



# Level 4 Digital Marketing Development & Strategy

This high level qualification in partnership with CIM 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



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Welsh Government

# 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:

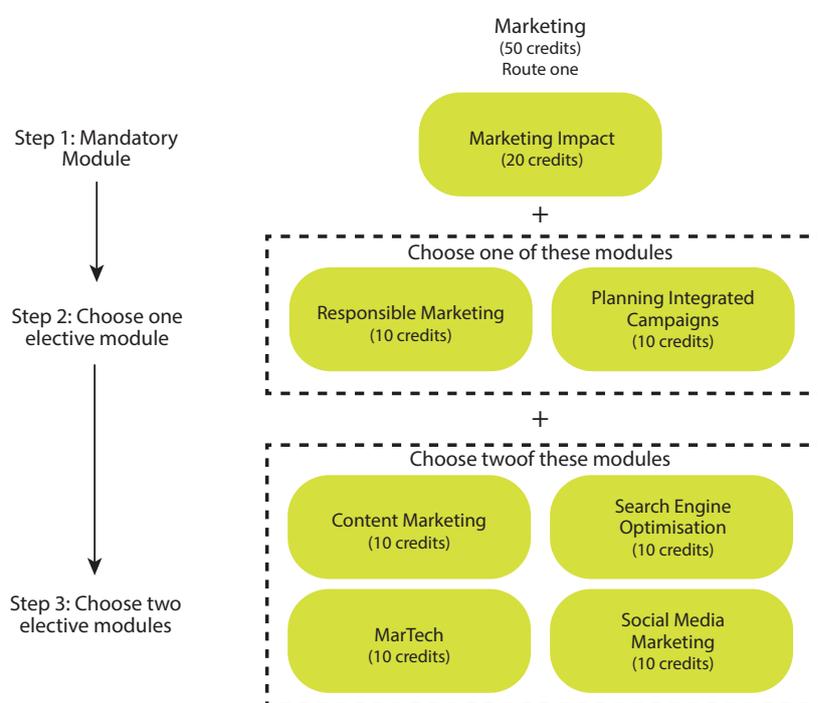
- Two hour induction
- Mandatory units (46 credits)
- Optional units (23 credits)
- Monthly tutor visits are required and extra visits or support can be provided if needed
- Tutor sessions may last up to two hours as the assessment tasks are supervised, and time must be allowed for them to be fully completed
- 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



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## Progression

On completion, you could progress to:

- Level 5 Leadership and Management if you are in a suitable management role