

# Digital Marketing

## Skills Bootcamp in Digital

Course Code	LENGTH	START DATE	END DATE	DAYS OF WEEK	TIME
CXDBDM5	8 weeks	30/11/2021	21/01/2022	Tues, Weds, Thurs	5:30-8pm
CXDBDM8	2 weeks	13/12/2021	24/12/2021	Mon-Fri	9.00AM-4.00PM
CXDBDM6	10 weeks	04/01/2022	10/03/22	Tues, Weds, Thurs	5:30-8pm
CXDBDM7	2 weeks	24/01/2022	04/02/2022	Mon-Fri	9.00AM-4.00PM

This course will help you learn how to undertake digital campaigns and maximise use of social media. The course includes enhancing SEO and delivering digital campaigns including google display ads, display advertising, programmatic advertising, LinkedIn advertising and PPC.

### Who is this course suitable for?

This course is ideally aimed at recent graduates looking to develop industry skills, or someone looking to expand their knowledge of digital marketing. The course is also accessible as a starting point for people with little or no previous knowledge or qualifications.

### What does the course cover?

- Apply structured techniques to problem solving and analysing problems to resolve issues across a variety of digital platforms.
- Build and implement digital campaigns across a variety of digital media platforms.
- Apply specialist skills in marketing, search engine optimisation, e-mail marketing, web analytics, mobile apps and pay-per-click.
- Understand the principals of coding.
- Understand the main components of digital and social media strategies.
- Work with a range of internal and external people, communicate effectively, work independently and take responsibility.

## How will this course help me, or my employees, secure work or upskill?

The primary role of a digital marketer is to define, design, build and implement digital campaigns across a variety of online and social media platforms to drive customer acquisition, customer engagement and customer retention. A digital marketer will typically be working as part of a team, in which they will have responsibility for some of the straightforward elements of the overall marketing plan or campaign. The marketer will work to marketing briefs and instructions. They will normally report to a digital marketing manager, a marketing manager or an IT Manager.

This course will develop the knowledge, technical and employability skills (and upskilling) in using online and social media platforms to design, build and implement campaigns to drive customer sales.

## What jobs does this course relate to?

Digital Marketing Assistant, Digital Marketing Executive, Digital Marketing Co-ordinator, Campaign Executive, Social Media Executive, Content Co-ordinator, Email Marketing Assistant, SEO Executive, Analytics Executive, Digital Marketing Technologist.

## How and where are they delivered?

All our skills bootcamps are delivered remotely using MS teams and using one of three course structures:

- Intensive courses are 2 full weeks, 9-16.00
- Flexible courses are delivered 3 evenings a week for 10 weeks
- Weekend Flex courses are delivered on 7 consecutive Saturdays.

Online learning delivered remotely through Zoom, Meets, Teams, etc (breakout rooms used for team tasks).

### Disclaimer

Whilst every effort is made to ensure the information is correct, some details may be subject to change. Cambridge Regional College reserves the right to make amendments to the courses, dates, fees or other details, and to make cancellations or changes if numbers are insufficient.

### How to Apply

Complete our interest form here:  
<https://www.camre.ac.uk/adult-learners/digital-skills-bootcamps/>

### Contact us

To find out how the bootcamps could work for you or your company call XXX



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