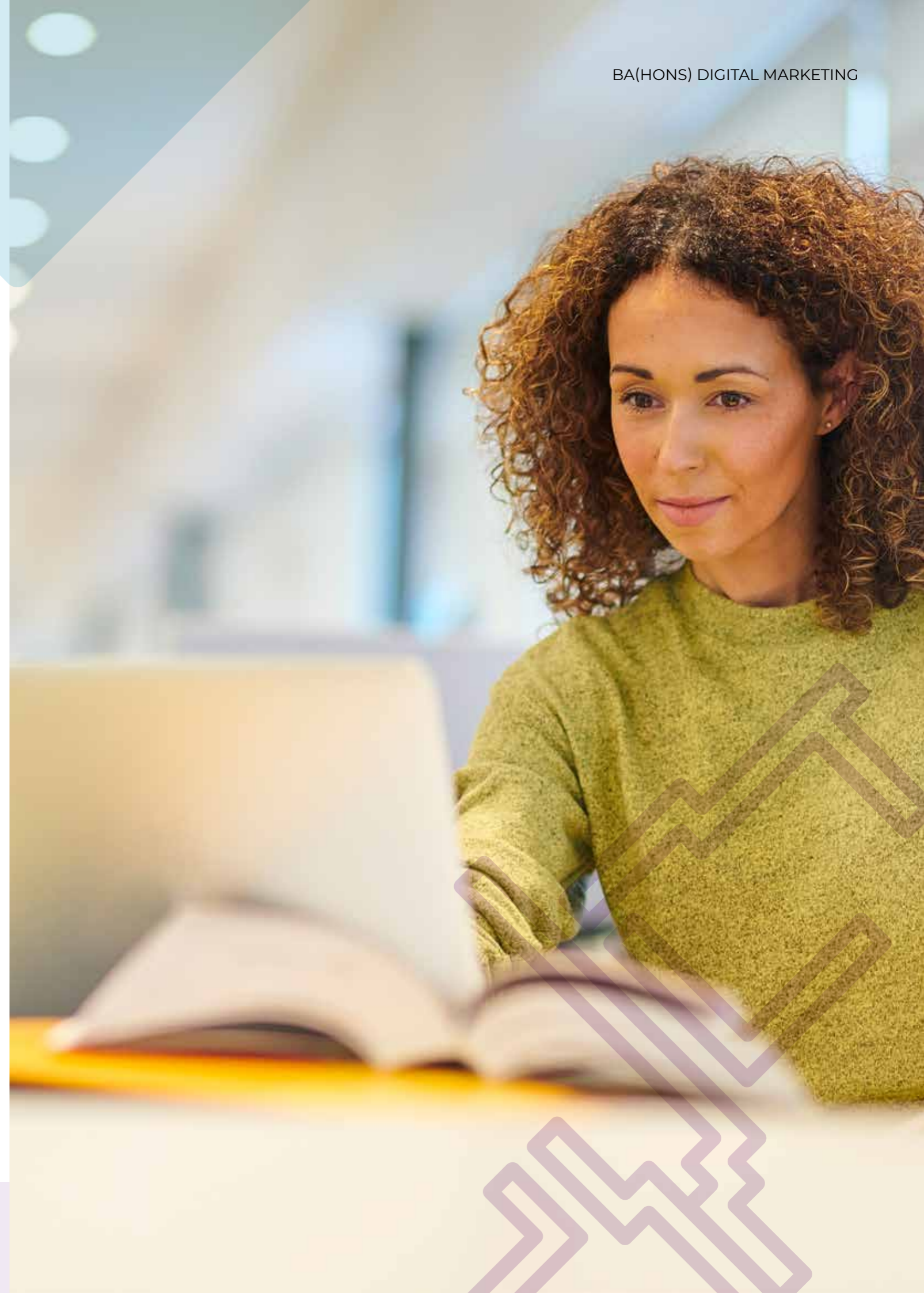


Workplace Mentors

A Workplace Mentor is appointed by the employer and is typically someone also employed within the business.

The Workplace Mentor will be familiar with the Apprenticeship programme and its workplace requirements.

They will facilitate the workplace learning opportunities to enable the learner to meet the requirements of the Apprenticeship standard.



FEES AND FINANCE

There is no cost to the learner as a Degree apprentice. Degree and Higher Apprenticeships are fully funded by the Apprenticeship Levy through the learner's employer.*

If you're an employer, the total funding for the programme is £27,000 for programmes commencing from September 2023

Travel expenses to travel to QA centres should be covered by the employer

All textbooks are provided free of charge as e-books. Any learners wishing to use paper copies will need to pay for these themselves

What about non-levy paying organisations?

Employers that do not accrue their own levy funds still have access to funding but in a different way. Employers are required to cover 5% of the negotiated price of delivery directly to the training provider.

This is often paid in single up front payment. Further conditions apply.

*For eligible businesses

END-POINT ASSESSMENT (EPA)

What is it?

End-Point Assessments (EPA) are designed to ensure a learner can prove they have the required knowledge and behaviours to demonstrate competency in their respective job role. EPA requirements are different for each standard. Each apprenticeship has its own assessment plan; details of each specific EPA are within the assessment plan.

EPAs can only start once the employer has agreed that the learner is consistently working at or above the level set out in the standard. This is a mandatory requirement of all apprenticeships along with the evidence of achievement of Level 2 in Maths and English (functional skills). This point is known as 'Gateway' and marks the end of the on-programme activities and the start of the EPA.

Who is the End-Point Assessment Organisation (EPAO)?

The accredited End Point Assessment Organisation for this Degree Apprenticeship is the University of Roehampton.

Who attends the EPA?

This will depend on what the assessment plan stipulates, it might only be the apprentice and the Independent Assessor (IA), it could include a number of IAs, the learner's manager, an industry expert and a representative from QA, (the DLC) and the University of Roehampton.

What happens at the EPA?

Again, it depends on the assessment plan but it is common to see a presentation with Q&A, an interview, a professional discussion utilising a portfolio, and occasionally work tasks.

The assessment can take between one hour and two weeks, the assessment plan will provide further information.

EPAs for this Programme will take between 1.5 and 3 hours, in two sessions.

Before completing their EPA, learners must have:

- Passed all the other required modules in this programme
- An agreement from their employer that they are ready for the EPA
- Completed the e-portfolio
- Achieved Level 2 English and Maths qualifications (if not already achieved)



HOW TO APPLY

To apply for this or another Degree or Higher Apprenticeship course, please complete our enquiry form here: [Degree Apprenticeships | QA](#)

One of our account managers will be in touch to discuss your needs and to introduce the onboarding process.

Launch your employees on their learning journey and watch them soar.

FOR MORE INFORMATION, PLEASE CONTACT

0333 060 7701
qa.com/contact

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This information is correct as of publishing in December 2023.

QA Ltd reserve the right to withdraw or change the programme included in this brochure. These changes will only be made as a result of UK legal on-going compliance with ESFA rules and guidance, compliance, minimum learner number requirements, changes to apprenticeship standard or for course validation reasons and applicants will be contacted at the earliest opportunity in the instance of these changes occurring. For the most up-to-date source of information, please visit our website.