



DIGITAL MARKETING APPRENTICESHIP

"Ignite Your Digital Career"

Are you a creative thinker with a passion for everything digital? If you are interested in kick starting your career in digital marketing, then this **2-year** National Digital Marketing Apprenticeship is perfect for you!

 **No Tuition Fees!**

Why choose this Apprenticeship?



Skills Development

You will master essential industry-relevant skills such as digital marketing management, social media marketing, and content creation using Generative AI tools, preparing you for today's dynamic digital landscape



Industry Relevant Knowledge

This Apprenticeship has been designed by industry for industry. You will gain an understanding of best practices and emerging technologies in digital marketing



Practical Experience

This apprenticeship provides hands-on experience to develop the practical digital skills required by industry. You will engage in real-world projects and campaigns, applying theoretical knowledge to solve practical challenges



Workplace Support

You will be assigned a workplace mentor who provides support and guidance throughout the programme, ensuring you gain the necessary skills and experience. Additional support is provided by instructors both in the classroom and on the job

Programme content:

Modules include:

- 21st Century Digital Marketing & Media
- Digital Content Creation
- Digital Marketing Tool & Tactics
- Digital Marketing and Media Law & Ethics
- Content Marketing and Generative AI
- Social Media Marketing
- Emerging trends in E-Business
- Planning & Implementation
- Digital Transformation Leadership

Elective Modules include:

- Digital Communication for the Public Sector
- Generative AI for Digital Marketing
- Media Planning & Buying
- Podcasting

Qualification details:

Upon successful completion, apprentices will be awarded a QQI Level 6 Advanced Certificate in Digital Marketing (Major Award). This is internationally recognised.

Classes:

The apprentice continues to work full-time in the business and attends classes (2hrs online per week + 2 classroom days every 6-8 weeks). Classes are held in 3 locations nationwide (Dublin, Kerry & Mayo).

Next steps?

Contact the National Programme Manager Jessica Martin to register your interest and join one of our information sessions.

 digitalmarketingapprenticeship@msletb.ie



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2 Year Learner Journey

YEAR 1

WEEK 1	Induction
8 WEEKS	Introduction to 21st Century Digital Marketing & Media
8 WEEKS	Digital Content Creation using Apps, Tools and Software
8 WEEKS	Digital Marketing Tools & Tactics
6 WEEKS	Digital Marketing and Media Law & Ethics
8 WEEKS	Content Marketing and Generative AI
6 WEEKS ELECTIVE	Digital Communication for the Public Sector OR Generative AI for Digital Marketing & Media

Supports Available:

- Workplace Tasks
- Mentor Support
- Academic Support
- Instructor Support
- Pastoral Care
- Personal & Professional Growth Workshop 1 hour per month



YEAR 2

6 WEEKS ELECTIVE	Media Planning and Buying OR Podcasting Fundamentals
8 WEEKS	Social Media Marketing
6 WEEKS	Emerging Trends in E-Business
8 WEEKS	Digital Marketing and Media Planning & Implementation
8 WEEKS	Digital Transformation Leadership
12 WEEKS	Showcase Project

Entry Requirements

- Must be employed by a SOLAS 'Approved Employer' and registered as an apprentice
- Must have Grade O6/H7 or above in 5 Leaving Certificate subjects (including Maths F2/O6/H7 and English O6/H7) or a full QQI Level 5 or higher qualification
- International applicants must present the equivalent of a full Level 5 qualification or higher
- Learners for whom English is not a first language must demonstrate proficiency in English. Applicants must achieve a minimum of a grade B2 CEFR or recognised equivalent
- Non-EU applicants are subject to work permit regulations
- Non-Standard Applicants aged 21 years and over without a Level 5 qualification will also be considered for access via Recognition of Prior Learning following an interview with the National Programme Manager and submission of relevant documentation

