# Level 4
# Digital Marketing Development & Strategy

This high level qualification in partnership with CIM & Agored is ideal for individuals working in marketing roles who want to strengthen their digital expertise, as well as those looking to progress into strategic positions. Our qualification will equip you with the skills to manage multi-channel campaigns as well as advanced digital marketing knowledge and practical competence.

## Benefits for the learner

• Learn new skills and stay ahead of digital marketing trends

• Gain an in-depth understanding of what is expected of a digital marketer

• Specialise in an area of marketing through a variety of optional modules

• Achieve a nationally recognised qualification

• Access a wealth of resources through Moodle - our online learning platform

## Benefits for the employer

• Gain a highly skilled employee who is knowledgeable in digital marketing

• Optional units to tailor the qualification to your business needs

• Promote a culture of learning and development

• A strong focus on workplace performance

# Essential Skills

Welsh Government is committed to raising the levels of Essential Skills across Wales. Communication, Digital Literacy and Application of Number qualifications are an integral element to the funded apprenticeship frameworks.

These are usually delivered through workshops at one of our centres and will be planned well in advance. If you have completed Essential Skills previously or are able to provide suitable evidence, such as GCSE certificates or similar, you may be exempt from completing this element of the qualification.

| Essential Skills | |
| --- | --- |
| Learners will need to complete: | |
| Application of Number | Level 2 |
| Communication | Level 2 |

# Qualification Overview

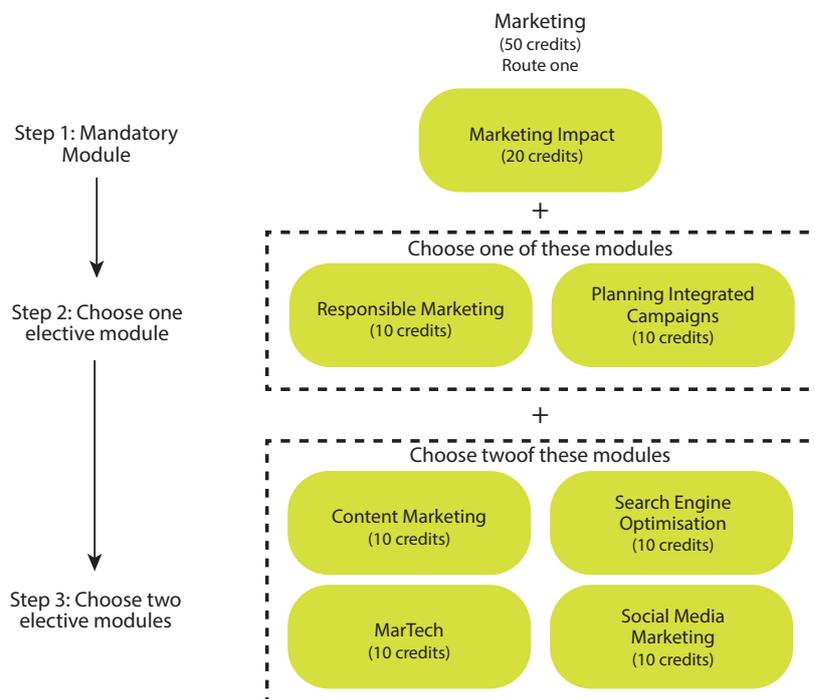To achieve the Level 4 Digital Marketing qualification, you must complete:

• Two hour induction

• From the Agored qualification - Mandatory units (46 credits) plus selected Optional units (minimum 23 credits). These will be primarily evidence/coursework based. See below for the full list of units available.

• From the CIM qualification – 1 Mandatory module (20 credits) plus 3 Optional modules (30 credits). These will be assessed via a series of on-screen multiple choice tests following Teaching & Learning sessions with our Trainer Coaches. See below for the full list of modules available.

• Monthly tutor visits are required and extra visits or support can be provided if needed

• Tutor sessions may last up to two hours as the assessment tasks are supervised, and time must be allowed for them to be fully completed

• Knowledge skill development will be achieved through attending workshops. These will be delivered using a mix of face-to-face and online. CIM invigilated exams will be completed after these sessions.

• The qualification will take 21 months to complete

# Mandatory Units

| Unit Title | Level | Credit Value |
| --- | --- | --- |
| Data analysis | 3 | 11 |
| Digital collaboration | 3 | 3 |
| Digital content for social media channels | 4 | 8 |
| Manage a digital content development project | 4 | 9 |
| Business ethics | 4 | 15 |

## Optional Units

| Unit Title | Level | Credit Value |
|---|---|---|
| Video software | 3 | 4 |
| Website software | 3 | 5 |
| Manage a budget | 4 | 4 |
| Spreadsheet software | 3 | 6 |
| User centred development (UX) | 3 | 7 |
| Problem solving | 4 | 10 |
| Content design | 4 | 12 |
| Bilingualism in user interactions | 3 | 4 |
| Sustainable development and global citizenship in user centred design | 3 | 5 |
| Data visualisation | 3 | 4 |
| Principles of artificial intelligence use in the workplace | 3 | 4 |
| Product innovation and emerging technologies | 4 | 12 |
| Community leadership and collaboration | 4 | 8 |
| Using data to tell stories | 4 | 4 |
| Implementing generative AI (GenAI) in the workplace | 4 | 10 |
| Optimise the effectiveness of digital content delivery | 4 | 12 |
| Develop interactive multimedia digital content | 4 | 12 |
| Email marketing | 4 | 9 |

Marketing
(50 credits)
Route one

Step 1: Mandatory Module

Marketing Impact
(20 credits)

+

Step 2: Choose one elective module

Choose one of these modules

Responsible Marketing
(10 credits)

Planning Integrated Campaigns
(10 credits)

+

Step 3: Choose two elective modules

Choose twoof these modules

Content Marketing
(10 credits)

Search Engine Optimisation
(10 credits)

MarTech
(10 credits)

Social Media Marketing
(10 credits)

CIM
Accredited
Apprenticeship Provider

## Progression

On completion, you could progress to:
- Level 4 Project Management
- Level 5 Leadership and Management if you are in a suitable management role