



Social Media and Digital Marketing

Course Overview

- ◆ This apprenticeship programme includes learning about the role of a social media/digital marketing professional, by recognising the rapid growth of social media as a business tool along with the evolution of digital media platforms to date.
- ◆ The apprentice will learn about online advertising to promote products/services to potential customers, and how to create and maintain well-developed customer relationships which will be managed continuously. Within the role, tasks can include managing online communities, using the internet or social media for marketing campaigns, writing copy, creating websites, or managing business related blogs.
- ◆ They will work towards marketing briefs and instructions, and report to a digital marketing manager or marketing manager.
- ◆ Students will help promote a business by utilising and increasing its presence through the internet and social media, which contributes to the Government's Digital Britain strategy and aims to ensure that Britain stays at the leading edge of the global digital economy.
- ◆ Some of the core competencies the apprentice will learn include: understanding the business environment, using collaborative technology, principles of marketing and evaluation, digital marketing metrics and analytics, principles of social media advertising and promotion, content marketing, brand development and producing copy for digital media communications.

Who is it aimed at?

It's open to all ages - not just school or college leavers, employed adults are eligible too. The course is for anyone interested in the following job roles:

- ◆ Content Marketing Assistant
- ◆ Online Marketing Coordinator
- ◆ Web Design Assistant
- ◆ Video Marketing Production Assistant
- ◆ Mobile Marketing Assistant
- ◆ Search Engine Optimisation Assistant

Duration

- ◆ This apprenticeship takes approximately 18 months for the apprentice to fully complete.

How is this apprenticeship delivered?

- ◆ As part of this apprenticeship programme, the apprentice will learn and work on the employer premises, completing tasks for portfolio building and practical role-related projects.

Entry requirements

- ◆ Employers set their own entry specification but the apprentice will complete Maths and English functional skills if they did not achieve GCSE grade 4 or above.

Off-the-job funding rule

- ◆ The funding rules state that 20% of the apprentice's time must be spent completing off-the-job training, this may include different activities and is measured over the course of the apprenticeship.
- ◆ Apprentices will be required to undertake the equivalent of a day's training to meet this funding rule. This could be either attending BCoT, shadowing another department/role, online learning, or manufacturer training and will be fully documented in their portfolio.

Progression opportunities

- ◆ Upon completion of the apprenticeship, with the transferable skills gained, the apprentice can progress further and apply their knowledge within a wide range of roles across many sectors.
- ◆ The apprentice may also progress their training further and work towards other relevant qualifications related to their role in their workplace.

Did you know?

- ◆ An apprentice can be a new or existing employee.
- ◆ Apprenticeships are open to anyone living in England over the age of 16 and not in full-time education.
- ◆ Apprenticeship programmes can go up to degree level.
- ◆ BCoT is one of the largest providers of apprenticeships in the region. We work with large and small employers across all industry sectors.
- ◆ BCoT is in the top 30% of colleges nationally for timely achievement of apprenticeships for all ages and levels - National Achievement Rate Tables 2017/18.

Get in touch

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