

Level 3 Digital Marketing and AI Executive.

The Digital Marketing and AI Executive apprenticeship, complemented by the globally recognised DMI Pro certification and the AI for Business and Marketing short course from the Digital Marketing Institute (DMI), equips your organisation with the essential skills needed to succeed in today's AI-driven and dynamic marketing landscape. Learners will master the art of crafting compelling, data-informed content tailored to diverse audiences across a variety of digital and traditional marketing channels – ensuring effective and personalised communication. This apprenticeship enhances skills in analysing and integrating information across platforms to support both short-term tactical decisions and long-term strategic goals. With embedded AI capabilities, learners will also be empowered to implement innovative solutions using a wide range of digital tools and intelligent automation platforms, delivering seamless user experiences while achieving measurable marketing outcomes.

The programme also includes:

- Conducting comprehensive reviews of marketing activities
- Creating data-driven analytical dashboards
- Strategically planning and managing omnichannel campaigns
- Developing marketing briefs and plans aligned with business objectives and brand strategy

Learners will actively plan and coordinate marketing activities to acquire and retain targeted customer segments, utilising resources effectively. They will also produce innovative content across various formats – both online and offline – to support campaign development and engagement.

Who's it for?

This apprenticeship is designed for individuals who combine creativity with analytical thinking, have a strong interest in digital marketing, and are eager to explore how AI is reshaping the industry. Ideal candidates will learn to develop and interpret marketing briefs, align campaigns with business objectives and brand identity, and leverage AI tools and customer insights to boost performance. Upon completion, learners will be equipped to plan, coordinate, and evaluate multiple channel marketing activities, conduct digital market research, and create innovative content that engages and retains target audiences.

Typical job roles for this apprenticeship include Digital Marketing Assistant, Social Media Assistant, Marketing Administrator, and Junior AI-Enhanced Marketing Executive.

Business impacts

- ✓ Boost digital presence and brand awareness to drive customer engagement, sales and business growth
- ✓ Gain market share by leveraging emerging digital trends, automation tools, and multi-channel strategies
- ✓ Optimise marketing spend, analyse performance and improve return on investment (ROI) with data-driven decision making
- ✓ Save costs on expensive external agencies with an in-house team that is dedicated to the business
- ✓ Build trust with customers through impactful and consistent brand messaging

Built for performance

- ✓ Programmes designed and delivered by industry experts
- ✓ Dedicated Performance Coach, qualified in both coaching and their specialist subject area
- ✓ Backup from a multidisciplinary performance team
- ✓ Market-leading online live learning experience
- ✓ 24/7 access to programme materials, enrichment resources, study support and specialist insight via our virtual learning platform
- ✓ Mentoring, networking and peer support through BPP Community, including our Student Ambassador Network
- ✓ Learning pathways built using a 'stretch and challenge' model by design, meaning each learner is pushed to their maximum abilities
- ✓ Progression pathways that can take you from entry level to specialist expert
- ✓ Dedicated Functional Skills support if required

Programme overview.

Apprenticeship standard: Multi-Channel Marketer

Cost: £11,000

Duration: 18 months

Entry requirements

As a minimum learners will need to have:

- Five GCSEs at grades 9 to 4 (A* to C)

For learners that do not have GCSE English and/or maths at grades 9 to 4 (A* to C):

- Learners aged 16-18 years must study and pass Functional Skills English and/or maths as part of the apprenticeship programme
- Learners aged 19 or above on the day they start the programme do not need to study or pass Functional Skills English and/or maths, unless required by their employer

Prepare for the challenges of tomorrow

Get ahead of evolving workforce skills needs

Every BPP apprentice has access to our exclusive Emerging Skills programme.

Comprised of three bespoke courses, the programme combines expertise from BPP, Microsoft and xUnlocked to give learners essential knowledge and skills in the rapidly emerging areas of AI and sustainability.

- ✓ Available to all learners at no extra cost
- ✓ Accessible anytime, anywhere via our virtual learning platform
- ✓ Self-paced learning to fit into any busy schedule



Programme contents

Generative AI Fundamentals (Four modules)

Developed by BPP's expert data scientists, this course offers an introduction to working with Generative AI effectively, safely and ethically.

Introduction to Sustainability (Six modules)

Developed in partnership with sustainability experts, xUnlocked, this course builds fundamental knowledge on sustainability and sustainable working practices.

Microsoft AI and Security Essentials (Seven modules)

This official Microsoft learning pathway is comprised of a core pathway on AI Essentials, followed by either an AI Fundamentals pathway or Security pathway. Dedicated Microsoft experts guide learners to gain Microsoft digital badges as they progress, with the option to gain a recognised Microsoft Certification on completion.

AI skills, *for all*.

Embedded AI training modules for every data and tech programme. Empowering every learner to drive AI-centric transformations within their business.

- ✓ Available to all learners at no extra cost
- ✓ Bespoke to BPP, developed by our expert data scientists
- ✓ Self-guided online learning to fit into any busy schedule
- ✓ Accessible anytime, anywhere via our virtual learning platform



Knowledge and skills gained

Focusing on practical application of technical and non-technical AI skills, the modules explore AI's capacity to optimise structured interactions, align governance frameworks, and deploy scalable solutions, with a significant focus on ethical considerations and operational efficiency.

- ✓ Ability to design and implement complex prompts for diverse use cases
- ✓ Understanding and application of HITL techniques and fact-checking principles
- ✓ Ability to conduct prompt A/B testing
- ✓ Understanding of AI governance frameworks and compliance requirements
- ✓ Ability to adapt AI messaging for different stakeholders
- ✓ Ability to assess AI ecosystems
- ✓ Understanding of API-driven generative AI (GenAI) benefits



Tools

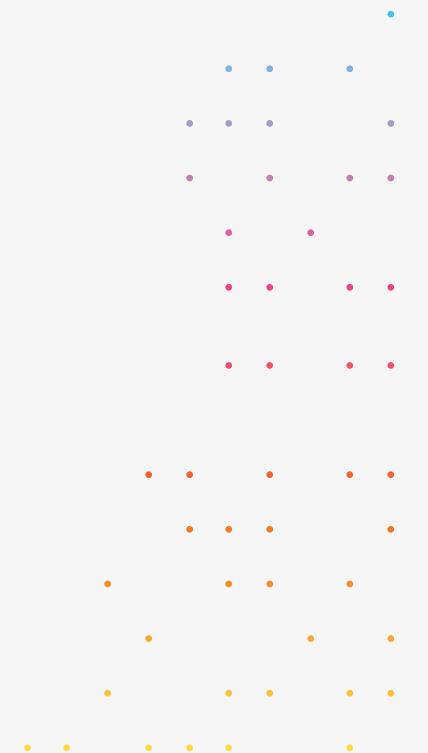
Large language models (LLMs)
(for example Copilot or Google Gemini)
No-code AI automation platforms
(no prior coding knowledge required)

Optional masterclasses

 Live online sessions available every month

Example topics include:

- Data Leadership
- Ethical Hacking and Cyber Security
- Discovering and Analysing Market Trends
- Sustainable Technology and Green Computing
- Responsible AI
- Setting AI Strategy
- Emerging Landscapes – AI
- Quantum Computing Fundamentals



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Study mode

Online Monthly (Block Release): Structured to focus learning, with online live lectures and seminars delivered over monthly full-day blocks.

18-month programme (inc. EPA)



Core modules DMI certifications End Point Assessment AI Async modules



Apprenticeship standard

Multi-Channel Marketer

Delivered by

Estio

Qualification achieved

Certified Digital Marketing Professional by DMI



Time commitment**

- 12 months** on programme
- 25 days** (6 hours per day) in online live training sessions
- 12 hours** guided self-study, per module, via our virtual learning platform
- 1 hour** performance coaching session, every month
- 1 hour** progress review, every eight weeks
- 6 hours** per week in off-the-job learning, during working hours
- 1 hour** EPA preparation session
- 3-5 months** in End Point Assessment (EPA) phase

Additional benefits

- Following completion of the apprenticeship, learners will become a certified Digital Marketing Professional through the prestigious DMI Pro Certification

Programme modules.

Marketing Principles with AI Insights

This module covers an introduction to the foundations of marketing.

- Discover essential marketing theories
- Develop an understanding of the marketing mix
- Understand the role of different marketing channels throughout the customer journey

Campaign Planning

Learners will explore how to build a comprehensive marketing plan with KPIs.

- Understand the principles of budget management
- Learn to complete return on investment (ROI) calculations

Artificial Intelligence (AI) in Marketing

Learners will explore the increasing role of artificial intelligence in marketing.

- Learn how to leverage emerging technologies to enhance marketing strategies

Branding and Engagement

Learners will explore strategies to build and maintain a strong brand presence while effectively engaging with target audiences across multiple channels.

- Build and maintain a strong brand identity
- Understand the impact of branding on customer experiences

Copywriting and SEO in the Age of AI

Learners will develop the skills to craft compelling copy that resonates with audiences and optimises content for search engines to improve visibility.

- Learn the principles of persuasive writing and search engine optimisation (SEO) to enhance content visibility and effectiveness

Campaign Management

Learners will develop into the intricacies of optimising a range of marketing channels to ensure they deliver maximum ROI.

- Learn how to create, execute and manage successful marketing campaigns

Creative Content Marketing

Learners will delve into the art of content creation and its effectiveness within any marketing strategy.

- Learn how to craft compelling messages and visuals for different mediums

CMS Website Creation

Learners will explore how to use content management systems (CMS) to build and manage websites, ensuring they are user-friendly and optimised.

- An introduction to CMS
- Discover different themes and templates
- Understand performance optimisation

Campaign Evaluation

Learners will explore methods for assessing the effectiveness of marketing campaigns, using data to measure performance and inform future strategies.

- Measure campaign success against objectives
- Use success metrics to draw insights for future campaign improvements

Market Research using AI Tools

Learners will become equipped with the skills to conduct thorough market and competitor research.

- Analyse competitor strategies
- Gather valuable customer insight

Ethics and Regulations with AI Compliance Focus

Learners will develop an understanding of the ethical considerations and regulatory requirements in marketing.

- Develop an understanding regulatory compliance with marketing activity
- Understand consumer rights
- Grasp privacy and data protection when handling consumer data

Suppliers and Stakeholders

Learner will develop the skills to effectively manage relationships with external suppliers and internal stakeholders.

- Identify strategies for developing relationships with stakeholders
- Develop effective communication skills
- Identify key stakeholders
- Understand supplier selection and evaluation