

# Digital Marketing Bootcamp

Enhance your skills and career prospects through a fully-funded professional qualification in Digital Marketing.

**Are you aged between 19-26 years old and looking to start your career in digital marketing? Accelerate your career with this bootcamp.**

## What is it?

Taking place on one-day per week for 14-weeks, this Digital Marketing bootcamp will cover the vital technical skills to work as a digital marketer and provide you with support to help you secure a relevant job.

**STARTS WEDNESDAY 12 OCTOBER 2022 - [FIND OUT MORE](#)**

Learners will achieve the **DMI Professional Diploma in Digital Marketing** upon successful completion of the bootcamp and exam.

If you are unemployed or looking to change career, **this bootcamp is free to access.**

## Content

- Session 1 - **Introduction to Digital Marketing**
- Session 2 - **Content Marketing**
- Session 3 - **Social Media Marketing**
- Session 4 - **Search Engine Optimisation (SEO)**
- Session 5 - **Pay Per Click**
- Session 6 - **YouTube and Display**
- Session 7 - **Email Marketing**
- Session 8 - **Website Optimisation**
- Session 9 - **Analytics**
- Session 10 - **Digital Marketing Strategy**
- Session 11 - **Revision & Career Development Planning**
- Session 12 - **Revision & Career Development Planning**
- Session 13-14 - **CV development, LinkedIn, interview prep and employability skills**

## Commitment and Next Steps

### Learners will need to:

- Attend weekly in-person sessions at Frenchay Campus, Bristol
- Complete online self-study videos to compliment sessions
- Sit your digital marketing exam before March 2023

### To be eligible for training you must:

- Be aged between 19-26 years old
- Live in either Bristol, South Gloucestershire, North Somerset or Bath and North East Somerset
- Have the right to live and work in the UK
- Be looking for a new job to utilise Digital Marketing skills

## Outcomes

Learners can expect:

- Professional Diploma in Digital Marketing
- Personal Development Plan created to support career
- Employment support such as CV development and interview skills

Learners will also be supported to identify new job opportunities and apply for roles.

**[REGISTER NOW](#)**

The bootcamp team will follow up to discuss your application and next steps