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City & Guilds

601/2447/7 Level 4 Diploma in Digital Marketing

OVERVIEW

What does this qualification cover?

The qualification provides learners the opportunity to develop skills and understanding of Digital Marketing that includes planning, ethics, project management alongside email marketing, retention marketing, content management for websites and video channel management.

The learner must undertake six units in this qualification:

- Marketing planning
- Ethics and legalities of digital marketing
- Business concepts
- Project management
- Digital marketing metrics and analytics
- Personal and professional development

And select from optional units, group A;

- Gamification
- Content marketing
- Online display advertising
- Marketing on mobile
- Search engine marketing
- Email marketing
- Retention marketing
- Video channel management
- Designing an effective web based user experience

And group B;

- Principles of social media within a business
- Principles of keywords and optimisation
- Content management system website creation
- Principles of social media advertising and promotion
- Website software
- Delivering e-commerce solutions
- Spreadsheet software
- Using collaborative technologies
- Imaging Software
- Video software
- Relationship management for account managers

Who could take this qualification?

The Level 4 Diploma in Digital Marketing is designed for those looking to develop their skills and knowledge to take on an executive or management role within a digital marketing organisation or as part of a marketing team where they will be responsible for managing one or more aspects of digital marketing.

The qualification is suitable for a wide age range starting at 16.

What could this qualification lead to?

Will the qualification lead to employment?

This qualification is suitable for those wishing to become;

- Digital marketing (ad/campaign) manager
- Digital marketing analyst
- Ecommerce marketing manager
- Search marketing manager/executive
- Social media marketing manager
- Acquisition manager
- CRM manager
- Email campaign manager
- Digital fundraising campaign manager
- Mobile marketing manager
- Web designer
- Web product manager
- Web analyst
- Video marketing director
- Video marketing editor
- Video marketing online channel manager
- Digital marketing manager/director (360 degree role)

Will the qualification support progression to further learning?

For those seeking to develop their management skills further following achievement of the Level 4 Diploma in Digital Marketing would benefit from progressing onto leadership and management programmes such as;

- 600/5999/0 ILM Level 5 Certificate in Business Support
- 600/2240/1 ILM Level 5 Certificate in Management
- 501/0698/3 ILM Level 5 Certificate in Management Consultancy

In addition this qualification forms the key component of the Higher Apprenticeship in Social Media and Digital Marketing.

Using this size of qualification

This qualification has been created to provide a wide range of skills and knowledge to allow a learner or employer select the key learning objectives for developing those who wish to have a professional career in the digital marketing sector. The range of optional units allow for focus on specific job roles or gain a broad competency where they may be the only person handling the digital content of marketing.

Who supports this qualification?

Training Providers

Paul McKilliop
The Isle of Wight College
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Chris Owen
Pera Training
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Elizabeth Vidis
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