



Higher Level Apprenticeships (HLA)

Open University Foundation Degree in Digital Marketing, Advertising & Communication

Level	Higher Level Apprenticeship (HLA)	Foundation Degree In Digital Marketing Advertising & Communication (DMAC)
Course Length	2½ years	Validated by Open University
Start Date	January & September 2020	Funded by the Department for the Economy through their apprenticeship programme

The digital marketing communications industry is growing exponentially globally, nationally and locally as indicated by the innovations of new technology, cloud technologies and mobile advances across businesses; the need for business to adapt to changing technologies and the plethora of job opportunities across the island of Ireland in specialist and management roles. This 2½ year Higher Level Apprenticeship intends to meet the industry demands and equip students with the ability to apply practical and theoretical skills gained in college and within an apprenticeship in a digital marketing, advertising or communication setting.

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Open University Foundation Degree in Digital Marketing, Advertising & Communication

How You Benefit From This Qualification

This course will enable you to develop a broad range of knowledge and practical skills appropriate to managers, consultants and entrepreneurs.

Both academic and industry consultants deliver on this course and are all highly qualified experts in the area of Digital Marketing, Advertising and Communications. This course will provide the latest theoretical thinking alongside practical knowledge and skill in the fast-paced digital arena of which is required for a successful career in Digital Marketing Communications. It will have an emphasis on the practical skills required by industry to enhance employability prospects. These practical skills will be developed through Digital workshops in order to accommodate for the ever-changing digital toolkit required by industry and the application of such skills will be further explored through meaningful work experience with relevant organisations.

Learning & Assessment

You will be assessed on a regular basis throughout the programme using a range of appropriate assessment methods such as written and practical assignments, exams, projects, case studies, presentations and live briefs.

Delivery

Students are required to attend SRC one full day per week during term-time and the remaining 4 days will be based with an employer.

Entry Requirements

All applicants must meet the following criteria:

- A minimum of 64 UCAS points
- GCSE Mathematics grade C or Essential Skills Numeracy L2
- GCSE English Language grade C or Essential Skills Literacy L2

Course Content

Secure employment with an approved employer who will support you through the HLA programme:

Year 1

Semester 1

- Digital Disruption in the External Environment
- Digital Toolkit
- Creative Communications

Semester 2

- Essentials of Digital Marketing Communications
- Events Management

Semester 3

- Marketing Fundamentals & Consumer Behaviour (Blended)
- Work Based Learning

Year 2

Semester 1

- Brand Management & Integrated Campaign Planning
- Digital Content & Advertising
- Ethics & Legalities of Digital Marketing

Semester 2

- Mobile Marketing
- Advanced Digital Toolkit

Semester 3

- Interpersonal Communication Skills (Blended)
- Work Based Learning

Year 3

Semester 1

- Productivity in Business
- Digital Innovation

Application Process

Stage 1. Complete both the application form and the employer additional information form. Attend a pre-enrolment information session where you will receive more information about your chosen course. You will be advised if you can progress to stage 2 if you meet or have the potential to meet the entrance criteria.

Stage 2. For applicants who receive a Conditional Offer from SRC, your employer additional information will be forwarded to a list of potential employers identified by SRC (alternatively if you have an employer in mind you can contact the College who will assess workplace suitability). You will progress to stage 3 if you meet the employer's criteria for interview selection.

Stage 3. Interview stage - If following the interview stage you secure a conditional offer of employment under the Higher Level Apprenticeship programme you will progress to stage 4.

Stage 4. Applicants must present evidence to SRC by 13th August 2020 that relevant A-level or equivalent qualifications are achieved. Evidence of a conditional offer of employment must also be in place at this time from the participating employer. The College will then proceed to issue a FIRM offer for the HLA Programme. Please note that a FIRM offer is not a guarantee that the course will commence.

Please note:

1. Employers are responsible for contacting you (the applicant) directly to invite you for interview. SRC are not involved in the shortlisting or interview process. Employers are responsible for contacting you (the applicant) directly to make you an offer of employment.
2. The HLA programme will run subject to sufficient enrolments. Although you may be in receipt of a FIRM letter of offer for the course,

the college reserves the right to only run the course if sufficient enrolments are in place.

3. Attendance is strongly recommended by all Higher Level Apprenticeship Applicants at the Southern Regional College's Careers session. Invitations will be issued to advise date, time and location.

You are required to attend all interviews you are invited to during this process both for college and employer.

Costs

There are no costs incurred as this is funded by the Department for the Economy through their apprenticeship programme.

Eligibility

- Residency conditions apply
- Candidates should not be currently on any other Government funded training
- Apprenticeship candidates with an HND, Foundation Degree or Degree in a related discipline may not be eligible.

Progression Opportunities

On successful completion of this course you may progress to senior positions in Digital Marketing, Internal Communications, Advertising and specialist roles such as Digital Analyst, Digital Designer, Content Marketing manager or you may go on to enrol on a relevant degree course and gain maximum exemption for the subjects taken on the Foundation degree.

Should students wish to progress, they will have the opportunity of applying to an Open University top-up degree in BA Hons Degree Business Management (Marketing) which accounts for a further 120 credits. This will require undertaking two modules in Strategic Management (60 Credits) and Marketing & Society (30 Credits), with a further option of 30 credit module from a selection of the following modules:

- Advanced management accounting
- Creating futures: sustainable enterprise and innovation
- Leadership in a changing world.
- Managing 1: Organisations and People
- Managing 2: Marketing and Finance

For Further Information Contact:

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For a full list of SRC Apprenticeships, visit:

www.src.ac.uk