

DIGITAL MARKETER DEGREE APPRENTICESHIP PROGRAMME



University
of Exeter

Degree Partnerships

**YOUR TRUSTED DEGREE
APPRENTICESHIP
PARTNER**

The BSc in Digital Marketing degree blends practical skills with research-led teaching to produce creative, analytical marketers ready to lead in a fast-changing industry. This course offers students a deep understanding of marketing principles, hands-on experience and professional development, while working on live campaigns, managing real projects, and creating sustainable brand assets. A critical understanding of AI and ethics in the context of digital marketing will underpin the course, enabling insights and teaching to remain reactive to real-time industry changes.

Developed with input from industry trailblazers, the course keeps you ahead of the curve on emerging trends, platforms, and audiences. Live case studies, practitioner-led workshops, and hands-on experience mean you'll graduate with the expertise and confidence to thrive in the global digital marketplace.



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Teaching
Excellence
Framework

[exeter.ac.uk/
degree-apprenticeships/programmes](https://www.exeter.ac.uk/degree-apprenticeships/programmes)

WHY PARTNER WITH THE UNIVERSITY OF EXETER?

Our Degree Apprenticeships are built upon a strong foundation of partnership, with organisations and the University forming a crucial alliance.

MEASURING OUR IMPACT

With a reputation for unwavering excellence and reliability, the University of Exeter has a strong track record in the successful delivery of Degree Apprenticeships.



Trailblazing Courses - Pioneers in Creative Industries education, launching innovative programmes like MA Creative Industries (2025 launch) and BA Media and PR (2026 launch).



Expert Academic Team - Industry - engaged lecturers with expertise in digital marketing, strategy, and media innovation, connected to Creative UK, TSA, and national skills initiatives.



Research and Real-World Practice - Students apply insights from world-class research to live briefs, preparing them for immediate impact in digital marketing roles.



Outstanding Alumni in Marketing & Brand Leadership - Graduates hold senior roles at Ogilvy, Google, Nike, and Innocent Drinks, exemplifying Exeter's strengths in producing brand leaders.

RUSSELL GROUP

Russell Group Excellence - A top 15 UK University with a strong reputation for employability and industry partnerships.



University apprentice achievement rate:

81%



National average apprentice achievement rate:

60.5%*



University apprentice retention rate:

83.0%



University overall pass rate:

97.2%

PROGRAMME STRUCTURE

	Year 1 Foundations of Digital Marketing	Year 2 Content, Communications and Campaigns	Year 3 Strategy, Insight and Professional Practice
Term 1	Principles of Digital Marketing and PR 15 credits	Digital Content Creation 15 credits	Strategic Brand and Crisis Management 30 credits
	Data Analytics and Platforms 15 credits	Intercultural Marketing Communications 15 credits	
Term 2	Consumer Journeys and User Experiences 15 credits	Digital Marketing Planning and Strategy 30 credits	Measurement, Insights and Media Performance Planning (with Ethics) 30 credits
	Finance and Budgeting Essentials 15 credits	Building Engagement and Communities with UX Design 30 credits	
Term 3	Brand Reputation and Management 30 credits	Marketing in Action (Chartered Institute of Marketing Accredited) 30 credits	Strategic Digital Marketing Project 30 credits
	Research for Digital Marketing Campaign Planning 30 credits		

A full teaching calendar will be provided separately.

Year 1: Foundations of Digital Marketing

Principles of Digital Marketing and PR

This module explores the core principles, functions and strategies that underpin modern digital marketing and public relations. You will understand and apply the four marketing principles (product, price, place, promotion) to a business marketing campaign. You will learn about the strategic value of building business-to-business (B2B) relationships and partnerships. Through lectures and workshops with industry professionals you will gain insights into the marketing mix, segmentation, targeting, and positioning, alongside the role of PR in building brand reputation. Students will develop foundational skills in the psychology of persuasion, identifying market opportunities, understanding consumer needs and crafting integrated marketing communications, all within the context of a digital-first environment.

Data Analytics and Platforms

This module looks at data, and how to analyse data from different digital sources to develop digital marketing strategies, solve business problems, and analyse the success of different campaigns. You will explore different terminology, analytics tools and interfaces for each digital platform, in order to understand and critically evaluate industry metrics.

Consumer Journeys and User Experiences

This module investigates how consumers interact with brands across multiple platforms and formats. You will take an analytical approach to different audiences, understand how audience behaviours translate across platforms, and develop a knowledge of how this fits into a digital customer journey. In preparation for Years 2 & 3 focus on strategy and planning, you will explore customer journey mapping, digital touchpoint optimisation, and ethical considerations in shaping user pathways. The module blends theory with practical techniques for enhancing engagement, retention, and conversion rates through user-centred design and personalised marketing strategies.

Finance and Budgeting Essentials

This module introduces essential financial literacy for marketing professionals, which may include budget management, cost analysis, pricing strategies, and return on investment (ROI) calculations. Students will learn to interpret financial reports, set realistic budgets, and evaluate campaign profitability. The focus is on enabling marketers to make financially sound decisions that support sustainable business growth and resource optimisation.

Brand Reputation and Management

In this module, you will learn how to manage organisational reputation and build a strong brand in a digital environment. This module covers strategic brand positioning and differentiation from competitors in a digital market, building brand equity and brand experiences and touchpoints. Part of the module will cover brand identity in relation to digital content

creation; designing and maintaining a consistent brand identity across multiple platforms and products. This module will teach the fundamentals of branding and its significance in a disruptive digital environment, in preparation for Years 2 and 3 where these skills will be put into practice.

Research for Digital Marketing Campaign Planning

This module enables students in developing the ability to gather, analyse, and apply market research to support evidence-based decision-making. Students will learn qualitative and quantitative research methods, audience profiling, and competitor analysis. The module emphasises translating research findings into actionable insights to inform sustainable, creative and effective digital marketing campaigns that track and stay ahead of key trends.

Year 2: Content, Communication and Campaigns

Digital Content Creation

Students will explore how to create content that builds trust, drives engagement, and aligns with brand objectives across multiple platforms. This hands-on, design-focused module taught by expert digital content creators for Marie Claire, Francis Bacon and D&AD winners will teach you how to create more compelling multimedia assets for digital platforms, through a range of media skills-based workshops. Building on the brand skills learned in Year 1, you will learn creative software tools, copywriting, brand aesthetics, content optimisation techniques, and cross-platform adaptation to deliver high-quality, audience-ready content that maintains a consistent brand identity.

Intercultural Marketing Communications

This module enables the development of skills to enhance communication with diverse and global audiences. You'll work on case studies that encourage you to navigate cultural differences and will explore cultural frameworks, localisation strategies, and inclusive marketing approaches. The module emphasises ethical and culturally sensitive practices to ensure messages resonate across diverse markets. You will leave this module with a clear understanding of digital marketing regulatory requirements, data protection, compliance and ethics, both national and international. You will develop a critical understanding of generative AI, the ability to discern between the biases inherent in digital content, accessibility issues and how this affects brand perception among different audiences.

Digital Marketing Planning and Strategy

This module teaches you how to create structured, research-informed digital marketing strategies with clear objectives, timelines, and performance metrics. You will apply the data analysis, audience insights, user experience knowledge and brand skills learned in Year 1 to create a cohesive and sustainable plan that delivers measurable impact. You'll critically evaluate live case studies and develop your own strategies to

gain an understanding of successful digital marketing plans, on which to develop further in your own project in Year 3. Within this module you will critically evaluate different types of organisational management and behaviours, to better understand different stakeholder and customer requirements, and how they play a part in digital campaign management. You will learn strategies for managing people and processes to support effective marketing operations and apply these considerations to your own digital marketing plan.

Building Engagement and Communities with User Experience (UX) Design

Building on the foundational knowledge introduced in 'Data Analytics and Platforms', the module covers content strategy, storytelling, distribution channels, and performance measurement. You will explore engagement in more detail; why it matters in the digital marketing mix and how this metric compares to reach, conversion and direct customer interactions. During this module, you will learn the principles of design theory and UX design, to optimise digital usability and accessibility in multi-media marketing narratives. The module covers wireframing, prototyping, usability testing, e-commerce and inclusive design practices. You will gain the ability to evaluate and enhance user interfaces to ensure positive and seamless customer experiences that support businesses in building engagement and online communities.

Marketing in Action (Condonable)

This module enables you to gain a professional marketing qualification accredited by the Chartered Institute of Marketing (CIM). The module has been designed to give you the opportunity to further demonstrate your knowledge and understanding of marketing theory through practical campaign development. The module is focused on understanding a marketing brief, planning and implementing a marketing campaign, then critically evaluating the results in a structured and focused manner to achieve the objectives identified in the plan. Upon successful completion of this module, you will have mastered the key stages of a marketing project by addressing the need to identify the target customer/audience, the value of information gathering and analysis, how to deliver customer expectations and the need for alternative approaches. You will also critically evaluate learning activities and reflect on campaign success.

Year 3: Strategy, Insight and Professional Practice

Strategic Brand and Crisis Management – 30 credits

This module explores how to create, grow, and protect brand value in competitive global markets. You will critically examine how brand identities are formed, as well as looking at factors such as positioning and architecture, alongside strategies for innovation and adaptation. You will critically evaluate how brands respond to different crisis scenarios; environmental, internal and cultural. You will examine frameworks such as Coombs' Situational Crisis Communication Theory

(SCCT) and agile response models to manage digital marketing crises. Through simulations and brand case studies, students will develop skills in making rapid assessments, communicating with stakeholders, and brand resilience. Through case studies from brand leaders such as Patagonia, Apple, and Nike, you will learn how to sustain brand relevance, differentiation, and loyalty over time. This module will have a practical focus, building on the theoretical and strategic brand reputation skills learned in Years 1 & 2. This module strengthens your problem-solving, decision-making, and leadership skills in high-pressure scenarios.

Measurement, Insights and Media Performance Planning (with Ethics) – 30 credits

This module builds upon the digital analytical skills learned in Years 1 & 2, developing your expertise in harnessing data for audience segmentation, targeting, and performance evaluation while upholding ethical standards in digital journeys. You will examine the interplay of paid, owned, and earned media, campaign scheduling, and performance tracking. Drawing on examples from leading (but ethically problematic) brands like Spotify and Airbnb, you will learn to maximise reach, engagement, and sustainable return on investment using different models. This module is informed by research by progressive economists such as Kate Rowarth and Shoshana Zuboff's work in relation to sustainable futures and surveillance capitalism. You will take a deeper dive into analytics tools, data visualisation techniques, and the impact of algorithmic decision-making on trust and brand reputation, using examples from companies such as Netflix and Monzo. This module will enable you to further develop the UX skills learned in Years 1 & 2, to create and evaluate digital audience journeys.

Strategic Digital Marketing Project - 30 credits

This module is your capstone experience, where you will design, implement, and evaluate a strategic digital marketing campaign. Integrating Kotler's principles of immersive experience marketing (2021) with contemporary sustainability and inclusivity considerations, you will produce a professional-standard assessment output that blends research, creativity, and ethical practice.

Campaign Showcase (End Point Assessment) – 30 credits

This module enables you to present a final-year marketing project to a professional audience, demonstrating strategic thinking, creative execution, and reflective evaluation. Drawing on Schön's reflective practice model and concepts such as sensemaking and Theory of Change, you will develop communication, presentation, and portfolio-building skills. The curated showcase will enable skills development in networking/industry engagement and group work.



Who is the programme for?

It is designed for employers looking to build future-ready digital capability within their organisation, and for individuals who want to earn a university degree while working in a digital marketing role.

Delivery model

This is a blended programme delivered over three years.

The majority of teaching takes place online through lectures, seminars and practical workshops. This is complemented by:

- In-person workshops with industry experts at the start of each academic year
- Structured workplace learning, ensuring academic study is directly applied to live business contexts

A full calendar of study commitments will be provided to employers ahead of the programme commencing to help with planning the release of the apprentice to complete their learning.

Entry requirements

Please visit our website for full details of entry requirements. In summary, the Digital Marketing programme has two entry routes:

- Application through A-Levels BBB or equivalent Level 3 qualification, OR
- Application through experience: Before acceptance to the programme, applicants will be required to demonstrate relevant work experience in digital marketing, communications or cognate industries.

Applicants will also be required to have a Maths GCSE qualification (Level 4/C).

Accreditation

This programme is accredited by the Chartered Institute of Marketing (CIM), the gold standard measure and recognition of a marketer's ability, experience and qualification to practice. This programme will award a BSc Digital Marketing.



TAILORED SUPPORT FOR GROWTH

Every apprentice at the University of Exeter benefits from a comprehensive support package designed to ensure a high-quality learning experience and outstanding outcomes. This includes dedicated pastoral support, access to student learning services, and a focus on enhancing the overall student experience.

Student Support Package

Key support features include:

- **Dedicated Academic Mentor (AM):** Each apprentice is assigned an Academic Mentor for the duration of the programme.
- **Regular Progress Reviews:** Apprentices will participate in progress reviews at least every 12 weeks, focusing on portfolio development, target setting, and pastoral support.
- **Tailored Individual Learning Plans (ILP):** If additional learning support is required, the University's dedicated team will work with apprentices to develop a personalised ILP.
- **Student Support Team:** A specialised team is available to assist with a wide range of day-to-day apprentice enquiries.
- **Direct Access to Expert Lecturers:** Apprentices will have communication links with expert lecturers for each module, enabling them to ask questions and seek clarification as needed.
- **Wellbeing Support Services:** Apprentices have access to the University's wellbeing services, providing additional pastoral care and mental health support.

Study Support and Student Life

Key support features include:

- **Exeter Learning Environment (ELE):** A purpose-built platform providing apprentices with access to all relevant learning materials.
- **Comprehensive E-Library:** Full access to the University's extensive digital library, along with support from the Study Zone, which offers skills drop-ins, peer support sessions, and a wealth of online learning resources.
- **E-Portfolio Platform (OneFile):** A dedicated platform that streamlines evidence collection, allowing both the University and the employer to track progress effectively and provide tailored support.
- **University Students' Guild:** Apprentices are welcomed as full members of the Students' Guild, which offers a variety of societies, events, and talks. The Guild's Advice Service provides free, independent, and confidential support on a range of issues, ensuring apprentices have access to essential guidance.



Employer Support Package

To ensure seamless collaboration and effective programme management, employer partners will receive dedicated support throughout the apprenticeship:

- **Dedicated Partnership Manager:** You will have a designated Partnership Manager as a primary point of contact, providing a direct communication channel for addressing all enquiries efficiently.
- **Regular Progress Reports:** You will receive updates on apprentice progress to ensure transparency and alignment with programme objectives.
- **Regular Review Meetings:** The University and employer will conduct periodic review meetings to discuss apprentice progress. The frequency of these meetings can be tailored to your preferences and programme needs.
- **Bi-Annual Strategic Review Meetings:** Strategic meetings will be held twice a year to assess the overall apprenticeship programme and align with the broader apprenticeship objectives of our employer partners.
- **Employer Access to OneFile:** You will have direct access to the E-Portfolio platform (OneFile), enabling real-time tracking of apprentice progress and facilitating tailored support as needed.
- **Employer Partnership Boards:** All employers are invited to be part of a bi-annual partnership board meeting. This is an opportunity for employers to feedback and shape the future of our curriculum.



AWARD WINNING UNIVERSITY DEGREE APPRENTICESHIPS



Gold award at the QS Reimagine Education Awards 2024. Winning the **Power of Partnerships** category, which recognises institutions that use partnerships to enhance the learning experience, inspire others to collaborate and influence the educational landscape.



Multicultural Apprenticeship Award for University of the Year 2024. This award recognises the deep commitment to promoting diversity and inclusion in its apprenticeship programmes.



Highly commended in the Education Practice Award (Experienced Category) at the British Academy of Management Awards 2024. This award was in recognition of our ability to co-create curriculum with employers for degree apprentices and providing access and success for all.



Outstanding Higher Education Partner of the Year. Chartered Management Institute (CMI) Awards 2023.



The University of Exeter Business School was named Business School of the Year in the **2022 Times Higher Education Awards.**



In the ATA Apprenticeships and Training Awards 2025, the University of Exeter **won the Diversity and Inclusion** category and were highly commended for the category of **Sustainability in training apprenticeships.**

PARTNERING FOR SUCCESS: EMPLOYER CASE STUDIES

University of Exeter Degree Apprenticeship Partnerships

Discover the driving forces behind the University of Exeter's collaborative, employer-led degree apprenticeships, highlighting our commitment to creating tailored learning experiences that align with both academic excellence and industry needs. **Scan the QR code to watch the Degree Apprenticeship Partnerships video.**



J.P. Morgan Case Study

Hear from our employer partner, J.P. Morgan, as they explain why they chose to collaborate with the University of Exeter. This case study also includes key insights from apprentices on the value and impact of our apprenticeship programmes. **Scan the QR code to watch the JP Morgan Degree Apprenticeship Partnership video.**



Amazon Case Study

Hear from our employer partner, Amazon, as they share why they chose to partner with the University of Exeter. This case study showcases an example of employer-led apprenticeship development, illustrating how the apprenticeship programmes were seamlessly integrated into their organisational development plan.

Scan the QR code to watch the Amazon Degree Apprenticeship Partnership video.





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