

IT Apprenticeships

MET Greater Brighton
Metropolitan
College

A real wage
A real qualification
A real future



Digital Marketing Level 3 Advanced Apprenticeship

Qualification aims/objectives/suitability

This Apprenticeship covers a broad range of social media and digital marketing skills, to help organisations reach and retain customers through a wide variety of digital channels.

As an employer, you will get an energy booster for your marketing strategy from the talented individuals that Northbrook MET Apprenticeships attract.

As an apprentice you will attain “on the job” knowledge of Digital Marketing and Social Media tools that transform local businesses.

The IT Digital industry develops solutions that help businesses and individuals become more successful in their Marketing and Networking activities. This apprenticeship opens multiple career paths within Digital and Marketing industries.

GCSEs (A*-C) in English, Maths, and ICT or equivalent Functional Skills. Apprentices may have already completed an Intermediate Apprenticeship in another area or be working in other industries.

Functional Skills – Maths, English, & ICT

Functional Skills may be required dependant on Apprenticeship framework and previous qualifications achieved.

Become an Apprentice

Brighton MET

01273 667788 extn: 2529
apprenticeship-brighton@gbmc.ac.uk

Northbrook MET

01903 273 126
apprenticeship.team@gbmc.ac.uk

Course content

This course will support you to achieve:

- Digital Marketing Metrics and Analytics
- Principles of Social Media Advertising and Promotion
- Content Marketing
- Marketing on Mobile Devices
- Principles of Social Media Within a Business
- Brand Development
- Produce Copy for Digital Media Communication
- Principles of Keywords and Optimisation

Qualification

- Level 3 Diploma in Digital Marketing

Duration

Up to eighteen months

Venue

The diploma element will be delivered and supported in the workplace and college.

If Functional Skills are required, this element will be delivered in the classroom.

Employ an Apprentice

01903 273 732
business.solutions@gbmc.ac.uk

Drop into our Wednesday Apprenticeship Surgery – no appointment needed:

- 12:00-15:00 at Brighton MET's Central Campus, Pelham Street, Brighton, East Sussex, BN1 4FA
- 15:00-16:30 at Northbrook MET's Broadwater Campus, Broadwater Road, Worthing, West Sussex, BN14 8HJ