

The Benefits of an Apprenticeship

Apprenticeships offer great opportunities for people of all ages; an Apprenticeship is a job with training to industry standards, enabling you to enter a recognised occupation. All Apprenticeships are employer led, and as well as providing long term earnings, they also give you the ability to progress.

- You'll earn a wage as you're learning and are entitled to paid holidays.
- You can earn 10% more after studying on a Level 3 Apprenticeship than if you went straight in to work.
- 90% of apprentices remain in employment, either with their current employer or another company.
- 85% of employers participate in Apprenticeship programmes and consider them a good thing.
- You can train to post graduate level without incurring any university fees.
- By passing an independent End Point Assessment, you'll join thousands of people acquiring a modern and recognised qualification.

Apprenticeship Overview

Our Apprenticeship programmes will give you vital hands-on experience, learning from real life situations, with the guidance of industry professionals. You'll gain the skills and confidence needed to excel in your chosen career.

This Apprenticeship will teach you how digital marketing and aspects of social media positively impact on real-life businesses within a range of different industries. You will develop your portfolio whilst gaining skills in the latest industry-standard software.

The course is a great way to build on your skills and gain a recognised qualification whilst also earning a salary.

What You'll Learn

- The principles of marketing and evaluation
- The relationship between sales and marketing
- Marketing legislation
- Organising activity

- Market research
- Social media, email and content marketing
- Digital marketing metrics and analytics

80% of your qualification will be gained in the workplace, although you may attend sessions in College that will cover the remaining essential areas of your training.

During your Apprenticeship, you will have a dedicated Work Based Tutor who will train you to industry standards; support your time in employment; and coach you to pass your End Point Assessment

Entry Requirements

There are no formal entry requirements however, employers are looking for apprentices with a strong interest/passion for a career in digital and social media.

How will I be Assessed?

You'll be assessed throughout your learning programme by a mixture of formal tests, workplace observations, portfolio building and self-assessment.

Supporting Your Learning and Wellbeing

We have a range of dedicated support and wellbeing services including **FREE** travel, financial support, and impartial advice and guidance. Throughout your Apprenticeship, you'll also receive one-to-one support from your dedicated Work Based Tutor, helping you to achieve your ambitions.



Future Opportunities

Alongside your studies, you'll have a unique opportunity to be part of the **University of Bolton's EXCEED Programme**.

This will give you a range of additional skills and experiences, and includes masterclasses; university visits; access to industry experts; and mentoring and support with your university application, perfect for that next step into Higher Education.

On successful completion of this Apprenticeship, you could progress onto full-time employment, professional job-specific qualifications, Higher Apprenticeships or a degree programme.

Following further study you could work as:

- A Digital Marketer, earning up to £50,000 per year
- A Social Media Manager, earning up to £75,000 per year
- An Account Executive, earning up to £40,000 per year

Why Choose Us?

We're an elite College, and part of the University of Bolton Group, offering you a gateway to all of Greater Manchester's vast range of fantastic opportunities for specialist careers, university degree courses and higher Apprenticeships. We have an excellent track record of success with apprentices not only passing, but acquiring distinction grades!

We'll reward your achievements with trips to The Anderton Outdoor Activity Centre and the opportunity to apply for the prestigious Duke of Edinburgh Award.

Our £75 million campus offers a refurbished fitness suite and sports hall; Apple Mac suites; libraries, a theatre and dance studios; hair and beauty salon; and a restaurant, café and canteen.

You'll also enjoy a wide range of events, including showcases, enterprise activities and cultural celebrations.

Open Events

Open Events are the best way to discover what life as a Bolton College student is like, giving you an insight into College life.

Open Events at our Deane Road Campus are as follows:

- **Thursday 20th October 2022, 5pm-8pm**
- **Tuesday 15th November 2022, 5pm-8pm**
- **Wednesday 7th December 2022, 5pm-8pm**
- **Wednesday 8th February 2023, 5pm-8pm**

If you'd like to attend one of these events, register by visiting www.boltoncollege.ac.uk/register-open-events

How to Apply

Find this Apprenticeship on our website www.boltoncollege.ac.uk then click the 'Apply' button to express your interest. You'll be asked to set up a Learner Hub account, so that you can track your application.

If you have any difficulties setting up your Learner Hub account, please email learner.hub@boltoncc.ac.uk



Disclaimer: Every care has been taken to ensure that the information contained within these course information sheets was accurate at the time of publishing. Bolton College is constantly evaluating its services to meet the needs of learners; therefore programmes/courses/Apprenticeships, resources and facilities may be subject to change without prior notice.