



DIGITAL MARKETING APPRENTICESHIPS

High Quality Digital Marketing Training For Aspiring Marketers

A Datalaw Brand



digitalmarketingassociation.co.uk

Trusted Provider

The Digital Marketing Association (DMA) is committed to shaping the future of digital marketing. Partnering with numerous organisations, we have successfully empowered aspiring marketers with the skills and knowledge needed to excel in today's dynamic digital landscape.

65% of apprentices become permanent team members after qualification. (Source: GOV.UK)

92% of businesses see improved workforce satisfaction through apprenticeships. (Source: National Apprenticeship Service)

74% of employers say apprentices bring vital skills to their organisation. (Source: GOV.UK)



Digital Marketing Apprenticeship

DMA's Level 3 Digital Marketing apprenticeship transforms beginners into skilled marketing professionals through hands-on training and real-world experience. Whether you're starting your career or switching paths, this government-funded programme provides everything you need to become a digital marketer.

Master essential marketing courses covering social media, SEO, email marketing, and paid advertising while working with real clients and campaigns. You'll learn by doing, creating and executing marketing strategies that drive measurable results under expert guidance.

- ✓ Gain practical skills to thrive in a marketing team
- ✓ Coursework alongside real-world experience
- ✓ Training from top digital marketing professionals
- ✓ Earn a Level 3 Digital Marketing qualification

Who is this for?

Aspiring marketers seeking to build foundational skills.

Duration

13-15 months

Entry requirements

GCSE maths and English grade C/4 or above (or equivalent).

Full time employment and on company pay-roll.

Equivalent Level

A-Level

Qualification Level

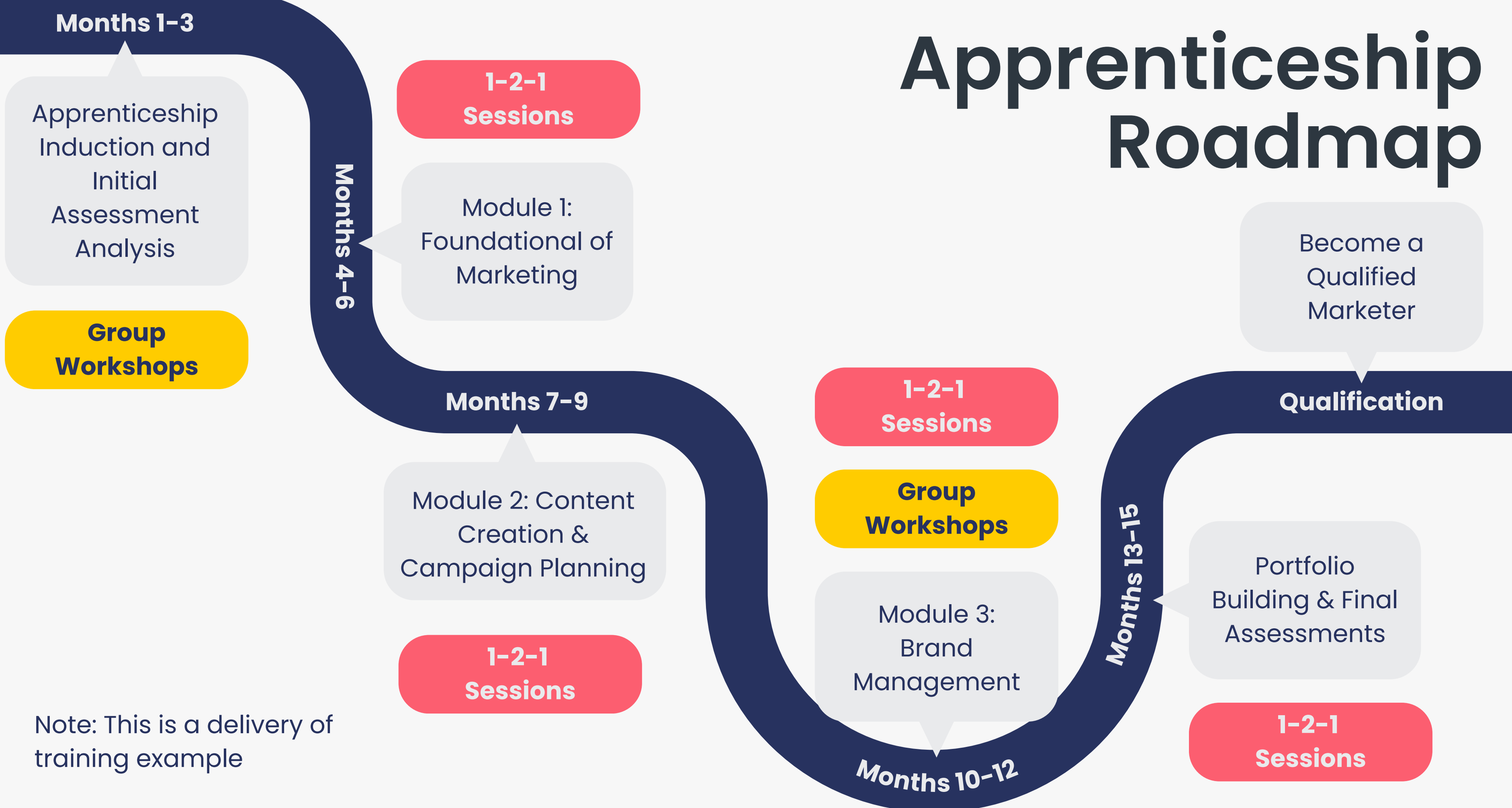
Level 3

Format

Distance Learning

| | |
|----------------------------|--|
| <p>Months 1-3:</p> | <ul style="list-style-type: none"> • Build a strong foundation in marketing by exploring key principles, business strategy, customer journeys, and marketing channels. • Explore how marketing strategy, the marketing mix, and promotional activity contribute to organisational success and customer value. • Learn how different marketing channels are used to reach audiences and influence buying decisions. • Explore how to conduct market research, analyse competitors, and use data to understand the marketing environment and customer needs. |
| <p>Months 4-6</p> | <ul style="list-style-type: none"> • Learn the principles of content marketing and how to create engaging, audience-focused content. • Understand how to manage content effectively by planning budgets and measuring return on investment (ROI). • Learn how to plan and manage marketing activity by selecting the right tools, channels, and budgets to meet campaign objectives. • Learn how to use campaign analytics and evaluation to assess outcomes and align future activity with business goals and audience needs. |
| <p>Months 7-9</p> | <ul style="list-style-type: none"> • Gain an introduction to brand positioning, value, and identity, and understand how these shape customer perceptions and marketing strategy. • Learn how to apply stakeholder input, metrics, and evaluation techniques to support informed marketing decisions. • Understand how data protection, copyright, and ethical standards influence how marketing data is collected, stored, and used. |
| <p>Months 10-13</p> | <ul style="list-style-type: none"> • Mock Interview • Assessment |

Apprenticeship Roadmap



Note: This is a delivery of training example



Benefits For Employers



01

Cost-Effective Training

- 95% government funded
- Fast-track training
- Training via 1-2-1 sessions on Zoom

02

Develop Loyal Talent

- Train staff to your standards
- Build long-term team capability
- Increase employee retention

03

Immediate Impact

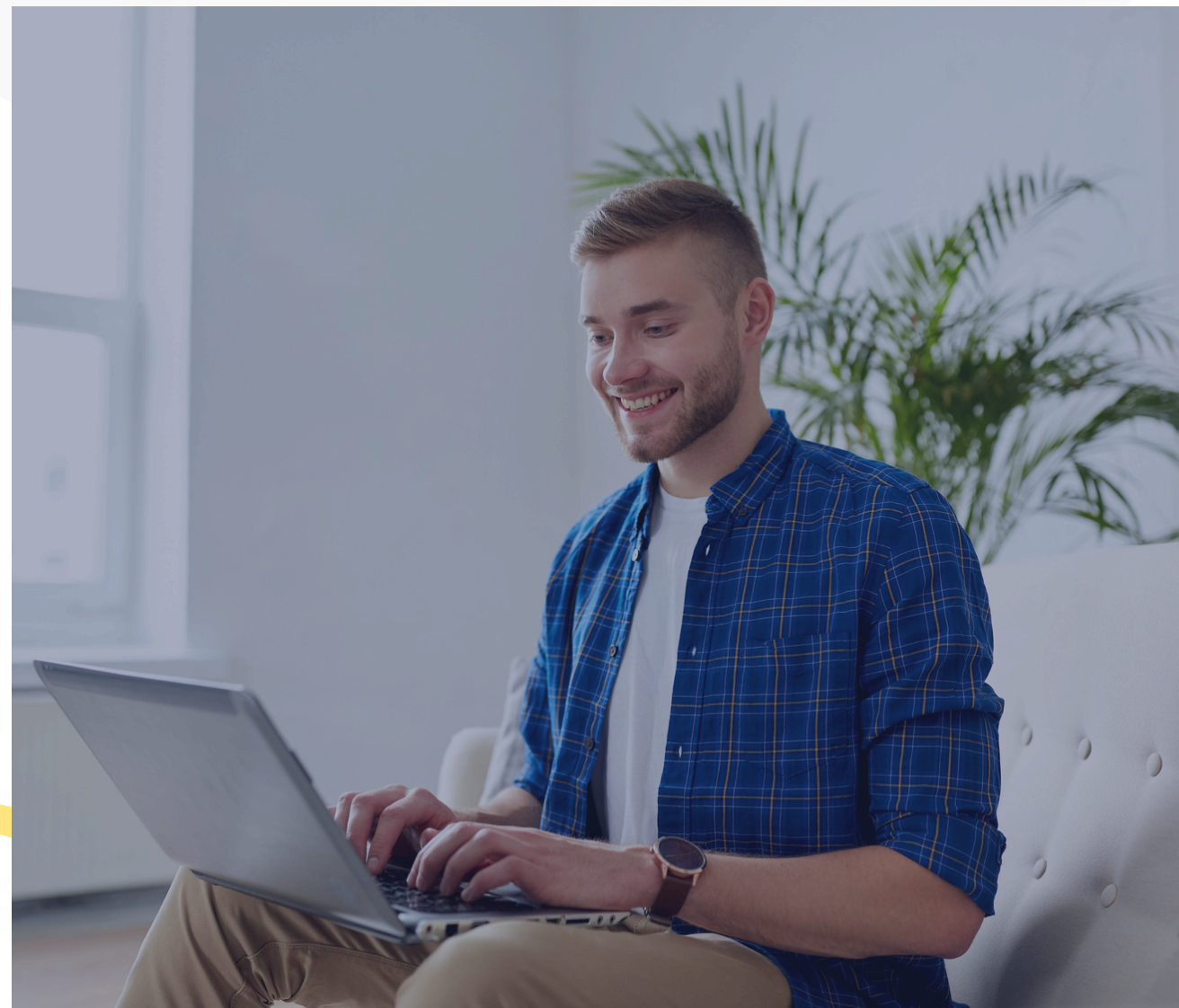
- Apprentices contribute from day one
- Apply learning to real projects
- Fresh perspectives on digital trends

04

Flexible Learning

- Minimal disruption to work
- Distance learning platform
- Structured progression path

Benefits For Learners



01

Earn While Learning

- Gain a salary whilst training
- No student debt to worry about
- Real work experience

02

Industry Recognition

- Level 3 qualification
- Gain essential marketing skills
- Portfolio of real projects

03

Supported Learning

- Dedicated tutor support
- Structured learning path
- Regular progress reviews

04

Flexible Learning

- Minimal disruption to work
- Distance learning platform
- Structured progression path

Funding

Your organisation will pay a 5% contribution of £550+VAT if the qualification is co-funded. The full cost of this qualification is £11,000



100%

This is the amount of funding you will receive if you are a non-levy paying company with employees aged between 16-21.



95%

Non Levy paying employers receive 95% funding from the ESFA for apprenticeships. The employer just pays 5% of the full cost.



24

For Levy paying employers with a wage bill over £3 million each year, you have 24 months to utilise the training funds before they expire.

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Why Choose DMA?

Our digital marketing apprenticeships offers a direct path to industry success. Gain real-experience while earning a competitive salary all without the burden of student loans. Learn from industry experts and build your professional portfolio from day one.



Earn While You Learn

Get paid a salary while gaining your marketing qualification



Practical Learning

Master essential marketing tools (Google Analytics, SEO, etc)



Expert Mentorship

Learn directly from successful digital marketing professionals



Industry Recognition

Gain your marketing qualification plus real work experience

Start Your Journey

Register your interest today or connect with one of our apprenticeship coordinators to learn more about our digital marketing apprenticeships. Your journey starts here!



Register Interest Form

digitalmarketingassociation.co.uk/register-interest-form/



E-mail

info@digitalmarketingassociation.co.uk



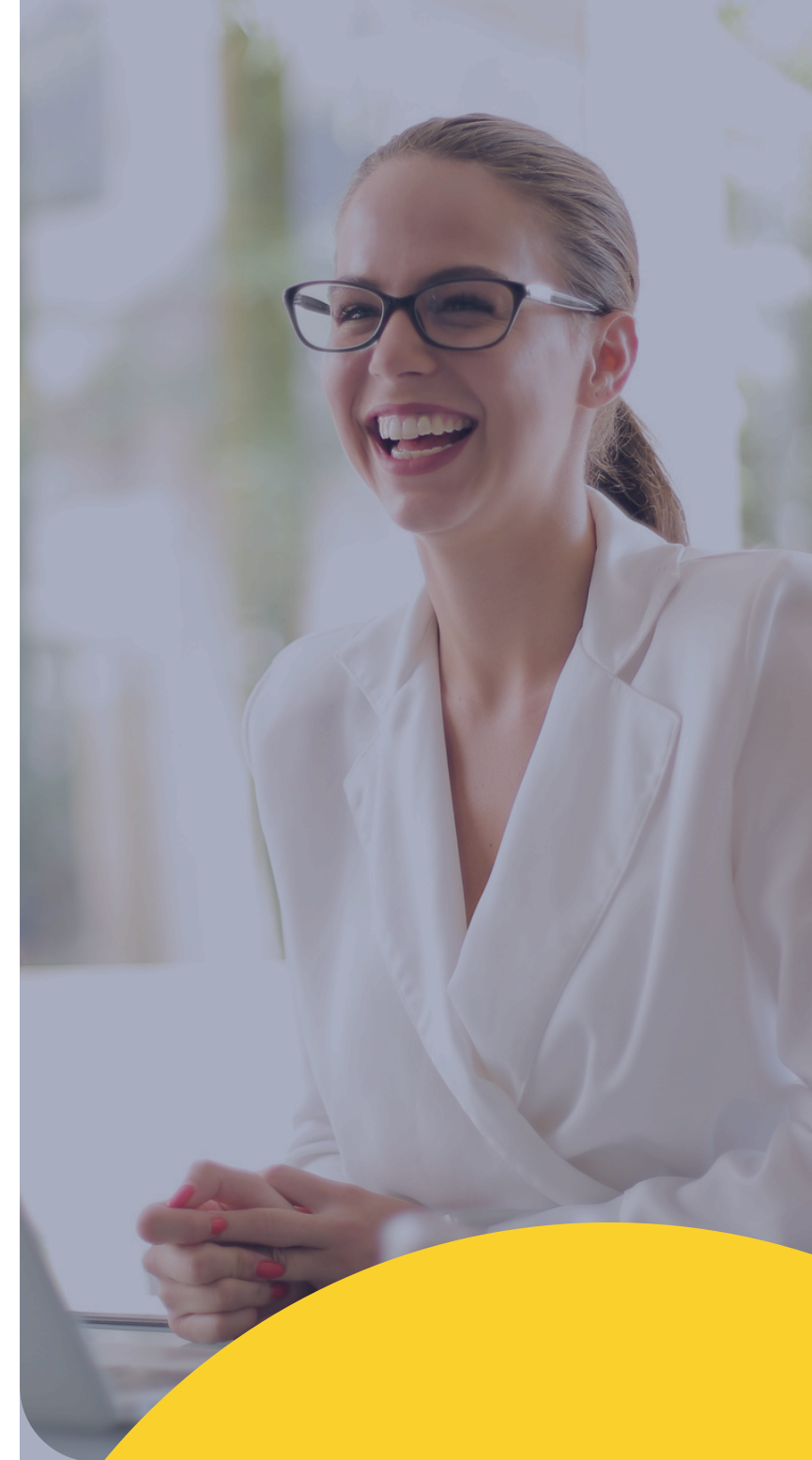
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