

## Diploma in Digital Marketing

### Level 4

#### **COURSE OBJECTIVE**

Digital Marketing is the use of digital media to attract and engage with existing and potential customers, e.g. online advertising, email marketing, and search engine optimisation. The rich data generated enables granular analysis of what has worked, demanding analytical and creative skills above those demanded in traditional marketing and advertising. This qualification assesses learners to ensure they understand digital marketing as a competitive business strategy and tool, helping them to understand how to use it effectively and measure the results. The diploma includes units to cover a range of knowledge and skills to fully understand the impact and power of digital marketing. It is aimed at experienced Digital Marketing practitioners who will be expected to work on their own, undertaking projects or aspects of projects for which they will have sole responsibility.

#### **COURSE DELIVERY**

An assessor will visit the candidate at their workplace once a month for approximately two hours. In addition, they will be set approximately four hours' worth of work to complete before their next meeting.

Assignment, this will require attending 6 workshops at ACT's Head Office to sit these assessments. Additional optional workshops which cover some, but not all, elements of the qualification. They are only available for two mandatory units and three optional units. Speak to your assessor if interested in this option. The knowledge and skills needed in order to successfully complete these assignments will be achieved using interactive remote delivery tools (podcasts, videos and webinars), interactive workbooks, and through one to one support from the assessment team.

#### **KEY TOPICS**

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

#### **COURSE DURATION**

18 months

#### **QUALIFICATION ACHIEVED**

Diploma in Digital Marketing Level 4

#### **PRICE**

£1600 + VAT

#### **CONTACT DETAILS**

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