



Applied Business Academy[®]
— Enagage, Educate & Empower —



A Government Funded
Digital Marketer Qualification
For Your Business



Do You Need

More Leads / Clients?

A proven marketing strategy for
your business?

To upgrade the digital skills of
your employees?

If YES...

Then your business
could qualify for a

Government Fund upto £12,000 for

DIGITAL MARKETER APPRENTICESHIP!

1

The success of any business and its ability to stay ahead of the competition largely depends on the ability of its employees to continually upgrade their Digital Marketing skillset.

3

And the good news is - It is **completely free*** and **government funded**.

2

This is why we at Applied Business Academy are providing employees from all sectors the golden opportunity (in the form of apprenticeship) to be proficient in Digital Marketing (Level 3).

4

All you have to do is nominate an existing employee in your team and they will undergo a comprehensive training on proven Lead Generation and Digital Marketing Strategies through the fully accredited Digital Marketing Qualification.

ENTRY REQUIREMENTS

As an employer, you have the freedom to select based on your criteria, which might include A levels, GCSEs, Level 2 apprenticeship or other relevant qualifications.

As an employer, all you have to do is nominate one of your employees that fulfill the following criteria:

- Must be 16 years of age or older
- Must not be a holder of a qualification of the same grade (Level 3) or higher in Digital Marketing
- Must have a valid contract of employment
- Must work 30+ hours per week (minimum duration of apprenticeship)
- Must have lived in the UK/EEA for over 3 years and a current resident in England



conditions apply*

3

WHY SHOULD YOU CONSIDER AN APPRENTICESHIP?

- A chance to contribute to the impending paradigm shift in digital marketing and produce new talent, **AT ZERO COST*** and completely government funded
- Helps your business to fulfill its corporate and social responsibility and also bridge the gap created by the shortage of IT related skills in UK
- It's a massive opportunity for employees to upgrade their skills and add immense value to the growth of your organisation



WHAT IS THE COST IMPLICATION FOR THE EMPLOYER?

- 16-18 years of age- Free* (fully funded by the government upto £12000)
- 19 years and over- 90% funded by government and only 10% to be provided by employer (payment plans available)
- Free, exclusive access to our Applied Business Academy Learning Portal (valued upto £ 3000) for your employees for Social Media and Lead Generation Course

HERE'S A LIST OF WHAT THE APPRENTICE RECEIVES:

- A nationally recognised professional vendor based Qualification in Digital Marketing
- One-to-one mentoring
- Practical Knowledge and Training on all major Online/Digital platforms
- Live case studies
- Caters to all levels of learners (Beginners to advanced)
- Full accreditation



QUALIFICATIONS

Apprentices must achieve one internationally recognised vendor or professional qualification, from the right hand column in the table below. This then exempts one of the Ofqual-regulated knowledge modules, as shown in the left hand column.

The course modules are summarised below and further details are available in the occupational brief available from the Tech Partnership at www.thetechpartnership.com/apprenticeship/digitalmarketer

Course Module & Qualification	Vendor or Professional Qualification
Course module 1: Principal of Coding (for level 3 Digital Marketer Apprenticeship)	MTA HTML 5 CIW - Site Development Associate
Course Module 2: Marketing Principles (for level 3 Digital Marketer)	Google Squared CIM (CIM level 4 award in Digital Marketing) Dot Native CIW - Internet Business Associate
Course Module 3: Digital Marketing Business Principal (for level 3 Digital Marketer Apprenticeship)	Google Analytics IQ CIM (CIM level 4 award in Digital Marketing) CIW - Data Analytics CIW - Social Media Dot Native Google Squared

Individual employers will select which vendor or professional qualification the apprentice should take.

ENGLISH AND MATHS

Level 2 English and Maths will need to be achieved, if not already, prior to taking the End Point Assessment.

PROFESSIONAL RECOGNITION

This apprenticeship is recognised for entry into the register of IT Technical and those completing their apprenticeship are eligible to apply for registration

Completion of the apprenticeship would also allow access to join as an Affiliate (Professional) member of the CIM (Chartered Institute Of Marketing) and/or Associate membership of BCS.

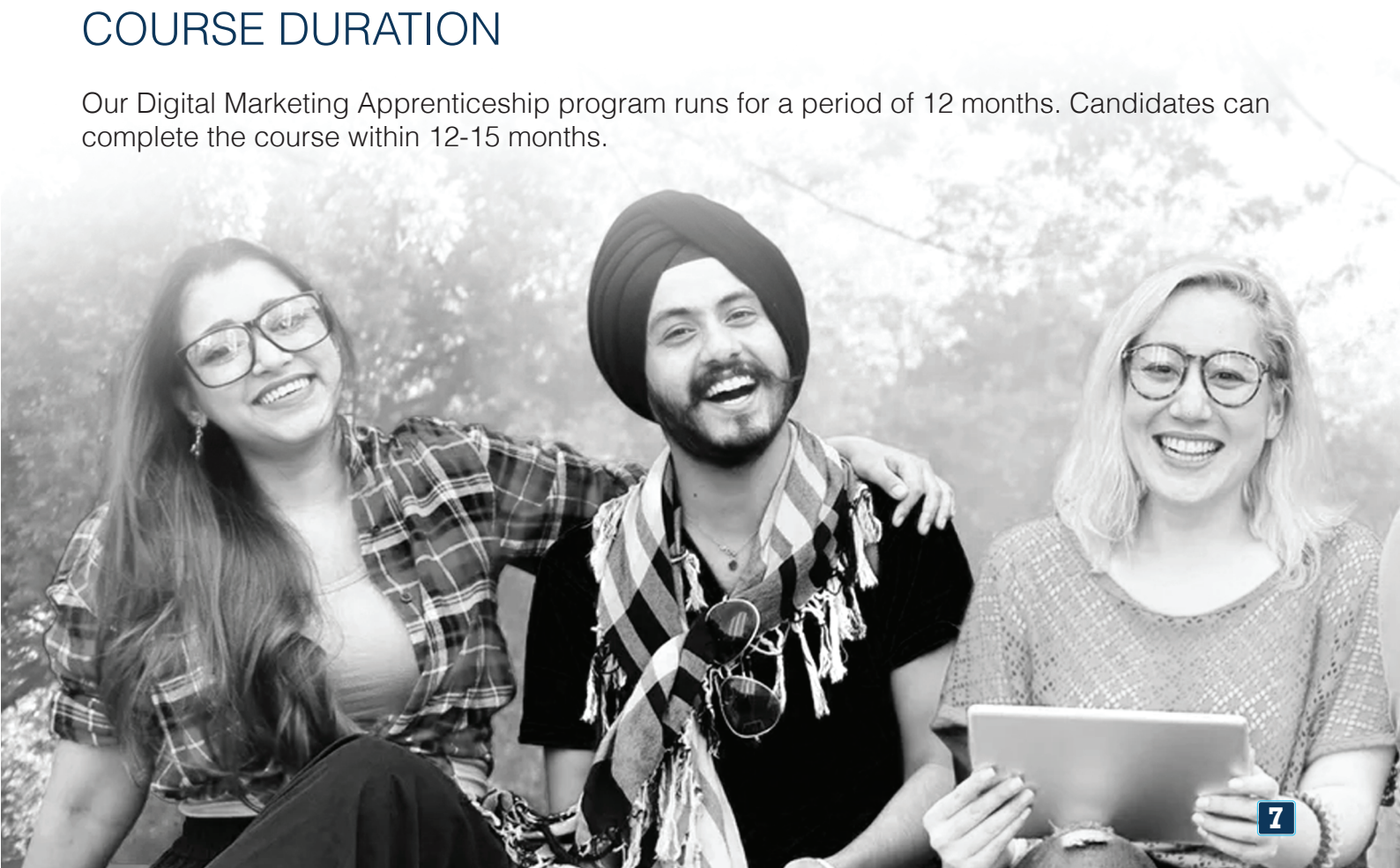
COURSE OUTCOME

Candidates who have successfully completed the apprenticeship programme are expected to have gained expertise in the following areas:

- The principles of coding and can apply basic marketing principles
- The role of customer relationship marketing and can apply the customer lifecycle
- How teams work effectively to deliver digital marketing campaigns
- The main components of digital and social media strategies
- The principles of Search marketing, Search Engine Optimisation, email marketing, web analytics and metrics, mobile apps and Pay-Per-Click
- The pros and cons of all the major digital and social media platforms and finding the right mix of channels for results
- Respond effectively to the business environment and business challenges related to digital marketing and customer needs
- Digital Etiquette
- Follow the security levels used to protect data across digital and social media platforms

COURSE DURATION

Our Digital Marketing Apprenticeship program runs for a period of 12 months. Candidates can complete the course within 12-15 months.



WHY APPLIED BUSINESS ACADEMY ?

- We are the go-to institution when it comes to delivering classroom-based training and off the job training that equips participants in the area of lead generation, increasing sales and increasing your expertise in boosting business growth and creating the desired brand
- Our provision aligns properly with current priorities and we are a prime contract holder from the Skills Funding Agency
- Diverse experience in the field of IT that delivers high rate of success in learning every time
- At Applied Business Academy, our teachers are world renowned academicians and our teaching environment is friendly and supportive. We also boast of expert trainers who have combined real world industry experience with massive theoretical knowledge

CONTACT US

🌐 www.abacademy.co.uk

☎ 0203 701 1184

✉ contact@abacademy.co.uk

📍 Unit G4, Waterfront Studios 1
Dock Road, London, E16 1 AG

