

7513-30

City &
Guilds

BUSINESS SKILLS

LEVEL 3 DIPLOMA IN DIGITAL MARKETING

QUALIFICATION FACTSHEET

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Framework Qualification	Credit	Fundable	GLH	QAN	City & Guilds number
Level 3 Diploma in Digital Marketing	74	Yes	472-505	601/0110/6	7513-30

Qualification aim	Qualification levels and definition	Progression routes
This qualification recognises the rapid growth and changes within the Digital Marketing sector. The tools and knowledge now required have evolved rapidly and this qualification has been developed with key industry experts and employers to engage new learners into this field as well as support those already in marketing to up date their knowledge and skills. This qualification also stands as a Technical Certificate option within the Social Media and Digital Marketing apprenticeship framework.	The Level 3 Diploma 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.	On completion learners will gain the skills and knowledge required to progress to further qualifications in Marketing, Business, IT Professional, Media, PR. In addition, we also have a number of Higher Level qualifications offered through the Institute of Leadership and Management (ILM). www.i-l-m.com

	Key features	Key benefits
Structure	The qualification includes key mandatory units and two optional groups to focus the learners and allow them to choose the units that best support their career within Digital Marketing.	The choice of pathways is designed to cater to those seeking careers in the various aspects of digital marketing providing in-depth knowledge and understanding of the use of digital marketing.
Assessment	As a Competence and Knowledge based qualification this will be assessed in a variety of ways, including City & Guilds assignments and workplace assessment.	Assessment for the Diploma in Digital Marketing can be obtained in the most appropriate way to meet the centre, learner or employer needs. Evidence can be gathered from within learner's workplace or through classroom activities
Support	Our support resources include: a free Qualification Handbook, our e-portfolio Learning Assistant on request and personal support.	Learning Assistant helps save time and money by increasing learner completion rates by up to 40% over paper delivery. Personal support is available from the largest team of subject specific Quality Consultants, our Customer Relations Team and dedicated Business Managers.

Reasons to choose City & Guilds	
Widest range and choice of qualifications	We are the market-leading awarding organisation for qualifications in the Business, Marketing and IT sector. Learners can progress to and from the variety of qualifications in these suites.
Industry expertise	We have worked in partnership with Agilisys Arch in creating this qualification. Extensive industry consultation and research took place ensuring the qualification was developed by the industry for the industry.
Recognised by employers	This qualification is supported by employers who took part in the industry wide consultation as well as the Sector Skills Councils – Council for Administration (CfA)

For more information call +44 (0) 844 543 0000

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