



# DIGITAL MARKETER

DEGREE APPRENTICESHIP



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[mmu.ac.uk/study/apprenticeships](http://mmu.ac.uk/study/apprenticeships)

# AWARD-WINNING DEGREE APPRENTICESHIPS

Manchester Metropolitan University is one of the most popular universities in the UK, currently educating over 34,000 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).

**2,000**  
**DEGREE**  
**APPRENTICES**

On 13 programmes

**TOP UNIVERSITY  
IN THE UK**  
FOR DEGREE APPRENTICESHIPS

Rate My Apprenticeship  
Awards 2020

**FINALIST**  
**BEST UNIVERSITY  
TRAINING PROVIDER**  
School Leaver Awards 2020

**25+**  
**APPRENTICES  
RECOGNISED**  
at regional and national awards

**96%**  
**1<sup>ST</sup> OR 2.1  
DEGREES IN 2020**

**400+**  
**EMPLOYERS**

★ **RATED** ★  
**OUTSTANDING**  
by OFSTED 2018

# ABOUT THE PROGRAMME

## Digital Marketer Degree Apprenticeship

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 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 the 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 START HERE

Danielle Walker and Joseph Martin are Digital Marketing Trainees at Elcometer and started in the first cohort of Digital Marketer Degree Apprentices in 2019.



elcometer®

**“I believe that with the right mindset and the motivation to see this programme through to the end, anyone can enjoy the benefits of being part of a degree apprenticeship programme at Manchester Met.”**

The Digital Marketing Degree Apprenticeship at Manchester Met is a great opportunity for myself and others to combine valuable learning with important workplace experience.

I feel that this is the perfect combination to enable growth within the industry, as I can get to grips with the latest techniques while being able to apply them to real situations within my business. Consequently, I am able to appreciate the impact of these techniques while consolidating my knowledge further.

## **VARIED AND COMPREHENSIVE MODULES**

I was very excited to begin the programme, especially considering that we are the first cohort to undertake an apprenticeship in Digital Marketing. It became immediately clear that this excitement was matched by the University as tutors proudly introduced us to the varied and comprehensive modules that we will study within the programme. This continued into our lectures which were supplemented with workshops directed to supplement learning while working with other students. I can't wait to continue with the programme and am very much looking forward to learning more vital information that I can bring back to my employers.

**Joseph Martin (pictured, right)**  
Digital Marketer Degree Apprentice

**“I'll be gaining valuable industry experience while building my knowledge on the latest digital marketing techniques and applying these skills at work to help benefit my business.”**

## **EARN WHILE YOU LEARN**

Manchester Met is providing me with the perfect opportunity to study and work simultaneously with their new Digital Marketer Degree Apprenticeship.

## **AN EXCITING NEW CHAPTER**

Since being greeted with a welcoming and friendly atmosphere as well as a fresh, new, modern environment I've felt nothing but excitement since starting the programme. There's also been an exceptional level of support giving me clear direction of who and where to go to which is really reassuring.

## **A STRONG START**

The programme has made me optimistic for the future and enthusiastic to be studying at Manchester Met. I'm overwhelmed by how much I've learnt in such a short space of time that I can't wait to see where I'll be in four years.

**Danielle Walker (pictured, left)**  
Digital Marketer Degree Apprentice

# CREATING A SUPPORTIVE ENVIRONMENT

For apprentices and employers

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 employer, advise on University regulations and procedures, and provide pastoral support.

### FUNCTIONAL SKILLS

Provision of Functional Skills if required.

### 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

Study materials can be accessed 24/7 via our online study environment, Moodle. Our programme is designed to support learners from all across England. 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.

\*Due to COVID-19, Library opening hours may change due to government restrictions.

## EMPLOYERS, LINE MANAGERS AND MENTORS

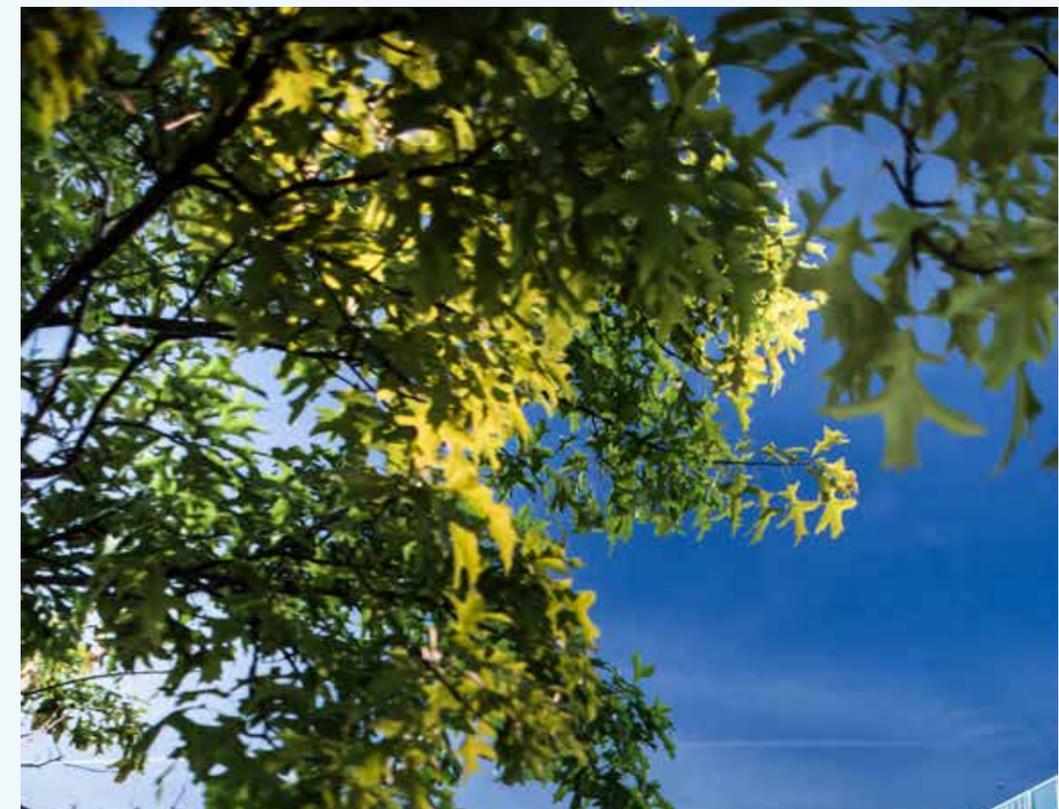
### APPRENTICESHIPS TEAM SUPPORT

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 single point of contact with the University;
- + Working in partnership to tailor content and delivery;
- + 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

In a thriving and collaborative faculty

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

## DELIVERY

Apprentices study a curriculum focused on digital marketing principles, digital technologies and digital consumer behaviours, which is complemented by a range of personal development workshops, to create a confident and capable digital marketing professional.

Apprentices will be taught, in University and/or Online, for approximately 25 days per year, and will undertake supported independent learning. Apprentices will be assigned a Skills Coach who will guide them to effectively embed their learning into their organisation's marketing operations.

## 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.

## AWARD-WINNING PROVISION

Manchester Met was awarded 'Digital Apprenticeship Provider of the Year' at the AAC Apprenticeship Awards 2020. The award recognises the University's high level of engagement with employers and apprentices – particularly in the way the provision from the University adapts to meet employer requirements.

**"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."**

## GROWING IN CONFIDENCE

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.

## TEACHING VARIETY

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.



## SUPPORTING CAREER PROGRESSION

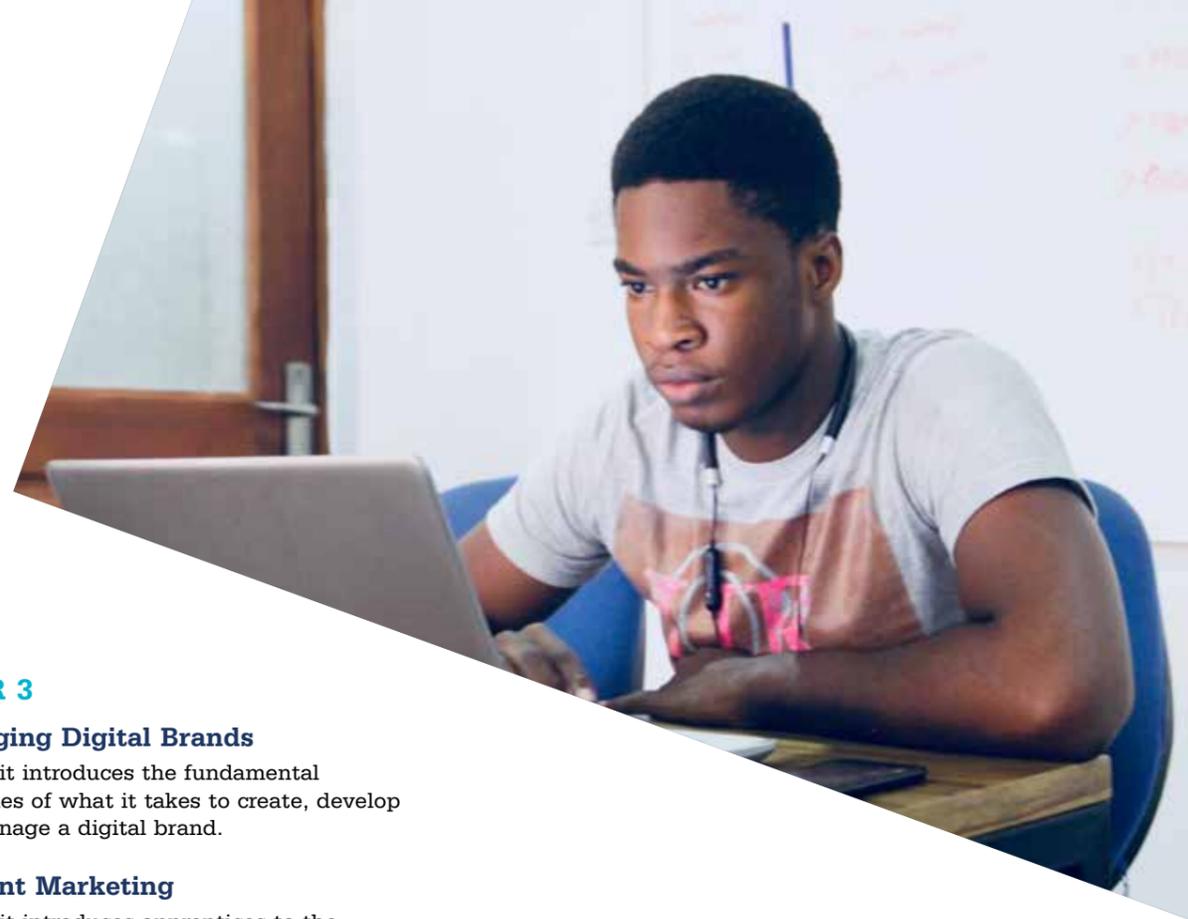
The knowledge and skills acquired from this degree has allowed me to speak more confidently to account teams and clients, provide valuable insights and recommendations on campaigns, advise on best practice and manage projects. I am hoping that this degree will arm me with all the skills required to become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

**Lydia Ward**  
Digital Marketer Degree Apprentice and Digital Executive at BDB



# UNIT OVERVIEWS

Developing in-demand skills in digital marketing



## 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 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.

### 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.

## 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) on the programme, 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.

## 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@mmu.ac.uk  
**T:** 0161 247 3720



**“Manchester Met’s Digital Marketer Degree Apprenticeship has been created by industry for industry. The programme is challenging to ensure apprentices are stretched and grow into the high calibre digital marketers of the future.**

**“Degree apprenticeships are becoming a more recognised and respected route into the workplace by young people, parents and guardians and educators.**

**“As an employer, Nestlé embraces the opportunity to attract driven young people who want to harness their energy to embark on their career and intertwine their learning experiences. It’s a privilege to watch these individuals bring their talents to bear and take our business forward.”**

Jill Coyle (not pictured)  
Apprentice Programme Lead at Nestlé  
UK & Ireland



## GET IN TOUCH

If you think the programme could work for your organisation, please get in touch. We will be happy to provide further information or guide you through the next steps. Just contact us using the details below.

Apprenticeship Unit  
apprenticeships@mmu.ac.uk  
0161 247 3720  
mmu.ac.uk/apprenticeships

 @mmuapprentice

 MMUApprenticeships

 manmetuni

 Degree Apprenticeships at Manchester Metropolitan University

 Degree Apprenticeships at Manchester Met

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](mailto:marketing@mmu.ac.uk)