

## Purpose statement

The following purpose is for the **Level 3 Diploma in Digital Marketing (601/0110/6)**

Area	Description
OVERVIEW	
<p>What does this qualification cover?</p>	<p>This qualification is aimed at learners looking to develop skills and understanding to work within a marketing team with responsibility for digital activities or as the lead digital marketer. The primary purpose of this qualification is to lead onto further learning or training.</p> <p>To achieve this qualification you must achieve a total of 74 credits overall. 27 credits from the mandatory units, a minimum of 14 credits from Group A, and the remaining 33 credits can come from a combination of Group A and Group B, or from Group B alone</p> <p>You must undertake six key mandatory units in this qualification which provide the core vocational content for all pathways:</p> <ul style="list-style-type: none"> <li>• Understanding the business environment</li> <li>• Understanding legal, regulatory and ethical requirements in sales or marketing</li> <li>• Using Collaborative Technologies</li> <li>• Principles of marketing and evaluation</li> <li>• Develop own professionalism</li> <li>• Digital marketing metrics and analytics</li> </ul> <p>You must then select units from two optional groups, listed above, to gain the required credits to achieve the qualification:</p> <p>Group A</p> <ul style="list-style-type: none"> <li>• Search engine marketing</li> <li>• Content marketing</li> <li>• Marketing on mobile devices</li> <li>• Online display advertising</li> <li>• E-mail marketing</li> </ul> <p>Group B</p> <ul style="list-style-type: none"> <li>• Imaging Software</li> <li>• Video Software</li> <li>• Spreadsheet Software</li> <li>• Principles of Social Media within a Business</li> <li>• Principles of Keywords and Optimisation</li> <li>• Content Management System Website Creation</li> <li>• Website Software</li> </ul>

- Principles of marketing stakeholder relationships
- Brand development
- Project management
- Analyse and report data
- Produce copy for digital media communication
- Video Software

For further information on the structure and the units that must be taken, please refer to the qualification handbook on the website:

**<http://www.cityandguilds.com/qualifications-and-apprenticeships/business-skills/business-admin-and-public-services/7513-social-media-and-digital-marketing#tab=documents>**

#### WHAT COULD THIS QUALIFICATION LEAD TO?

Why choose this qualification over similar qualifications?

This qualification provides the basic skills and knowledge for those wishing to start a career in digital marketing in job roles such as:

- Search engine optimisation assistant
- Email campaign assistant
- Online marketing coordinator
- Display marketing assistant
- Content marketing assistant
- eCommerce assistant
- Mobile marketing assistant
- Web site content manager
- Web design assistant
- Video marketing production assistant

Alternatives routes to achieve the same outcome?

You can also take this qualification as part of the Apprenticeship Social Media and Digital Marketing, however, taking this as a stand alone course allows a flexible route for those in employment and looking for a career change.

Apprenticeships can be limited to the employer's environment, whereas this flexible qualification allows providers to deliver skills in a classroom based environment. The qualification is also suitable for learners that are unemployed or learners wishing to progress from Level 2 who may not wish to take an apprenticeship.

How this qualification supports the identified outcome(s)?

This qualification has been created to provide the skills and knowledge needed for an entry role within the digital marketing industry. The diploma is the only size available as it requires a substantial period of learning to ensure the right skills and knowledge is been learnt and applied.