Digital Marketing

Why do a Modern Apprenticeship?

Modern Apprenticeships might be right for you if you prefer to learn from hands-on experience, and would prefer part time rather than full time study. Being able to earn while you learn is another plus point.

Levels Available

The Modern Apprenticeship in Digital Marketing is available at SCQF Level 7.

You will learn about the principles of marketing and how to apply these in a digital context. You'll develop an understanding of the different techniques used, such as search engine optimisation, pay per click advertising and content creation, and how to decide when to use them. You'll also learn about analytics and how to report on marketing strategies.

Who Can Apply?

Anyone living in Scotland who is over school leaving age can apply. Sometimes employers set an upper age limit, as the Scottish Government doesn't always fund training for those aged over 24.

You would check this with individual employers.

Entry Requirements

This depends on the industry, level of apprenticeship and the employer's requirements.

It could range from no formal entry requirements to a group of subjects at National 4 or 5. For Technical Apprenticeships you may need some subjects at Higher.

They may also look for some work experience or volunteering work you've done that demonstrates core skills, such as communication.

You will be able to see details in vacancies advertised.

Qualifications Gained

You will achieve the relevant Scottish Vocational Qualification (SVQ), Diploma or other competency based qualification. In addition, you work towards core skills and complete industry specific training.

Duration

Most Modern Apprenticeships take between 2 – 4 years to complete. This depends on the industry and the level you are completing.

What can I go on to next?

If you start an apprenticeship at SCQF Level 5 or 6, you may be able to progress to a higher level, if available. You could also progress into a related job.

How to Apply

To search for vacancies and to apply, go to www.apprenticeships.scot.

Related Career Sectors

- Advertising, Marketing and PR