

DIGITAL MARKETING BOOTCAMP

SYLLABUS



NEWApprenticeship
Experience » Learn » Lead



OVERVIEW

In today's competitive job market, candidates need a way to stand out from the sea of applicants. That's why we developed New Apprenticeship tech bootcamps. Each 8-week program is designed not only to help you develop new skills but to better position your existing strengths to hiring managers. By combining skills development with job placement training from the start, our candidates find jobs faster compared to traditional bootcamps, which focus on skill-building first, THEN support your job search. If you're just entering the job market or are transitioning from another industry, a NEW bootcamp can help you take the next step in your tech career!

Our [New Apprenticeship Team](#) would be happy to connect with you to determine which bootcamp may be right for you and answer any questions you may have.

FUNDING PROVIDED BY

All New Apprenticeship Pre-Apprenticeship and Apprenticeship Programs are brought to you at no cost by our grant partners not limited to the Department of Labor, Workforce Boards, and Employers. By entering the program, you acknowledge and agree to complete and submit documentation and comply with the requirements for eligibility. Please direct questions to grants@newapprenticeship.com.

APPRENTICE SPOTLIGHT

75%

are underrepresented
minorities in tech

54%

are women in tech and
digital marketing

78%

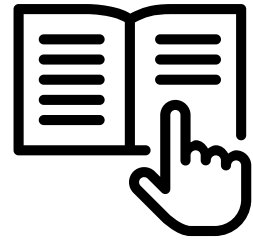
are rated high
performance individuals
by their supervisors

81%

graduate from our
apprenticeship
program



COURSE DESCRIPTION



In this online training, live instructors will lead the facilitation of the foundations for Digital Marketing in both technical and communication skills. Participants will be prepared to apply for an entry-level role and build a basic understanding and knowledge in digital marketing. They will be able to obtain two in-demand certifications that include Google Analytics Individual Qualification and HubSpot Inbound Marketing. The coaching includes job preparedness to identify a job, interview preparation, resume development, and networking. The coaching is facilitated to prepare the participant's resume, and develop communication skills to effectively communicate and present their portfolio to their future employer. For job seekers, the coaching includes preparation to identify a job, interview preparation, resume development, and networking skills. The coaching is facilitated to prepare the participant's resume, and develop communication skills to effectively communicate and present their portfolio to their future employer.

CURRICULUM MAP



First Module - 3 weeks

- Objective: Inbound marketing strategy: Apply basic methods to develop an inbound marketing campaign, identify and create a buyer persona for the target audience.
- Presentation skills: Presenting a portfolio of work product examples in the interview
- Job Readiness Coaching: Career assessment, resume development, custom learning plan, SMART goals, Job Board tool application, interview preparation, and networking

Second Module: 3 weeks

- Objective: Integrating email and social marketing for lead generation and brand awareness. Certifications: HubSpot Inbound Marketing
- Presentation skills: Presenting a portfolio of work product examples in the interview
- Job Readiness Coaching: Interviewing skills, introducing your portfolio to employers, exercising professionalism, time management

Third Module: 2 weeks

- Objectives: Google Analytics data reporting: how to analyze digital inbound marketing campaigns, what data is relevant to capture from online traffic sources.
- Presentation skills: Presenting a portfolio of work product examples in the interview
- Certification: Google Analytics IQ



WHAT TO EXPECT

Technical Skills - Course Overview:

- 8 weeks of online training
- Cohort of 15-20
- Build 2-3 in-demand job competencies
- Up to 2 Industry recognized certifications
- Total Hours: 48 Total



Competencies

- Apply basic methods to develop an inbound marketing campaign which includes a buyer persona and content promotion plan.
- Develop foundational skills using Google Analytics to effectively interpret relevant data from online traffic sources.
- Understand email and social media marketing technology platforms for lead generation.



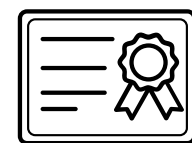
Portfolio Projects

- Digital marketing campaign strategy
- Create a buyer persona
- Google Analytics Dashboard with KPIs.



Job Readiness Coaching Overview

- Job Search Strategy
- Online career assessment
- Resume Development
- Interview Preparation
- Time Management
- Setting SMART Goals
- Collaborative portfolio project support



Certifications

- Google Analytics IQ
- HubSpot Inbound Marketing or Email Marketing



FOCUS TRACKS WE OFFER



FREQUENTLY ASKED QUESTIONS

How is the Bootcamp different from an apprenticeship?

- The Bootcamp is an 8-week accelerated program that provides upskilling, portfolio building, certifications, and weekly coaching focused on skill development and job placement. The apprenticeship is 12-months and provides more in-depth training and skill building, mentoring, and coaching from practicing industry experts, and 4 weeks of additional job readiness training.

How long is the Bootcamp?

- The Bootcamp lasts for 8 weeks, consisting of 48 hours of training, including live video conferencing with instructors and mentors.

How much time will I spend per week?

- You will spend approximately 15+ hours per week, which includes live video sessions with instructors and mentors twice a week, as well as portfolio-building, studying for certifications, leadership skill development, and job interview prep.

How much does the program cost?

- Bootcamp is free for all participants of the Apprenticeship program (\$3,000 value). All costs are covered by available grant funds as well as contributions from our Employer Partners. We do ask that you provide any necessary documentation and collaborate with the NEW grants team for approval of available grant funds.



Future Proof Your Career

Our New Apprenticeship Team is happy to connect with you and answer any questions you may still have!

You may also get started by taking the next step here:

APPLY TODAY!

