

# Digital Marketing SCQF 6 Modern Apprenticeship

## Why Limelight Careers?

Limelight Careers is an experienced and reputable Vocational Skills Development Company specialising in three areas:

Jobs    Apprenticeships    Training

Each one of these areas is described below:

### Jobs

We provide a free recruitment service for employers looking to take on young adults into digital marketing roles and support them through a modern apprenticeship.

### Apprenticeships

We are a Scottish Qualifications Authority approved center. We are also an approved training provider/partner with Skills Development Scotland. Following successful recruitment into permanent employment, these partnerships allow us to support candidates to work towards Modern Apprenticeships in Business Administration, Customer Service, Providing Financial Services, Digital Marketing and Management.

### Training

We provide continued professional development through the delivery of Scottish Vocational Qualifications (SVQs) and Short Courses.



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# Digital Marketing SCQF 6

## Modern Apprenticeship

### About this qualification

The Diploma in Digital Marketing at SCQF level 6 provides learners with a qualification that demonstrates underpinning knowledge and evidence of competence in digital marketing.

### How is the qualification funded?

Funding is available for all employees of all ages. Full funding contribution is paid by SDS for employees who are aged 16 - 24. For those who are disabled and care-experienced, this is extended up to and including age 29.



Skills  
Development  
Scotland

### Who pays the apprentice?

Like any other employee of your business, you'll pay the Modern Apprentice's wages. This is not set, but we do encourage all employers to pay the living wage.

### The Diploma in Digital Marketing is suitable for:

- individuals who are currently in employment and who wish to obtain a formal qualification
- employers who wish their employees to obtain short, continuing professional development courses
- mature candidates who may have been out of education for some time
- school leavers who are undertaking an apprenticeship programme in Digital Marketing



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The qualification includes:

## 6 Mandatory Units

- Understanding the Business Environment
- Understanding Legal, Regulatory and Ethical Requirements
- Using Collaborative Technologies 3
- Principles of Marketing and Evaluation
- Develop Own Professionalism
- Digital Marketing Metrics and Analytics 1

## Minimum of 3 Units from:

- Principles of Social Media Advertising and Promotion
- Search Engine Marketing 1
- Content Marketing 1
- Marketing on Mobile Devices
- Online Display Advertising 1
- Email Marketing 1

Remaining  
Optional Units



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# Digital Marketing SCQF 6 Modern Apprenticeship

## Benefits of Modern Apprenticeships

### Key benefits to the employer:

- Motivated and committed staff
- Higher staff retention
- Qualification to suit business needs
- Employees trained to a nationally recognised standard
- Customer confidence

### Key benefits to the employee:

- Variety and choice of learning
- National recognition of skills and experience
- Appreciation of the value they add to business

## What our candidates say



*gained new skills*  
*qualification is great*  
*clear plan*  
*definitely recommend*  
*instant feedback*  
*interesting*  
*assessor was very helpful*  
*confidence boost*  
*great assessor*  
*explained clearly*

## Advertising Process

If required, we can offer support to advertise your vacancies. At the start of each qualification, we meet with the candidate and line manager to explain the Modern Apprenticeship program, set the candidate up for success and complete the required paperwork. We advertise vacancies through our key channels:

[Apprenticeship.scot](http://Apprenticeship.scot)

[The Guarantee](http://The Guarantee)

[limelightcareers.co.uk](http://limelightcareers.co.uk)



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