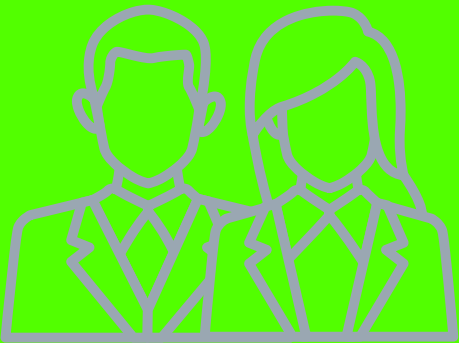


Limelight Careers



Digital Marketing SVQ SCQF 6

Limelight Careers offer Scottish Vocational Qualifications (SVQ) and Modern Apprenticeships in Digital Marketing. Funding may be available from Skills Development Scotland (SDS) to support professional development.



Who does this qualification suit?

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



Is this qualification right for you?

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.

SVQ in Digital Marketing at SCQF level 6

To attain the qualification candidates must complete 65 SCQF Credits in total. This comprises: 27 mandatory credits 38 optional credits

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

