

## WHAT IS AN APPRENTICESHIP?

The Apprenticeship programme provides you with an opportunity to earn while you learn. As an Apprentice, you will spend time both in College and in the workplace learning new skills and training alongside experienced staff, which will lead to a nationally recognised Apprenticeship. At the end of the Apprenticeship you will have acquired job specific skills and the ability to perform your job competently; you may also have achieved qualifications which are recognised by your chosen profession.

## VENUE AND DURATION OF COURSE:

East Surrey College, Gatton Point, Redhill, RH1 2JX. Duration Four years, Part-time (1 day per week). Day TBC (term time only)

## ENTRY REQUIREMENTS:

- Must have the equivalent of 96-120 UCAS points, or provide evidence of associated experience.
- Would normally require 3 GCSEs 9-4 (A\*-C), including grade 4 (C) or above in Maths (or equivalent) and English Language (or equivalent) within their overall GCSE profile, when their application is supported by GCE Advanced Level/BTEC qualifications.
- Seeking entry with an AVCE qualification, a Merit grade is normally required in a relevant subject area.
- Overseas applicants would normally be required to demonstrate achievement of IELTS Level 6 (or equivalent).

## WILL I GAIN ANY QUALIFICATIONS?

- Year 1-2 Level 4 Certificate in Higher Education
- Year 2-3 Level 5 Diploma in Higher Education
- Year 3-4 Level 6 BSc Hons Digital Marketing

The Apprenticeship Standard you are studying is a qualification in its own right. Some employer groups have asked for formal qualifications to be achieved as part of the Apprenticeship programme. These will be listed below along with any units or topics delivered and forms of assessment.

## APPRENTICESHIP DESCRIPTION:

The content of an Apprenticeship has been developed by an employer group. The detail can be found on the website <https://www.instituteforapprenticeships.org/> Below is a brief summary:

This course is designed to offer students the opportunity to study for an award in Digital Marketing at the same time as working either in a marketing role, or in preparation for one in the very near future. The distinctive feature of the Digital Marketing Degree Apprenticeship (DMDA) is its emphasis on the workplace as a learning and development environment. You will find clear relationships between your assignments and taught module content drawn upon in the workplace, and your role in it. We will be using case study examples from students and their organisations, to create a greater understanding of marketing strategies, customer requirements and a range of digital channels such as social media, websites and emails. The degree apprenticeship will provide a critical appreciation of the elements which digital marketing strategies cover. The course is endorsed by University of Chichester.



## UNITS/TOPICS COVERED:

This programme is structured across Level 4, 5 and 6 based modules. These are designed to be covered over the four years on a part-time basis. The table overleaf identifies the structure of your programme and the increase in level each year.

### Credit Level 4

- Contemporary Marketing
- Analysing Improving Web Performance
- Introduction to Management
- Working with Others in Academic and Workplace Settings
- Web Design and Programming
- Personal Development Planning
- Social Media Marketing
- Content Marketing

### Credit Level 5

- Digital Campaign Planning
- Dynamic and Data Driven Systems
- Project Management
- Consumer Buyer Behaviour
- Brands and Branding
- Leading and Developing Teams
- Luxury Marketing
- Consultancy Project Preparation – The Proposal

### Credit Level 6

- Personalising the Commercial Web Experience
- Global Marketing
- Business Ethics and Social Responsibility
- Strategic Marketing Management
- Customer Information Management and Business Intelligence
- Consultancy Project Preparation – Planning and Skills
- Consultancy Project – Implementation

Year	Term 1	Term 2	Term 3
1	Level 4	Level 4	Level 4
2	Level 4/5	Level 5	Level 5
3	Level 5	Level 5/6	Level 6
4	Level 6	Level 6	Level 6

*\*every effort has been made to ensure that these details included are up-to-date and accurate. However, the content and module selection may alter should circumstances dictate.*

## END POINT ASSESSMENT:

There will be a combination of assessment methods used throughout your programme including: Essays, Online Assessments, Presentations, Timed exercises, Report writing and Practical Exercises.

In addition to these, you will have further assessment within your workplace setting to develop a portfolio of evidence, review work-based projects and an end point assessment comprising of a presentation and interview.

Your assessment and grading will consist of several assessors including an independent assessor, representative from the College or University and a representative from your employer.

## END POINT ASSESSMENTS ELEMENTS:

- Knowledge Assessment
- Practical Skills Assessment
- Oral Skills Assessment underpinned by a portfolio of evidence

## EQUIPMENT NEEDED:

General stationery items, computer and internet access. You will also receive access to University of Chichester Partner Portal providing you online access to the University electronic resources.

## WHERE CAN IT LEAD?

The programme is ideally suited to those seeking to progress into or within a variety of marketing roles. Progression could include job roles including Digital Marketing Executive, Account Manager, Social Media Executive, Online and Digital Marketing Analyst, Content Marketing Executive, Digital Producer. On completion, you will also be eligible to apply for professional registration at associate grade for the Chartered Institute of Marketing, Chartered Institute of IT or Institute of Direct and Digital Marketing.



**COURSE FEE:**

All fees where applicable are paid for by the employers and no fees will be charged to Apprentices. Your employer will contribute as follows:

Companies with a payroll of more than £3 million will have a levy account which can be used to pay for Apprenticeship training. Where the training costs exceed the amount of levy available the Government will contribute 95% of the outstanding amount and the employer will be invoiced the remaining 5%.

*Other companies:*

Apprentice Age (start of programme)	Less than 50 staff members on PAYE	50 or more staff on PAYE
16-18 years	Free – No fees due	5% Contribution of overall fee
19+	5% contribution of overall fee	5% Contribution of overall fee

*Incentive payments:* All companies who recruit an Apprentice aged 16-18 years will be eligible for a grant of £500 once the Apprentice has been in training for 13 weeks and a further £500 at 52 weeks.

**WHAT TO DO NEXT:**

If you are employed or have an employer lined up, please contact our Employer Services team on 01737 788316 or by emailing [employerservices@esc.ac.uk](mailto:employerservices@esc.ac.uk).

To find an employer working with the College and to view all of our current Apprenticeship vacancies, please visit our website [www.esc.ac.uk/apprenticeship-vacancies](http://www.esc.ac.uk/apprenticeship-vacancies).

Candidates who are unable to secure employment should consider applying for a Full-time programme at the College or may consider a Traineeship programme.

**Disclaimer:**

Every effort has been made to ensure that the details contained in this leaflet are up-to-date and accurate at the time of printing. However, the College reserves the right to alter or cancel courses, their content, entry requirements, fees or other details should circumstances dictate.

Should you require this leaflet in a different format please contact Client Services on 01737 788444.

