



# Level 4 Digital Marketing

This high level qualification is suited to those in a marketing manager or director positions or those aspiring to progress in the near future. Our qualification will equip you with the skills to use digital media to attract and engage with customers through methods such as online advertising, email marketing and SEO.

## 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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We invest in people Platinum



# 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
Digital Literacy	Level 2
Communication	Level 2

## Qualification Overview

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

- Two hour induction
- Mandatory units (60 credits)
- Optional units A (21 credits)
- Optional units A or B (39 credits)
- 120 credits in total
- 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
- The qualification will take 20 months to complete

## Mandatory Units

Unit Title	Level	Credit Value
Marketing planning	4	12
Ethics and legalities of digital marketing	4	6
Business concepts	4	11
Project management centre devised	4	15
Digital marketing metrics and analytics	4	6
Personal and professional development	4	10

## Optional Units A

Unit Title	Level	Credit Value
Gamification	3	5
Content marketing	4	7
Online display advertising	4	5
Marketing on mobile	4	5
Search engine marketing	4	7
Email marketing	4	7
Retention marketing	4	9
Video channel management	4	6
Designing an effective web based user experience	4	8

## Optional Units B

Unit Title	Level	Credit Value
Principles of social media within a business	3	6
Principles of keywords and optimisation	3	5
Content management system website creation	3	7
Principles of social media advertising and promotion	3	6
Website software	3	5
Delivering e-commerce solutions	3	9
Spreadsheet software	3	6
using collaborative technologies	3	6
Imaging software	3	5
Video software	3	4
Relationship management for account managers	5	6

### Progression

On completion, you could progress to:

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