

# IMPORTANT INFORMATION ABOUT YOUR COURSE

## BA (HONS) DIGITAL MARKETING\*

\*This course is subject to validation and details in this course information may change.

### COURSE DESCRIPTION

The Digital Marketer Degree Apprenticeship offers a practical, hands-on path to a career in digital marketing. The programme has been carefully designed to equip students with the skills, knowledge and competencies needed in a rapidly evolving digital marketing landscape.

The course combines academic learning across a spectrum of marketing areas including modules in Customer Insights, Digital Marketing Campaigns, Branding & Culture and The Responsible Marketer, which provide practical hands-on training, equipping apprentices with up-to-date skills in important areas such as SEO, content marketing and marketing dashboards.

### ENTRY REQUIREMENTS

The starting point for any apprenticeship is finding a business which wants to employ an apprentice. Our business development team work closely with employers to develop these opportunities and once a vacancy is confirmed it will be advertised on both the Futureworks and Government Apprenticeship websites.

**Entry Criteria:** Individual employers will set the selection / entry criteria. To be eligible to study for a Degree, typically candidates will have achieved grade 4 or above in at least five GCSE's including English and Maths, and at least two A levels or equivalent Level 3 qualifications. Candidates may have previously been in a Digital Marketer role or be able to demonstrate a real passion and personal experience in digital marketing.

**Initial assessment:** Every learner will complete a comprehensive skills scan against the Knowledge, Skills, and Behaviours (KSBs) outlined in the standard. This process ensures that any gaps in competence are identified early and informs the development of an individualised learning plan. Where learners require additional support in English or Maths, tailored interventions will be provided to help them meet the required standards and succeed in their programme.



**Accreditation for Prior Learning:** Degree apprenticeship students may only be accredited at FHEQ Level 4 and must join the programme at this level. In the case of a prospective apprentice meeting all Level 4 requirements following initial assessment of prior learning Futureworks would provide guidance or signposting to an alternative course.

If an applicant thinks they may be eligible for APL they should contact our Admissions team on [admissions@futureworks.ac.uk](mailto:admissions@futureworks.ac.uk).

## MODULES (CREDITS)

### YEAR 1

**Content Marketing (20 credits)** - This module explores the role of content marketing and why it is important for B2B and B2C organisations. Students will plan, create and evaluate content across a range of digital platforms, using storytelling, SEO and audience insights.

**Customer Insights (20 credits)** - This module introduces the importance of understanding customers in digital marketing. Students will learn how to collect, analyse, and interpret customer data to help understand customer behaviour and motivations.

**Digital Marketing Principles (20 credits)** - This module introduces fundamental principles of digital marketing, exploring key areas such as the marketing mix, online customer behaviour and key digital trends and topics.

**Marketing Communications (20 credits)** - This module builds on the student's understanding of marketing and helps to develop a critical evaluation of the role of marketing communications (promotions).

**Marketing in Action (20 credits)** - This module will explore how marketing contributes to organisational success, focusing on fundamental marketing theories and principles in different types of organisations.

**The Responsible Marketer – Part 1 (20 credits)** - This module will expand upon the student's Initial Needs Analysis (INA) and help create a professional development plan to help demonstrate and evidence achievement of the Knowledge, Skills, and Behaviour standards of the Digital Marketer Degree Apprenticeship

### YEAR 2

**Brand Communities (20 credits)** - This module explores how digital marketers map, design, and optimise user journeys to enhance customer experience across digital touchpoints. Students will learn to collect, analyse and interpret customer data to understand behaviour, motivations and touchpoints both online and offline.



**Digital Marketing Campaigns (20 credits)** - This module explores the how to plan, execute and evaluate a digital marketing campaign. Students will learn to align campaign objectives with target audiences, select appropriate digital channels and measure performance.

**Marketing Dashboards (20 credits)** - This module explores how to interpret and apply marketing data using dashboards and analytics tools. Students will explore key metrics, data visualisation and performance tracking to inform marketing decisions.

**Marketing Technology (MarTech) (20 credits)** - Marketing Technology (MarTech) is a vital aspect of marketing to develop and implement successful marketing campaigns. This module explores the importance and application of MarTech within organisations and agencies, including the use of Artificial Intelligence (AI) within digital marketing teams.

**The Responsible Marketer – Part 2 (20 credits)** - This module will consider professional marketing behaviours and competencies, building on the first-year module in helping students manage their continued professional development and ethical and technical marketing skills.

**User Journeys (20 credits)** - This module explores how digital marketers map, design, and optimise user journeys to enhance customer experience across digital touchpoints. Students will learn to collect, analyse and interpret customer data to understand behaviour, motivations and touchpoints both online and offline.

## YEAR 3

**Digital Marketing Strategy (30 credits)** - This module explores students to develop and implement effective digital marketing strategies in a diverse global environment. Students will analyse the digital marketing environment to inform strategic decision-making and align with business goals. Emphasis is placed on strategy development key performance indicators, ethical decision making, risk analysis and evaluating performance to drive long-term digital marketing success.

**Digital Optimisation (30 credits)** - Digital marketing is constantly evolving, and students will explore developments and techniques within the digital environment and their impact on marketing campaigns. Students will look at how digital campaigns can support stakeholder engagement and brand communities, consider how to manage digital projects successfully, whilst understanding performance analysis to improve user experience, website performance and campaign effectiveness.

**E-Commerce (30 credits)** - This module explores advanced concepts and practices in e-commerce, focusing on digital retail strategy, user experience, and conversion optimisation. Students will critically evaluate e-commerce models, technologies, and customer behaviours. Emphasis is placed on developing data-driven, customer-centric strategies that support commercial objectives in a competitive global digital marketplace.



## YEAR 4

**Work-Based Project (30 Credits)** - This module explores students to develop, research and manage an effective digital marketing project. Students will integrate research with professional practice, for an organisation of their choice. Students will develop a project, informed by marketing environment trends and insights. Students will create a digital project which will provide measurable improvement to marketing performance, which showcases their digital knowledge and understanding, with some freedom to develop a project which is meaningful to them.

## WHAT ARE CREDITS?

As a guide, 20 credits typically represents around 50 hours of tutor contact time (e.g. lectures/workshops/feedback).

## MODE OF DELIVERY

Your course will mainly be delivered remotely in live sessions over Teams. You will usually be required to attend on campus once a semester at our Riverside Campus, which is located on New Bailey Street in Manchester.

## TEACHING STAFF

The majority of the staff who teaches on this degree is active in the industry. As a result, we are always working and teaching the most current industry approaches. We practice what we teach. We also have an extensive network of industry contacts that we can draw on for guest lectures and workshops.

## METHOD OF ASSESSMENT

We don't believe in exams. All assessment takes the form of coursework, portfolios, presentations, and essays. In other words, all assessment is directly related to the skills being taught. You will often have the opportunity to receive feedback along the way, via formative submission points, with official summative submissions falling at the ends of each module.

## COURSE DETAILS

**Award to be received on successful completion:** BA (Hons) Digital Marketing

**Length of course:** 3 to 4 YEARS including the final apprenticeship assessment module.

**Regulator:** Office for Students ([OfS](#))

**Awarding Institution:** The Open University

Futureworks is approved by The Open University as an appropriate organisation to offer higher education programmes leading to Open University validated awards.



## FEES / COSTS

### TUITION FEES

Apprentices do not pay tuition fees for their course.

The Government covers the cost of tuition through the apprenticeship levy. Employers pay the levy at 0.5% of their annual pay bill, if the bill is over £3 million. Employers who don't pay the levy currently only pay 10 per cent of the tuition costs for their degree apprentices.

