

Courses



BA (Hons)

Digital Marketing

Digital Marketer – Degree Apprenticeship

www.uclan.ac.uk/degree-apprenticeships/courses/digital-marketing-ba

DURATION

3 years

START

February 2025

DELIVERY

Blended learning

Our BA (Hons) Digital Marketing Degree Apprenticeship combines theory and practice as you learn how to create and execute a digital marketing strategy. You'll have all the tools you need to promote a business through social media, websites, apps and e-content.

Designed in collaboration with students, industry experts and national and local companies, it meets government standards for a digital marketing apprenticeship.

You'll develop workplace skills and competencies including through live projects, supported by your employer and supervised by members of the course team.

If you opt to study at our impressive Burnley Campus, you'll benefit from smaller class sizes, the opportunity to work in a friendly, close-knit environment, and access to all the support you need.

Why Study With Us

- You'll work towards Chartered Marketer status on a course that's accredited by bodies like The Institute of Direct and Digital Marketing (IDM).
- You'll create a portfolio of evidence demonstrating your workplace knowledge, skills and competencies.
- You'll study topics like data analysis and relationship management as well as social media marketing and optimisation.

Why Choose A Degree Apprenticeship?

With a Degree Apprenticeship you get a great qualification and a career boost. It's the perfect opportunity to develop your skills and knowledge through work-based learning, as you earn.

You'll grow and nurture your talent through the forward-thinking businesses we collaborate with to offer a Degree Apprenticeship.

Who Is This Course For?

If you want to accelerate your career, develop as a professional Digital Marketer and learn as you earn, this programme is for you.

What You'll Do

As a graduate of the course, you'll be able to apply for professional registration at associate grade to the Chartered Institute of Marketing and the Institute of Direct and Digital Marketing.

And BCS, The Chartered Institute for IT, say you can join their register of IT technicians confirming SFIA level 3 professional competence.

You'll marry research and academic study with practice whilst looking at the role of digital marketing on a domestic and international scale.

Modules

Year 1

Compulsory Modules

These modules are set and you have to study these as part of your course.

Digital Behaviours

This module will introduce you to conceptual and intellectual digital behavioural foundations of marketing, with reference to buyer behaviour in the digital marketplace.

Module code	BM1503
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Digital Marketing Platforms And Principles Of Marketing

This module aims to introduce you to the fundamental concepts and principles associated with marketing and provides a broad foundation to prepare you for the study of marketing management at level 5 and marketing strategy at level 6. The module explores marketing from both a traditional and digital perspective, introducing you to software and media relevant to the current marketplace, and introducing you to the fundamental skills and capabilities essential in the new digital marketing paradigm.

Module code | BM1506

Social Media Communications And Content Marketing

This module will introduce you to the fundamental concepts and principles associated with social media communications and content marketing. The module explores social media communications and content marketing from a contemporary perspective and introduces you to software and social media relevant to the current marketplace.

Module code | BM1504

Introductory Digital Marketing Project

This module will help prepare you to work towards your final end point assessment through the creation of an individual self-directed project, a reflection and evaluation of the project and an interview of the progress of the project.

Module code | BM1505

Year 2

Compulsory Modules

These modules are set and you have to study these as part of your course.

Digital Design For Marketers

Develops your skills and capabilities essential in the new digital marketing paradigm. You'll also learn how to use graphic design tools across a variety of digital platforms and produce solutions for screen-based media with a focus on creative digital solutions. You'll design and create contemporary marketing materials using 'industry standard' software essential in the age of platform marketing.

Module code | BM2502

Regulation, Ethics And Trust

This module will introduce you to the ethical, legal and regulatory issues related to marketing and digital marketing in a national and international context.

Module code | BM2503

Marketing Research And Consumer Insight

Examine the methods used in marketing research to provide consumer insights that will enable businesses to make informed decisions about the marketing of their services and products. Understand both qualitative and quantitative research methods and their application in marketing research.

Module code | BM2504

Applied Digital Marketing Project

This module will help you prepare for your final end point assessment. Here you'll create an individual self-directed project, a reflection and evaluation of the project, and an interview on the progress of the project.

Module code	BM2505
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Marketing Management

The module endeavours to provide a challenging and supportive learning environment for you by developing key skills and subject knowledge appropriate to this vocational discipline. The module aims to show integration with communications functions but not to provide specialisation in this aspect of the mix.

Module code	BM2501
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Year 3

Compulsory Modules

These modules are set and you have to study these as part of your course.

Marketing Strategy

Enhance your understanding of the strategic implications for marketing management in both domestic and global contexts. You'll also be encouraged to consider marketing as a strategic function across a variety of sectors.

Module code | BM3501

Social Media And Optimisation

Enhance your knowledge on digital tools and social media. You will explore the importance of a social media campaign for a company and learn techniques related to on-page and off-page optimisation. You'll also learn how to optimise your content writing and how it is used will be examined

Module code | BM3503

Contemporary Digital Markets

Discover the frameworks and tools which are available to digital marketers. Learn how to formulate appropriate campaign strategies, either in business to business (b2b) or business to consumer (b2c) marketing.

Module code | BM3504

Data Analysis And Relationship Management

Develop knowledge on direct and digital marketing within the data analysis and relationship marketing paradigm. The module will also equip you with a critical appreciation of the frameworks and tools which are available to interactive marketers. Bring together previous

learning in business and marketing to develop concrete yet creative plans and further develops your skills in budgeting and scheduling.

Module code | BM3502

Strategic Digital Marketing Project

This module will prepare you for your final end point assessment through the creation of a digital marketing project, oral presentation, and interview.

Module code | BM3505

Every effort has been made to ensure the accuracy of our published course information. However, our programmes are subject to ongoing review and development. Changing circumstances may cause alteration to, or the cancellation of, courses. Changes may be necessary to comply with the requirements of accrediting bodies or revisions to subject benchmarks statements. As well as to keep courses updated and contemporary, or as a result of student feedback. We reserve the right to make variations if we consider such action to be necessary or in the best interests of students.

Professional Qualifications

On completion you'll be able to apply for professional registration at associate grade for the Chartered Institute of Marketing and Institute of Direct and Digital Marketing. BCS, The Chartered Institute for IT, recognise this apprenticeship on their register of IT technicians confirming SFIA level 3 professional competence.

Future Careers And Job Role

With your BA (Hons) Digital Marketing Degree Apprenticeship you could work as an Online and Digital Marketing Executive or Officer in the public, private and charitable sectors.

As a Digital Marketer you'll lead on the creation and execution of a digital marketing strategy across a range of digital channels - social media and websites to emails and apps.

You'll use content marketing and campaign management principles, informed by financial and analytical tools, to achieve business goals.

Vacancies

You can register with the government [Find Apprenticeship Service](#) to receive updates on all Degree Apprenticeships. Or visit our [vacancies page](#) to view our latest job listings.

Entry Requirements

- Successful applicants to BA (Hons) Digital Marketing must possess one of the following:
- UCAS: 112 points at A2
- BTEC Extended diploma: DMM
- BTEC Diploma: D*D*
- Access to higher education: Pass with 112 points
- International baccalaureate Diploma: 112 points in higher level subjects
- IELTS: only 6.0 | GCSEs: Maths and English at Grade C/4 or equivalent such as Level 2 functional skills in Maths and English
- Our Apprenticeships have flexible entry requirements which take into consideration prior qualifications and experience. This may also include consideration of year of entry

Scholarships And Bursaries

Degree Apprentice Care Leaver Bursary

We offer a range of support and services to help all apprentices, but you may need a little extra assistance if you have been in Local Authority care and don't have support from your parents. Find out more about our Care Leaver Bursary for our Degree Apprentice students.

Learning And End Point Assessment

All apprentices sit an independent end-point assessment (EPA), assessing all the knowledge, skills and behaviours you've learnt throughout your apprenticeship.

It's taken at the very end of the on-programme phase of training when your employer, or in some cases your training provider, is satisfied that you meet the "gateway" criteria to take the assessment.

End-point-assessments are graded and you'll get an apprenticeship certificate after you've successfully completed your EPA. It's a test that's valued by current and future employers.

The University has many learning resources both on and off campus – including online access to other libraries and information services (which may be closer to you) through schemes such as Sconul Access and an Inter-Library Loans Service.

There's also an information skills training programme, IT help and advice from LIS Customer Support.

And you'll be able to remotely link to the university's network account, the library's electronic resources and some core software applications.

Information For Employers

An apprentice is employed to do a real job while studying for a formal qualification, usually for one day a week at one of our campuses or training centres.

This course meets Apprenticeship Standards and your apprentice will have the knowledge and skills to either succeed in their chosen career or progress to the next apprenticeship level.

Students work towards Chartered Marketer status on a course that is accredited by various professional bodies. They'll learn industry recognised skills for a career in digital marketing.

Digital marketers lead on the creation and execution of a digital marketing strategy in support of business goals. They'll be expert in a range of digital channels, from social media and websites to email and e-content.

They're brilliantly equipped to help businesses promote their brands, products and services through digital channels.

Benefits To The Employer

This Degree Apprenticeship was designed in collaboration with our students, industry experts and national and local companies, to a national standard, defined by the government for a job in a digital marketing role.

We're committed to the principle of an apprenticeship developing an individual with and through an employer.

It's a great way to address any skills and knowledge gaps in your workforce and retain and attract staff who want opportunities for professional development.

Key Information And Funding

Award: BA (Hons)

Apprenticeship Standard: Digital Marketer - [Read more](#)

Level: Level 6

Funding Band: Maximum funding: £21,000

[View more information](#) on Levy and Non-levy paying organisations and eligibility.

Funding bands range from £1,500 to £27,000 and sets the maximum amount of digital funds an employer who pays the levy can use towards an individual apprenticeship.

How To Access

Contact our Business Development Team:

Telephone: 01772 895500,

email: uclanapprenticeships@uclan.ac.uk

This course is delivered by the School of Business

For information on possible changes to course information, see our [essential and important course information](#)

You can find regulations and policies relating to student life at the University of Central Lancashire on our [student contract page](#)

For more information on studying with the University of Central Lancashire, or for advice and guidance on how to apply visit [uclan.ac.uk/study](https://www.uclan.ac.uk/study) or call our course enquiries team on 01772 892400

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