Digital Marketer

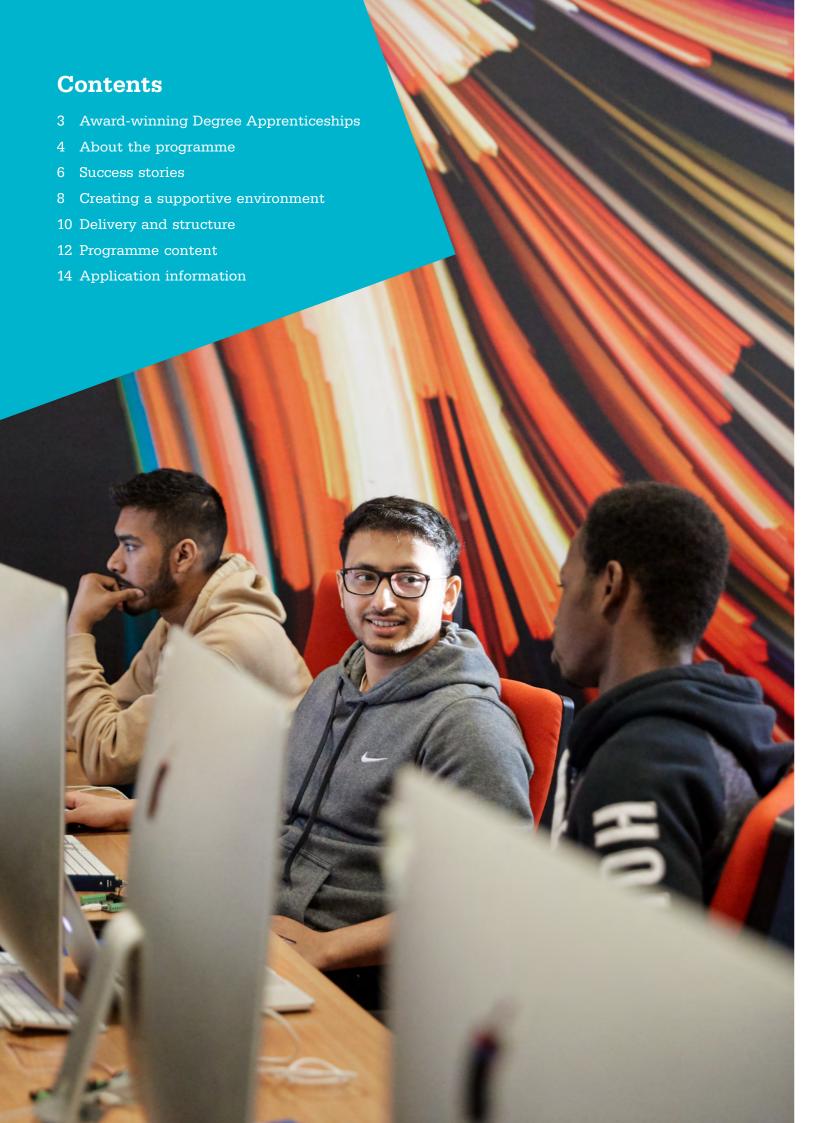**Degree Apprenticeship**

Contents

Award-winning Degree Apprenticeships

Manchester Metropolitan University is one of the most popular universities in the UK, currently educating over 39,000* students. The University takes its responsibility for creating work-ready graduates very seriously and maintains close industry and business links.

Our Degree Apprenticeships blend development of best-practice, with academic underpinning and theory. They equip our apprentices with the skills to ensure they are ready to take on the business challenges of tomorrow and make their mark. We develop our programmes in partnership with employers, to meet the needs of industry and individuals.

As pioneers of degree apprenticeships, we have become industry leaders, allowing us to build unrivalled partnerships with some of the UK's largest employers and innovative small and medium-sized enterprises (SMEs).

*HESA data 2020/21, includes students on distance learning and accredited courses at partner institutions

2,400
apprentices
on 18 programmes

Top university in the UK
for degree apprenticeships

RateMyApprenticeship
Awards 2019, 2020, 2021, 2022

92%
merit or distinction
at EPA in 2022

110+
apprentices
recognised
at regional and
national awards

Winner
University of the Year
at the Multicultural
Apprenticeship Awards 2022

540+
Employer
partners

Rated
'Outstanding'
by Ofsted 2018 and 2022

Training Provider of the Year
North West Apprenticeship
Awards 2023

About the
programme

Graduates will be fully equipped to lead on the creation and execution of digital marketing strategy. They will be prepared for the challenges of operating in a rapidly changing digital world, benefiting from real-world best practice and innovative academic thinking.

This programme is perfect for those already in a digital marketing role or people looking to start an exciting new career in this dynamic profession, including:

- Digital Marketing Executive
- Social Media Manager
- Content Marketing Executive
- Search Engine Optimisation Specialist
- Digital Marketing Strategist/Analyst
- Digital Marketing Account Manager

A Digital Marketer would lead on the creation and execution of a digital marketing strategy. They recognise and respond to business opportunities and customer requirements through a range of digital channels. They actively employ content marketing and campaign management principles, and financial and analytical tools, to deliver successful initiatives that meet the needs and aspirations of their organisation.

The qualification

Upon successful completion of the programme, participants will achieve a BSc (Hons) Digital Marketing degree, as well as a Level 6 degree apprenticeship.

Apprentices will also be eligible to apply for professional registration at associate grade for the Chartered Institute of Marketing (CIM) or Institute of Direct and Digital Marketing. They may also register with the British Computer Society (BCS) for entry on to the Register of IT Technicians, confirming SFIA level 3 professional competence.

Employer benefits

Apprentices develop knowledge and skills directly relevant to your business. Projects will allow students to find solutions to real-life business challenges and add value to their employers' operations. Additional benefits include:
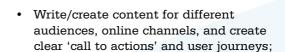
- A package of study and work that attracts and retains enthusiastic and talented employees in this rapidly developing area of skills shortages;
- The opportunity to 'grow your own' talent instilling your business culture and working style from an early stage;
- The opportunity for your current employees to develop their skills and obtain an honours degree in digital marketing;
- Utilise government funding to prepare new and current staff for a significant future within your organisation.

Core skills, knowledge and behaviours

On successful completion of the programme, apprentices will have developed a core set of skills, knowledge and behaviour, including:

Skills

- Develop and critically apply the concepts, principles and theories of marketing relevant to the interdisciplinary topics of digital marketing;
- Apply the four marketing principles (product, price, place, promotion) and considerations of the business/campaign;

- Write/create content for different audiences, online channels, and create clear 'call to actions' and user journeys;
- Promote and apply content marketing effectively through the appropriate media channels, relationship management systems and communication platforms;
- Select a variety of appropriate research methodologies, platforms and technologies to synthesise information and apply to the organisation's digital marketing strategies, drivers and customer behaviours;
- Manage, plan, specify, lead and report on digital marketing projects;
- Manage and optimise key channels and content within a digital marketing plan;
- Accurately observe, record and draw conclusions from all types of statistical analysis of campaign performance, recognising inherent uncertainties and limitations with financial and budgetary requirements to demonstrate ROI;
- Apply the appropriate tools for a data-led approach to analyse marketing information and platforms, data and social media and recognise what is actually important for insights and optimisation to provide solutions for marketing decisions;
- Contribute to business, planning and marketing strategies to recognise and respond quickly to opportunities and customer requirements while embracing change.

Knowledge

The digital marketer will have an understanding of:

- Organic and paid, online and offline and owned and earned media marketing;
- The leading marketing theorists and practitioners when managing and implementing brand equity, brand awareness and brand management;

- Professional bodies and their insights into emerging technologies, trends and themes within digital marketing;
- Customer insight, strategic relationships, acquisition and focus of customers;
- National and international digital marketing regulatory requirements, data protection, compliance and ethics;
- Stakeholder and customer requirements, commercial awareness and business improvement processes;
- Digital graphic design, interface design, and user experience;
- E-commerce and the importance of product descriptions, images, site layout and what makes a good online shopping experience.

Behaviours and values

- Ability to communicate at all levels;
- Ability to work under pressure and unsupervised, and interact effectively within teams;
- Consider the impact of work on others, especially where related to culture, diversity and equality;
- Demonstrate business disciplines and compliance with procedures to ensure work is of high quality and fit for purpose;
- Show integrity and respect for confidentiality and data security;
- Be enthusiastic and have a thorough and flexible approach to work and to personal development through CPD and life-long learning.
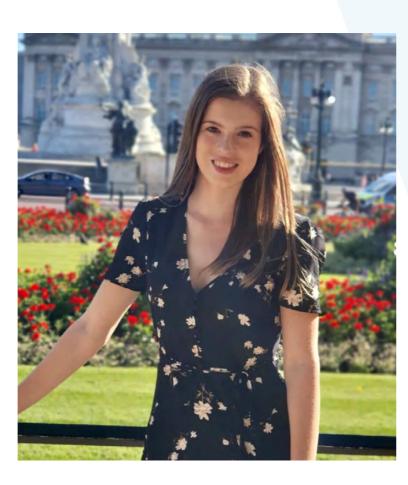
Success
stories

I chose the degree apprenticeship route over a traditional university route because I wanted to start learning in a more practical environment, as well as an academic one. I aspired to stand out against other students who choose the purely academic route, and I wanted to challenge myself. While it is incredible that I receive a salary and will not be subjected to university debt, what caused me to pick a degree apprenticeship is that it will make me more employable in the future.

As a result of combining university and a full-time job, my knowledge in digital marketing has grown substantially, progressing me as an individual. Studying alongside my work has allowed me to put my knowledge into practice and gain vital experience, increasing my understanding of my ro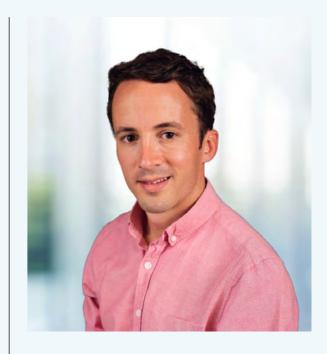le and what is expected of me. What's great is that our assignments are all industry-based, so my learnings can be applied directly into my job.

I would highly recommend a degree apprenticeship to anyone who is considering furthering their education and gaining important work experience at the same time.

Lauren Day
Digital Marketing degree apprentice
Nestlé UK & Ireland Ltd

This programme has really upskilled our apprentice and given her plenty of knowledge and confidence and skills in a lot of different areas of digital marketing. This has been a great asset to our marketing team and has really helped drive performance within our business of some of the marketing activities that we do. What we also find great is that the apprenticeship programme has brought in a lot of fresh new ideas to our team. For instance, our apprentice regularly updates us with the outcomes of the different modules that she takes part in.

I'd recommend other businesses to take on an apprentice. We found Manchester Met a great university to work with. I hope other companies take on apprentices and help them grow and develop new skills.

Rob Greenwood,
Head of Western Europe Marketing, TÜV SÜD

Creating a **supportive environment**

In order to create an environment where apprentices will be able to achieve successful outcomes, both academically and within their organisations, the University has put in place a wide range of support.

Apprentices

Dedicated skills coach

A dedicated skills coach will conduct termly reviews with the apprentice and workplace line manager, advise on University regulations and procedures, and provide pastoral support.

Personal learning plan

Where additional learning support requirements are identified, they will be met through a Personal Learning Plan.

University services

Full access to University services – including disability services, wellbeing, the Library, IT services and sports facilities.

Online study environment

Our programme is designed to support learners from all across England. Study materials can be accessed 24/7 via our online study environment, Moodle. Microsoft Teams and our Moodle environment, enable apprentices to access reading lists, download journal articles, contribute to online discussion groups, email tutors, listen to podcasts and submit assignments.

University Library

The main University Library is located on the All Saints Campus and is open 24/7 during the academic year.

The Library provides access to a wide range of books, texts, journals, and business information and statistics. It also runs a number of workshops for mature students on study and research skills.

Many of the Library's resources are available online. For example, apprentices can search the library catalogue, renew and reserve books, and download journal articles and research information.

Employers, line managers and mentors

Apprenticeships team support

The Manchester Met Apprenticeships Team is available to support employers throughout the apprenticeships process, including:

- Holding meetings with staff and managers to understand operational challenges and training needs;
- A dedicated account manager, providing a strategic point of contact with the University;
- Sending regular reports of apprentice progress.

Progress reviews

Line managers and mentors are supported through regular progress reviews to set, monitor and evaluate objectives and targets.

Delivery and **structure**

Accelerate the progression of your highest performing employees or introduce bright and enthusiastic new talent, with the Digital Marketer Degree Apprenticeship.

Delivery

In the first three years of the programme, apprentices will study six fast-paced, 15-credit units that run sequentially.

In year 4, apprentices will be taught two further units, deliver their Synoptic Project (such as a campaign or other deliverable for work) and complete the end-point assessment.

Apprentices will be taught in University for approximately 24 days per year, with two sets of two-day blocks per 15-credit unit, with additional online support.

This intensive face-to-face delivery gives apprentices an in-depth understanding of the concepts while exchanging ideas and experiences with their professional peers.

Apprentices will be assigned a skills coach to guide them to effectively embed their learning into their organisation's digital marketing operations and prepare them for end-point assessment.

Assessment

Assessments measure apprentices' progress and reflect their learning on each unit. A varied assessment pattern gives apprentices the opportunity to utilise technologies and create outputs, providing added value to their organisational context.

Apprentices use an ePortfolio to construct an evidential record of professional development demonstrating clear evidence of critical reflective practice, learning on the programme and action planning for future developments.

Wherever possible, the University will endeavour to negotiate assessments so that they blend the requirements of the University and the needs of employers. These assessments allow apprentices to rapidly bring their learning into a relevant workplace context and add value for employers.

End-point assessment (EPA)

The comprehensive, project-based end-point assessment will comprise of two parts:

- The completion of a Synoptic Project and presentation of the project report;
- An interview to explore how the apprentice has developed the KSBs of the Apprenticeship Standard. This interview is underpinned by the ePortfolio;
- This EPA will signify the completion of, not only the degree, but the overall programme.

Manchester Met Business School

Our Business School is triple accredited by EQUIS, AACSB and AMBA, placing us among the best business schools in the world. The awarding of these accreditations is testament to our high standards of excellence in teaching and research.

I'd always wanted to do a degree but didn't want to leave my company to study for three years. I wanted to be active in the industry, especially as the world of digital changes so rapidly. Manchester Met offered the perfect opportunity - to study alongside working, on an apprenticeship programme.

I am only in my first year but already my confidence has grown both in myself and in my work. Already it has taken me out of my comfort zone and I'm sure it will continue to do so. The degree apprenticeship was definitely the right choice for me and I'm excited to see where it will take me.

I really like the teaching styles provided by Manchester Met. The workshops are really useful as they help to consolidate the key points of the lecture and help us to apply the theory to real-life examples and to scenarios within our workplaces. We often have to present our tasks that have been completed in the workshops, which again has helped me to develop my confidence and has pushed me further out of my comfort zone.

The knowledge and skills acquired from this degree has allowed me to speak more confidently to account teams and clients, provide valuable insights and recommendations on campaigns, advise on best practice and manage projects. I am hoping that this degree will arm me with all the skills required to become a manager.

Lydia Ward
Digital Marketer degree apprentice
BDB

Programme **content**

Year 1

Principles of digital-first marketing

Apprentices examine key digital marketing principles, the digital environment their organisation operates in, its unique PSO, target audience, and communication tactics.

Platform essentials

This unit explores developments in digital and social media platforms. It ensures apprentices can select the correct platforms for their target audience and organisation, and effectively create appropriate assets.

Introduction to digital communications

This unit introduces key principles, techniques and measures in relation to digital communications.

Introduction to digital marketing analytics

This unit introduces digital marketing analytics and the techniques used to evaluate digital campaigns. Apprentices will propose how their organisation could change its tactics to better meet objectives.

Platform and channel practice

Apprentices gain knowledge in digital and social media platforms to produce simple campaigns using industry-standard techniques, while proposing and creating campaign assets.

Introduction to user experience

This unit introduces the principles of the user's digital experience and its application within digital marketing as well as proposing and prototyping solutions for their business.

Year 2

Principles of e-commerce

Apprentices will look at how e-commerce principles and platforms can support their organisation's objectives.

Understanding customer engagement

Apprentices will develop an understanding of the fundamental areas of customer engagement and how to manage personalisation for engagement within their organisation.

Digital human and audiences

This unit looks at the unique nature and qualities of digital customers and target audiences from a media and consumer psychology perspective.

Key issues in the digital environment

This unit examines issues unique to digital organisations. Apprentices will learn how to prepare for issues when developing new businesses or new products in an online arena.

Audience acquisition

This unit explores the operationalisation of channels and tactics used to acquire customers. We look at the funnel in relation to their organisation, and consider the most profitable way to acquire audiences.

Managing social media practice

This unit explores the management of social media. Apprentices use strategic frameworks to make decisions on how to apply these platforms to their own organisations.

Year 3

Managing digital brands

This unit introduces the fundamental principles of what it takes to create, develop and manage a digital brand.

Content marketing

This unit introduces apprentices to the concept of content marketing and how it requires careful planning and execution in order to meet organisational goals.

Measurement and performance of digital marketing

This unit will outline the key aspects of a digital evaluation strategy, and allows apprentices to develop approaches to measuring, improving and strategically planning their future digital communications.

Conversion marketing

This unit will explore the customer journey to the point of conversion; planning the various techniques in digital marketing which assist this process for the apprentices' organisation.

Digital value proposition design

This unit will develop the apprentices' understanding of the process of designing a digital value proposition and its relationship with a digital business and digital marketing strategy.

Digital communications strategy

This unit allows apprentices to develop digital comms strategies to support business and marketing objectives in order to guide campaign planning.

Year 4

Digital business model design

This unit will develop critical awareness of the process of building a digital business strategy for an organisation, and allow apprentices to work through a process from idea and pitching, within their organisation, to the point of implementation.

Digital communications campaign management

This unit allows apprentices to develop digital comms campaign plans in order to implement digital comms support of their organisation's business and marketing objectives.

Digital marketer: end-point assessment and synoptic project

This unit provides a long-term piece of work in which apprentices will engage in the planning, analysis, specification, design, implementation and evaluation of a non-trivial product, campaign, process or practice and produce a substantial deliverable. It also provides the delivery and revisit of, and reflection on, a portfolio of performance from the apprenticeship registration.

Application information

This programme is designed with professionals in mind, and this is reflected in our entry requirements. All applicants need to be employed with a supporting organisation in order to be eligible.

We welcome applicants who meet the following criteria:

Entry requirements

Candidates for the Digital Marketing Degree Apprenticeship should have a minimum of 104 points at A2 (grades BCC) or an equivalent, eg BTEC DMM.

We also welcome applicants who hold Level 3 professional qualifications, such as:

- CIM Level 3 Digital Marketing Professional
- Level 3 Digital Marketer Apprenticeship
- Level 3 Junior Content Producer Apprenticeship

The Digital Marketer Degree Apprenticeship will build on the knowledge and skills gained at Level 3 to ensure successful apprentices have the tactical and operational breadth and depth of understanding, and strategic thinking, to accelerate their careers.

We will individually evaluate candidates who do not meet these requirements, but have workplace experience.

Level 2 English and maths requirements

It is a condition of apprenticeship funding, at any level, that all applicants are able to evidence GCSE English Language and Maths passes at grade A*-C/9-4 or commit to completing Functional Skills Level 2, in addition to the programme. If required, this is provided at no additional cost.

How to apply

Once an employer has confirmed that they will support their apprentice(s) in an appropriate job role, we will issue an application pack to interested applicants which includes the necessary forms and guidance.

The application form enables us to build up a picture of the candidate, their experience and the knowledge and skill areas they are looking to develop.

Off-the-job training

Apprenticeship funding rules state that apprentices should spend at least 6 hours per week on developing relevant skills, knowledge and behaviours. This means that apprentices must undertake University tuition, online learning and assessments in combination with a range of other eligible activities undertaken in the workplace.

Employer next steps

If you would like to discuss how this programme could work for your organisation, or if you have any further questions, please contact our dedicated Apprenticeships Team.

E: apprenticeships-employer@mmu.ac.uk

T: 0161 247 3720

I decided to do a degree apprenticeship so I could experience what work life would entail. I've always been a practical person, someone who enjoyed learning whilst being hands-on working on a project. That's when I heard about degree apprenticeships and applied for one in digital marketing at the BBC.

So far, my programme has been exciting, and I leave each teaching session feeling inspired. What I enjoy most about my university learnings is that the content is really tailored and related to my job role, which is amazing as I feel I can make a real contribution and put forward new insights to my team.

For anyone interested in a degree apprenticeship, I would really recommend the Digital Marketer Degree Apprenticeship at Manchester Met. I have truly benefitted from having hands on experience at work, coupled with the expert knowledge I am receiving from university. This wouldn't have been available to me if I had chosen a different route.

Narveer Toor
Digital Marketer degree apprentice
BBC

Get in touch

Our growing portfolio of undergraduate and postgraduate apprenticeships include programmes in the following areas:

- digital and technology
- digital marketing, creative design and UX
- health and social care
- leadership, management and HR
- retail

If you think one of our programmes could work for your organisation, please get in touch. We will be happy to provide further information and guide you through the next steps.

Contact us:

Apprenticeships team
E: apprenticeships-employer@mmu.ac.uk
T: 0161 247 3720
W: mmu.ac.uk/apprenticeships

@mmuapprentice

MMUApprenticeships

Degree Apprenticeships at Manchester Metropolitan University

Degree Apprenticeships at Manchester Met

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We are committed to ensuring that all of our materials are accessible. This brochure is available in a range of formats, such as large print, on request via marketing@mmu.ac.uk

Apprenticeships

Apprenticeships
Diversity Champions Network

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