



Faculty of Business and Law
BSc (Hons) Digital Marketing

Integrated Digital Marketing Degree Apprenticeship

Frequently Asked Questions

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I. Introduction

This Handbook has been written to give you more information about the **Digital Marketing Degree Apprenticeship** and what it involves.

The **Digital Marketing Degree Apprenticeship** was developed in response to the growing fear that the UK, like so many other countries, is failing to keep up with the rapid development of digital communications and technologies. This has had a critical impact in recruiting capable and skilled individuals in an increasingly challenging and globally competitive market. 58,000 digital tech businesses in the UK produce an annual turnover of over £161bn and over 1.5 million jobs. A third of these have grown at a faster rate than the UK economy in the proceeding five years. Illustrating how the economy is adapting to this trend, 41% of the UK's Digital Tech jobs are within the traditional industries (648,000).

Anglia Ruskin were involved throughout the development of the new Level 6 Digital Marketer Trailblazer, and are the first University to offer this Integrated Degree Apprenticeship. The modules within our BSc (Hons) Digital Marketing Degree Course have been designed to provide you with the necessary knowledge, skills and behaviours outlined in the standard and Apprenticeship Assessment Plan. The details of these can be found here:

<https://www.instituteforapprenticeships.org/apprenticeship-standards/digital-marketer-degree/>

Successful completion of the Degree will enable you to use the letters BSc (Hons) after your name. The degree is also recognised on the **Chartered Institute of Marketing's** (CIM) Graduate Gateway, which offers additional membership pathways beyond graduation. This means you will benefit from regular updates from professional bodies, helping you stay up to date with the rapidly changing trends in the digital world, and will support your application for membership in the future. In addition, you can choose to take the **Institute of Direct and Digital Marketing** (IDM) examinations for the opportunity to gain further professional recognition at a preferred rate.

I hope you find the information provided hereafter useful.

Jo Brown
Degrees at Work, Anglia Ruskin University

2. Is this course for me?

The **Digital Marketing Degree Apprenticeship** is designed to blend learning with employment, and so you can apply the skills you've learned immediately to your work. On completion of this course you'll be equipped to lead on the creation of a digital marketing strategy, and to recognise and respond to business opportunities and customer requirements through a range of digital channels (such as social media, websites and email). By employing content marketing and campaign management principles, and financial and analytical tools, you will be able to deliver successful initiatives that meet the needs and aspirations of your organisation.

Being a Chartered Institute of Marketing (CIM) Accredited Study Centre and an Institute of Direct Marketing (IDM) Key Educational Partner allows you to benefit from significant exemptions from CIM and IDM professional qualifications.

Whether you want to start a new career in Digital Marketing, or advance your existing marketing skills, this course is for you.

3. Why Anglia Ruskin University?

Anglia Ruskin University is based in both Cambridge and Chelmsford, with smaller campuses in London and Peterborough, and is one of the foremost universities in the UK for work-based learning. We have developed teaching methods and specialist teaching teams that will enable you to learn in a dynamic and supportive environment.

The university has a history of providing innovative courses, and an established reputation for delivering relevant and highly practicable learning programmes for working people. We work with clients such as Barclays Bank, Wellcome Sanger Institute, the RAF and the NHS to design work-based training that develops their employees' skills and enhances their contribution to their workplace.

We're one of the largest business schools in the East of England. Our striking and award-winning business school building in Chelmsford, which includes our Bloomberg Financial Markets Lab, as well as new buildings in Cambridge, offer the most advanced learning technologies. Our inspiring teaching team will share with you their extensive real-world experience, gained in a range of business sectors.

4. How is the course taught?

The course is delivered predominantly online through our online learning management system (LMS) known as Canvas, facilitated by experienced tutors and Marketing practitioners under the guidance of our academic team. There are also a series of face-to-face workshops throughout the academic year that equip you with the theory you need to take back to the workplace and put your learning into practice through a work-based learning approach, enabling you to concentrate on developing the skills relevant to your future role.

Some of these are mandatory, including induction and those that support an assessment, but some are optional in recognition of the demands on workload and the location of our Apprentices.

Canvas provides a secure environment for setting tasks, accessing learning resources and communicating between students and tutors, and is accessible from a variety of mobile devices, internet-speed permitting. A range of learning methods that include tutor-led online group discussions, review of texts and case studies, and reflective activities encourage you to bring issues from your workplace setting to the online forums for discussion with your peers between workshops.

The course has been designed to be as interactive as possible, with opportunities to participate and learn collectively with fellow students through the LMS. There is a mix of reading, projects, video, message boards, discussions and other learning activities. You will develop skills such as critical thinking, decision making, communication, team working, leadership and problem solving as you progress through the course. You can also communicate with tutors via telephone, Skype or online as appropriate.

Throughout the course you are supported by Anglia Ruskin University's academic and support staff. There is also a comprehensive online induction, supported by our specialist distance learning team.

5. Will I have to attend the University's campus?

On occasion, yes. While much of the course content is self-directed and can be accessed at any time that suits you online via our Learning Management System (LMS), you will be expected to attend a three-day induction in your first week to meet fellow students, tutors, and have a full orientation on using the University's library, academic regulations and student support.

In addition, there will be a further five one-day workshops throughout each academic year; locations dependent on the cohort demographic. One or two of these will be mandatory to support with an assessment or to progress group work. Some will be optional however. We would recommend you try to attend as many as possible to gain the best student experience, but we recognise that work deadlines and responsibilities do not allow this on occasions.

Please note the Apprenticeship funding does not cover additional costs such as travel or accommodation expenses.

The three-day induction is likely to fall into the week commencing **September 14th 2020** - please hold this week until full details are confirmed.

Workshop dates for the academic year 2020/21 will be confirmed soon; the first is anticipated in .

It is recommended you plan your annual leave around these workshops, and ensure your line managers are aware that you will be required to attend these dates well in advance to ensure there are no issues further down the line.

Location addresses:

Cambridge Campus, East Road, Cambridge CB1 1PT [Directions](#)

Chelmsford Campus, Bishop Hall Lane, Essex, CM1 1SQ [Directions](#)

6. How does the Apprenticeship affect my work?

You will continue with your usual job while you undertake the Apprenticeship, developing new knowledge, skills and behaviours (known as KSB) as you progress through the course.

Your employer is required to protect a minimum 20% of your contracted working hours every week to enable you to complete 'off the job' learning. This might be a day on campus attending workshops, or working on a live project where you are putting your theory into practice, attending conferences or events that contribute to your skills development, or reading/ exploring learning resources as part of your module.

Your engagement with the course will be monitored by the University, as we need to report on this on a monthly basis to the Education and Skills Funding Agency to be compliant with the latest funding rules. In addition to the metrics available to us through our own systems, we will also require evidence from your employer that 20% of your working hours have been protected for learning. We do this using a tool called **MyShowcase** that we will introduce to you when you start.

There is an expectation that you will also engage with self-directed study. This course recommends 7-10 hours per week. This time will need to be managed by you in your own personal time, including reading, blog writing, preparing formative assessments, and engaging with online discussions and activities.

The course curriculum is designed to ensure you develop the prerequisite knowledge, skills, and behaviours as set out in the Apprenticeship Standard. We track your progress on these using **MyShowcase** and they are assessed within the integrated [End Point Assessment](#) at the end of the course.

For more information, please follow the link:
<https://www.instituteforapprenticeships.org/apprenticeship-standards/digital-marketer-integrated-degree/>

7. What will I study?

Year 1

TRI I	TRI II	TRIII
Understanding Work Based Learning and your sector (30 credits/L4)	Principles of Marketing (15 credits/L4)	Introduction to Digital Marketing & Campaign Planning (30 credits/L4)
	Introduction to Organisations and Management (15 credits/L4)	

Year 2

TRI I	TRI II	TRIII
Marketing Communications (30 credits/L4)	Understanding Consumers and the Customer Journey (15 credits/L5)	Developing Content for Campaigns (30 credits/L5)
This completes 120 credits at L4	B2B marketing (15 credits/L5)	

Year 3

TRI I	TRI II	TRIII
Data Analytics (30 credits/L5)	Project Management (15 credits/L5)	Strategic Brand Management (30 credits/L6)
	International Marketing (15 credits/L5) This completes 120 credits at L5	

Year 4

TRI I	TRI II	TRIII
Retailer and Shopper Marketing (15 credits/L6)	Financial and Professional Services Marketing (15 credits/L6)	Campaign Showcase/Project (30 credits/L6)

Creating Impact through compelling and Visual content (15 credits/L6)	International Intercultural Management (15 credits/L6)	This completes 120 credits at L6, and the BSc (Hons) Digital Marketing
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8. Module Details

LEVEL FOUR MODULES

Understanding Work-Based Learning in the student Sector (30 credits)

Undertaking a work-based Degree programme requires specific study skills to enable you to maximize your learning potential and take advantage of opportunities available both academically and in the workplace. This module is intended to provide you with the skills essential for success on this course, being both preparatory and supportive, to build a strong foundation for the development of academic and professional skills. You will develop analytical, technological, communication and learning skills by focusing on the key features of successful marketing in the relevant industry sector(s), and the internal and external factors and constraints which influence their activities.

The assessment of this module is in two parts, a presentation (up to 15 minutes) and a portfolio (up to 4,000 words).

Principles of Marketing (15 credits)

Gain a foundation in the core theories and models of marketing, from a bottom-up perspective. You will understand how marketing operates as a key functional area within business and critically interacts with other areas such as finance, human resource management and business management. You will examine the role of marketing management in implementing and controlling the marketing mix processes. You will discuss, analyse and evaluate alternative approaches in the use of the marketing mix, including the short and long-term organisational and market demands, considering examples from a diverse range of sectors.

The assessment for this module is a 3000 word Marketing Audit on company of choice agreed with module tutor.

Introduction to Organisations & Management (15 credits)

Management in practice comes down to support people to work effectively in different organisational contexts. Regardless of your career progression, you will need to manage your relationships with colleagues, managers, subordinates and customers. This module aims to develop your ability to analyse the human side of management and diagnose problems affecting performance and organisational effectiveness. Specifically, we will equip you with knowledge and skills to understand how people and organisations function in individual, group and organisational levels based on the latest academic evidence on topics such as motivation, leadership, teams, organisational structure and culture. Finally, we aim to inspire you to value and continuously use the best available academic evidence on effective management of people and organisations throughout their career.

The assessment for this module is in two parts: (1) 10-minute presentation with 1 page summary (500 words) based on problem solving; and (2) a 2000-word written report.

Introduction to Digital Marketing and Campaign Planning (30 credits)

This module introduces you to the importance of the ever-evolving, dynamic digital landscape, and understanding how to develop skills to improve digital marketing effectiveness. You will develop an awareness of the nature of the challenges and opportunities within the digital environment, the skills and tools required to support and enhance marketing activities, and the importance of effective digital monitoring and measurement techniques that enable organisations to improve digital marketing effectiveness performance. You will then be equipped to look at integrated campaign planning (online and offline), strategy and creativity, and promotional media in a digital age within a framework of appropriate ethical considerations and regulations.

The assessment for this module is a 3,000-word e-portfolio demonstrating digital marketing activities with reflective element, and an-class/online late release test for 2.5 hours.

Marketing Communications (30 credits)

Develop an overall understanding of marketing communications and the tools and techniques used. These will include:

- Internet Marketing and E-commerce
- Advertising
- Sales Promotions
- Public Relations
- Publicity
- Personal Selling
- Sponsorship
- Packaging
- Direct Response
- Merchandising
- Exhibitions

You will explore the role of the internet and e-commerce in developing marketing strategies to complement and strengthen those found in traditional marketing approaches and techniques. How and why is each tool used? What are the advantages and disadvantages of each? How do the tools interact with the other elements of the marketing mix and how they must all integrate to achieve eventual synergy? The promotional planning process at the strategic, tactical and operational levels will also be identified and examined.

The assessment for this module is in two parts: (1) a 2000-word Marketing audit for a company to identify a new product or service/or a re-positioned product or service, and (2) a marketing communications plan to accompany (1) including a creative brief to an advertising agency.

This completes the first year of the BSc (Hons) Digital Marketing Degree.

LEVEL FIVE MODULES

Understanding Consumers and the Customer Journey (15 credits)

Understanding what people need and want and ensuring it is available at the right price, the right time and through the right channel is the core principle of marketing, but this becomes increasingly challenging in a digital world where consumers may behave differently online, are increasingly promiscuous in their brand loyalty and are turning their backs on traditional reference groups to influence their decision-making. The scope of digital marketing – allowing organisations to reach globally but with a niche and narrow focus – also brings new challenges. This module provides coverage of consumer behaviour theory within a contemporary perspective, looking at the psychological and sociological drivers that influence behaviour and how this affects integrated marketing communications (both online and offline). Managing customer relationships, improving customer service, and understanding the barriers to purchase through the customer journey will also be explored.

The assessment for this module is a work-based report of up to 3,000 words.

B2B Marketing (15 credits)

In recognition that a greater percentage of businesses sell to other businesses than sell to consumers, this module is designed to give you an insight into the specific issues involved in strategic business-to-business (B2B) marketing, whilst also complimenting any studies into small business issues. Particular emphasis will be given to the national and international background to B2B marketing, the products and services offered and the organisational decision-making and the buying process, making comparison to business to consumer (B2C) marketing.

The assessment for this module is an essay (up to 3,000 words).

Developing Content for Campaigns (30 credits)

The success or failure of a digital campaign requires more than an understanding of the principles of campaign planning, the tools with which to measure associated metrics, and the attitudes and likely behaviours of the targeted customer. Content is king. You'll examine the principles of content curation, creation, atomisation and planning for a practical, applied understanding of this critical element of digital marketing. Digital marketers need to be able to write and edit content in a house style suitable for different digital personas and different channels to meet clear goals and objectives. Content should be tailored for the channel with several key considerations. These skills will be firmly embedded through learning the theory, using case studies, editing text, creating original content, planning editorial calendars, and selling the content strategy to your stakeholders.

The assessment for this module is in two parts: a Video Presentation of up to 30 minutes; and (2) a Handout of up to 1,500 words detailing your Campaign Content Strategy.

Data and Analytics for the Digital Marketer (30 credits)

Digital marketing offers the opportunity for more precise setting of goals and objectives and a greater ability to track, measure, improve and control campaign activity, as part of an iterative cycle of reflection and learning. This module examines the importance of managing digital marketing data for effective decision-making. It provides an understanding of how a range of measurement techniques, data sources and analytical tools can provide insight and value to the marketing team. In this module, sources of data for the digital marketer will be examined from databases and dashboards, to secondary and primary research, as well as the specific use of reporting and presentation tools for digital marketers. The development of technical skills to plan and report on campaign activity accurately will be core in this module, in order to improve return on investment and improvements in terms of conversion, awareness, sentiment and other digital metrics.

The assessment for this module is in two parts: a work-based report (of up to 2,500 words) supported by an analytics report (of up to 3,000 words).

Project Management (15 credits)

Project management is a key skill for a Digital Marketer. Building on the planning skills developed in the previous module 'Introduction to Campaign Planning', this module focuses on developing your skills in managing marketing projects. In essence, the concept of managing a project hinges on one quite basic principle, managing the triangle of: quality of the project outcomes, cost and time. In practice, this is a complex juggling act. This module first distinguishes a project from other types of operations processes and explores the key skills of a project manager. Then the major process groups are applied: initiation; planning; executing; monitoring and controlling and closing a project. The importance of stakeholder management and risk management will be emphasised. You will use software to schedule and cost projects during the planning phases, and explore the use of monitoring and controlling techniques, including cost control, time management and resource optimisation. The final part of the module is on improving the success of projects.

Assessment is by two pieces of coursework: a project schedule and discussion of stakeholders and risks, and a limited time case study problem.

International Marketing (15 credits)

This module is designed to provide you with an understanding of marketing from an international perspective. The increased access to new markets across the world means that both opportunities and threats face marketers in the global context. Overcoming cultural issues remains a key challenge, along with the ability to communicate effectively to perhaps a very different target audience. The module examines a range of case examples and international market entry strategies, beginning with an assessment of the impact of culture on international marketing.

The assessment for this module is an essay (of up to 3,000 words).

This completes the second year of the BSc (Hons) Digital Marketing Degree.

LEVEL SIX MODULES

Strategic Brand Management (30 credits)

Successful branding creates consumer value and can provide protection from price competition and pressures towards commoditization. In this module you will learn about how to manage these valuable assets, as well as the naming of new products and brand extensions. The concept of brand equity will be developed and explored using the work of leading marketing theorists and practitioners. Keller's consumer based brand equity model will be used as a foundation for understanding how brands are built, what their role is and how their equity can be measured. Sustainability and ethical management of brands has become central to the success of modern brands; these themes will be explored through case studies of leading brands worldwide.

The assessment for this module is an essay (up to 6,000 words): you will choose a brand and produce a report which discusses: a) brand building tools and objectives; b) consumer knowledge of these tools in terms of awareness and associations; and c) the branding benefits created by the combination of both.

Retail & Shopper Marketing (15 credits)

The module applies core marketing principles in a retail context and develops specialist knowledge of the retail industry from a marketing perspective. There are clear links to other business curriculum areas: marketing management, consumer behaviour, human resources, operations management and economics. Retail marketing is explored, addressing key issues through discussion of case study material drawn from the popular and professional press, retailer "in-house" publications and traditional and contemporary academic literature. Areas explored include: retail marketing mixes and strategies, the "retail product", experiential elements of customer satisfaction, internet retailing and other emerging trends, behavioural research in retailing and supply chain management and retail performance. The module explores the emerging use of "shopper marketing" which applies a range of research techniques to understand the behaviour of shoppers at point-of-purchase. Sustainable and ethical issues of retailing are considered including the growth of consumerism, use of consumer data, environmental impact and consumer attitudes to debt.

The assessment for this module is a 3000-word assignment which will involve comparative analysis of aspects of retail performance.

Creating Impact through Compelling and Visual Content (15 credits)

By understanding consumer behaviour, the art and science of creating memorable and impactful visual advertising becomes clearer. This module looks at the history and development of effective creative in advertising and how this relates to digital marketing. The principles of how advertisers can engage with increasingly empowered and vocal customers on multiple channels, globally and locally, are explored to establish how digital marketers can create or commission successful campaigns, or visual content for their content management plans. Case studies will be used to assess award winning campaigns from global and local brands, from profit and not for profits, and to meet the needs of various audiences and goals. This module will provide you with the theory and insights to support you through the changing requirements of modern advertising when creating or commissioning visual content and covers the key principles of creating imagery, using images ethically, key legislation and standards to adhere to, user generated content, and the sharing of images online to account for search engine optimisation and to protect intellectual property.

The assessment for this module is in two parts: a case study (2,000 words) and an Agency Brief (1,000 words).

Financial and Professional Services Marketing (15 credits)

The global financial crisis highlighted the importance of the financial services sector. It demonstrated that the way in which financial products are designed and marketed can have implications for the stability of the global financial system and for social well-being. This module explores the principles and practice of marketing in a financial and professional services context. Key themes include current thinking in services marketing and how this relates to the concept of value from a product provider and intermediary perspective; how financial firms have responded to and should continue to respond to the fallout from the financial crisis; building services brands; understanding the decision making process for financial and professional services buying decisions; and understanding the relationship between marketing and the regulatory regime. A range of issues concerning ethics and sustainability are considered including levels of financial literacy; commission and compensation; miss-selling, financial scandals and the regulatory regime.

The assessment for this module is an essay (of up to 3,000 words).

International Intercultural Management (15 credits)

In an increasingly global business environment, those involved in international business and marketing must develop the insights and skills to interact with customers and stakeholders in a culturally sensitive way. The module explores the application of these theories to decision making at the level of the individual, the team and the organisation. It examines strategic dilemmas where culture plays an increasingly influential role in companies of all sizes, and presents cultural diversity as a central element in marketing strategy through the use of case studies and interactive scenarios. It draws on the diversity of the student group as a resource and attempts to generate dynamic learning experiences, exploring and analysing effective (and ineffective) approaches to cross-cultural communication in a wide range of business and marketing contexts.

You will be assessed through individual coursework totalling 2,300 words.

Campaign Showcase (Major Project – 30 credits)

The principles and skills of planning a digital campaign have developed throughout the course, from campaign planning principles, to content development. Now you will demonstrate the campaign implementation skills, and your assessment of its impact. In this 30-credit major project module, you will demonstrate your knowledge and skills developed throughout the course to create a live campaign. You will agree the campaign with your tutor and employer before going live.

For your final assessment, you will submit and present the campaign portfolio (which will include your rationale, presentation of the live artefacts, critical analysis and reflection on relevant metrics and risk assessment) to a selected panel, followed by Q&A, which will allow you to showcase your knowledge, skills and work-based learning. This fulfils the integrated End Point Assessment (EPA) for the Degree Apprenticeship.

For more information about the End Point Assessment, [see section 14](#).

This completes the BSc (Hons) Digital Marketing Degree course.

9. Professional Recognition

The Chartered Institute of Marketing (CIM) is the world's largest organisation for professional marketers, playing a vital role in setting industry standards and training. Anglia Ruskin University have worked for several years with the CIM to map the content of their marketing and business degrees against the learning outcomes of CIM qualifications, and are recognised on the CIM's Graduate Gateway.



Graduate Gateway

Upon completion of the BSc (Hons) Digital Marketing degree you will be able to apply for professional recognition with the CIM.

The Institute of Direct and Digital Marketing (IDM) works closely with its accredited centres supporting both students and academics in their delivery. Over the last 25 years the IDM have trained 70,000 delegates over 28 countries and, as part of the Digital Marketing Association, are always striving to make the industry stronger in its representation of marketing and the knowledge it disseminates across large and small enterprises. They work hard to link the Digital Marketing Association's 100 corporate members into our education strategy for young people. Anglia Ruskin have developed the course curriculum to make it possible for you to gain a professionally recognised qualification and use the honorifics Award DDM on successfully passing the IDM's online examination, should you wish to do so.



Please note the fees for the online assessments are NOT included in the course fees, so these will be at an additional cost. You will need to arrange to undertake the assessment directly with the IDM. To benefit from preferential rates, please speak to the Course Leader who will provide you with the information you need to make the arrangements. As a guide, we expect these to be around £100 for each award.

For more details on the award, visit:

[IDM Award in Digital Marketing \(Award DigM\)](#)

10. When does the course start?

The course commences in September and January each year, subject to viable numbers.

11. How long will the course take?

The course will take four years to complete and is delivered in three trimesters each year.

You will undertake 90 credits each year (which fall from September – August, or January – December, depending on your start date.). Level 4 starting in September 2020 should be completed in December 2021, assuming passing all modules at first attempt. Level 5 should be completed in April 2023. The Degree Apprenticeship should be completed in August 2024, assuming no resubmissions required.

12. What are the fees?

The fees are covered by your employer and the Government. You will not be required to pay anything yourself, other than additional certificates for the IDM which are not part of the degree. You will not need to take out a tuition fee loan. **Please note:** any costs incurred for travel and accommodation to attend the workshops are not covered by apprenticeship funding.

13. How will the course be assessed?

Assessment will be through a range of strategies and will include essays, online presentations, multiple choice tests, case studies, portfolios and practice assessment.

For September intakes, Trimester 1 commences in September and the module assessment(s) submitted in December. Trimester 2 commences in January and the assessment(s) are due for submission in April. Trimester 3 commences in May and the assessment(s) due in August.

Please note that deadlines for submission of assignments are strictly enforced at the University.

14. The End Point Assessment

The End Point Assessment ensures that you are demonstrating the knowledge, skills and behaviours (KSB) set out in the Apprenticeship standard to complete the Apprenticeship. In this integrated degree Apprenticeship, the EPA takes place during the final three months of the course; successful completion of the EPA completes your Degree Apprenticeship.

You will be assessed in two stages:

Stage One: a comprehensive report on a work based project and presentation on the report (incorporated in the assessments for the modules 'Undertaking the Campaign' and 'Evaluating Campaign Impact').

Stage Two: an interview with an assessor and your employer, usually at your place of work.

15. What are the entry requirements?

- You must have secured an agreement with an employer and should be in a digital marketing role
- A minimum of 2 A Levels (or equivalent, such as a BTEC or successful completion of the Level 3 Digital Marketer Apprenticeship)
- 5 GCSEs at grade C (4) or above, **of which English and Maths are essential (NB Functional or Key Skills at Level 2 are also accepted as an alternative.)**
- Applicants who do not fully meet these academic requirements, but can evidence substantial relevant experience, may also be considered (assuming L2 Maths and English can be evidenced).

In all cases, you should demonstrate a real passion and personal experience in digital marketing.

16. What other skills are needed?

This is a digital marketing degree, so you will be expected to be familiar with a wide range of technology, and be actively engaged in digital and social media.

You'll need to have access to a web-enabled PC with high speed internet connection and be able to use Microsoft office applications with confidence.

There are no other special skills needed other than self-belief, determination and a willingness to learn. Working for a Degree is a big commitment, especially when you are working in a full-time job, so you will also need to be motivated and well organised.

17. What books will I need?

As part of the course you will be expected to read extracts from a variety of sources such as books, journal articles, reports etc. Most of these will be freely available online through Anglia Ruskin University Library, although in some instances you may prefer to purchase a key course textbook. All learning resources are available in electronic format.

You will be advised of any recommended books well in advance and tutors will point you towards relevant sources of information throughout the course.

18. How will the students support each other through the course?

We believe success on the course will be enhanced through bringing the students together to create a supportive community of learners. The structure of the course has been designed to encourage active participation and mutual support in order to build a community of learners and enable students to maximise the learning opportunities across the group.

While you will meet students during face to face sessions on campus, you will keep in touch not only with tutors but other students studying the same modules as you.

Discussion boards and online forums encourage you to exchange any ideas or issues you face with other students, enabling you to draw on others experiences in a variety of backgrounds.

There are a variety of ways you can engage with others from text-based tool to audio or video. This can be either instantly with real time messaging systems or time delayed through email and discussion forums.

19. What support will I get from the university?

While you will need to take full responsibility for your own studies, you will have plenty of support to guide you in your success, including one to one online academic tutor support within each module, Distance Learning Facilitators, and Student Advisers.

Student services offers you help with academic advice and support, personal support, and improving your study skills as well as interview techniques and advice to help with promotion opportunities.

Study Skills Plus sessions offer one to one appointments and online resources such as:

- Academic Writing
- Maths and Numeracy
- Organisational Skills
- Critical Thinking
- IT Skills
- Presentation Skills
- Resourcing

You will also have access to a number of university resources and facilities such as the Library, Counselling Service, Students' Union, IT Services and Careers Service, even from a distance, and you'll be able to use the campus gym facilities when on site.

20. What support will I get from my employer?

The apprenticeship agreement you sign with your employer will outline the details of what your employer agrees to do for you during your Apprenticeship, including the training/mentoring support you'll receive, your pay and benefits during the Apprenticeship, and the 'off the job' support you will receive.

You must also sign a commitment statement with your employer and your training organisation (Anglia Ruskin University), which includes the planned content and schedule for your training, what is expected and offered by the employer, the training organisation and you the apprentice, and how to resolve queries or complaints.

The Funding Rules that govern the Apprenticeship give further information:

<https://www.gov.uk/government/publications/apprenticeship-funding-and-performance-management-rules-2017-to-2018>

21. How do I apply?

As soon as you and your employer agree you can apply, please contact us as detailed below, and we will send you guidance for the online application process, and the link to use. You will need to ensure you have the correct evidence to upload to demonstrate you meet the [entry requirements](#), such as certificates and transcripts.

22. Who do I contact with any questions?

Please contact Jo Brown, Degrees at Work, Anglia Ruskin University on 07545 204 360 or email jo.brown@anglia.ac.uk.