



Level 3 Digital Marketing

Aimed at those who are employed within a marketing role and have experience of the digital marketing sector. Our qualification will equip you with the skills to use digital media to attract and engage with current and potential customers through various methods such as online advertising, email marketing and SEO.

Benefits for the learner

- Learn new skills and stay ahead of digital marketing trends
- Gain an in-depth understanding of what is expected of a digital marketer
- Specialise in an area of marketing through a variety of optional modules
- Achieve a nationally recognised qualification
- Access a wealth of resources through Moodle - our online learning platform

Benefits for the employer

- Gain a highly skilled employee who is knowledgeable in digital marketing
- Optional units to tailor the qualification to your business needs
- Promote a culture of learning and development
- A strong focus on workplace performance



Essential Skills

Welsh Government is committed to raising the levels of Essential Skills across Wales. Communication, Digital Literacy and Application of Number qualifications are an integral element to the funded apprenticeship frameworks.

These are usually delivered through workshops at one of our centres and will be planned well in advance. If you have completed Essential Skills previously or are able to provide suitable evidence, such as GCSE certificates or similar, you may be exempt from completing this element of the qualification.

| Essential Skills | |
|---------------------------------|---------|
| Learners will need to complete: | |
| Application of Number | Level 2 |
| Digital Literacy | Level 2 |
| Communication | Level 2 |

Qualification Overview

To achieve the Level 3 Digital Marketing qualification, you must complete:

- Two hour induction
- Mandatory units (27 credits)
- Optional units (47 credits)
- 74 credits in total
- Monthly tutor visits are required and extra visits or support can be provided if needed
- Tutor sessions may last up to two hours as the assessment tasks are supervised, and time must be allowed for them to be fully completed
- The qualification will take 17 months to complete

Mandatory Units

| Unit Title | Level | Credit Value |
|--|-------|--------------|
| Understanding the business environment | 2 | 2 |
| Understand legal, regulatory and ethical requirements in sales and marketing | 2 | 2 |
| Using collaborative technology | 3 | 6 |
| Principles of marketing and evaluation | 3 | 7 |
| Develop own professionalism | 3 | 4 |
| Digital marketing metrics and analytics | 3 | 6 |

Optional Units A

| Unit Title | Level | Credit Value |
|--|-------|--------------|
| Principles of social media advertising and promotion | 3 | 6 |
| Search engine marketing | 3 | 5 |
| Content marketing | 3 | 5 |
| Marketing on mobile devices | 3 | 5 |
| Online display advertising | 3 | 4 |
| Email marketing | 3 | 6 |

Optional Units B

| Unit Title | Level | Credit Value |
|---|-------|--------------|
| Imaging software | 2 | 4 |
| Video software | 2 | 3 |
| Spread sheet software | 2 | 4 |
| Principles of social media within a business | 3 | 6 |
| Principals of keywords and optimisation | 3 | 5 |
| Content management system website creation | 3 | 7 |
| Website software | 3 | 5 |
| Principles of marketing stakeholder relationships | 3 | 3 |
| Brand development | 3 | 5 |
| Project management | 3 | 4 |
| Analyse and report data | 3 | 6 |
| Produce copy for digital media communication | 3 | 6 |
| Video software | 3 | 4 |
| Delivering e-commerce solutions | 3 | 9 |

Progression

On completion, you could progress to:

- Level 4 Digital Marketing

