Just IT
Apprenticeships | Training | Recruitment
B2W group

MAYOR OF LONDON

The use of digital platforms has become bigger than ever, as businesses look to increase their engagement and elevate their brand awareness through online channels. Our Level 3 Digital & Social Media Marketing programme will equip you with the ability to thrive across a range of roles in the industry, from contributing fresh ideas to creating marketing messages to analysing trends and campaign success.

Programme breakdown

This programme is designed for learners who want to develop and extend their digital and IT skills to prepare for different roles in the digital and creative industries. During this accredited online course, you will gain valuable technical and practical skills and knowledge desired by employers and be supported into a relevant progression route by Just IT.

What is learnt on programme?:

- Project Management
- Digital Marketing
- Content Marketing
- Social Media Marketing
- Metrics and Analytics
- Preparing for Employment

Support: You will learn from industry experts about the digital marketing mix alongside receiving support and guidance from our career support team.

Eligibility: To enrol onto our programme, you must be:

- Aged 19 +
- Interested in wanting a career within Digital Marketing
- Must reside within the Greater London area

Qualification & progression: You will receive a Level 3 Certificate in Social Media for E-Commerce qualification.

You have the opportunity to hone your newly developed skills further by progressing onto our one of our apprenticeship programmes in Digital Marketing or Content Creation. These programmes are designed so you can expand and gain specialist skills and knowledge desired by employers across various digital industries.

Duration: 4 weeks

Delivery: Delivered remotely

Project Management

You will learn project management concepts and the tools used by organisations to manage projects. This also includes learning how to plan a project, track progress and review the outcomes to determine project success.

Digital Marketing

You will develop an understanding of digital marketing and how it helps an organisation to achieve its goals. You will learn about the digital marketing mix and how trends impact on digital marketing activities and techniques.

Content Marketing

You will investigate the benefits, methods and technologies of content marketing while also developing skills to create, implement and evaluate the success of a content marketing campaign. This includes how SEO is achieved for marketing.
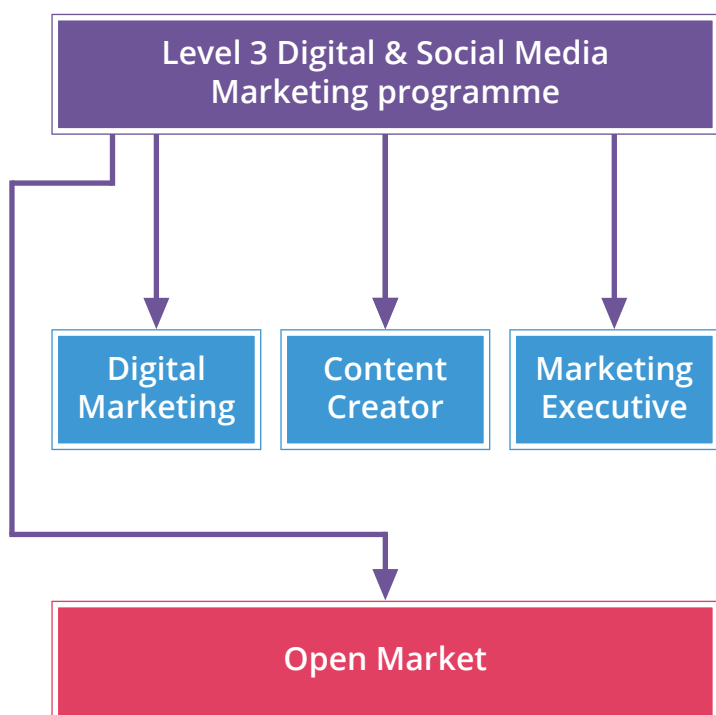
Social Media Marketing

You will develop an understanding of how social media is used in digital marketing. Within this subject, you will plan, create and measure a social media marketing campaign to meet organisational goals.

Digital Marketing Metrics and Analytics

You will learn the sales funnel, the customer experience and the types of data generated during the customer journey. This includes the methods used by organisations to determine success of digital marketing campaigns.

Preparing for Employment

You will be prepared for employment within different roles in the digital and creative industries and in other industries that require specific digital and IT skills.

Your progression (what you can expect after completing the programme)

Level 3 Digital & Social Media Marketing programme

You start here. Gaining a wide variety of marketing skills and receiving an industry-recognised Level 3 accreditation. Upon completion, you'll be perfectly placed to progress onto one of our marketing apprenticeship programmes or move into full-time employment.

Digital Marketing
Content Creator
Marketing Executive

We specialise in marketing apprenticeship programmes for a wide variety of industries and sectors. Here you can broaden the range of skills that you have developed, earn as you learn by working with a real employer alongside gaining additional industry recognised certifications.

Open Market

Alternatively, after completing the Digital Marketing programme, you have the opportunity to approach the open market. Putting your skills to good use and starting a career in the industry.

To register your interest in enrolling onto the programme, please email us: **hello@justit.co.uk**