



DIGITAL DIPLOMA

EXPLORE THE DIGITAL INDUSTRIES AND START YOUR CAREER.

What could a digital career offer you? Get a taster of IT Networking, Software Development and Digital Marketing and kickstart an exciting career in tech with our Digital Diploma training academy.

Over two weeks, you'll get a hands-on understanding of how digital technologies are used in the workplace, from building IT networks, to writing your own programming code and crafting creative social media campaigns.

Expert Training. Personal Support. Real Career Opportunities.

By the end of the course, you'll have developed some impressive technical skills and will have an idea of which digital career path is right for you. Afterwards, we'll support you with your next steps, and connect you with our digital apprenticeship opportunities, helping you develop advanced skills and start a long-term career with an amazing local employer.

 **BALTIC**
APPRENTICESHIPS
www.balticapprenticeships.com

WHAT WILL YOU LEARN?

WHO IS THIS COURSE FOR?

This course is for people aged 19+ living in the Tees Valley or North of Tyne Combined Authority areas. If you're unemployed, in part-time or temporary work, or simply looking to start an exciting new career in the digital industries, this programme offers expert training and personal support to help you reach your goals.

To start your journey, send us a quick email at: talentdevelopment@balticapprenticeships.com or call us on: **01325 731064**



DIGITAL TECHNOLOGY IN THE WORKPLACE

This session explores the role of digital technologies in the workplace, and how we use, connect to, and interact with digital tech. You'll learn how to use digital equipment safely, along with best practices for applying data protection methods.

INTRODUCTION TO SOFTWARE DEVELOPMENT

In this hands-on session, you'll learn about with the software and systems that make digital technologies work. We'll get into the basics of the software design and development process, and practice writing your own code through practical activities.

INTRODUCTION TO IT NETWORKS

In this part of the programme, we'll move on from software to hardware. You'll explore how different devices interact and learn to install and test your own simple computer network.

DIGITAL MARKETING ESSENTIALS

This element of the course will give you an exciting introduction to the world of digital marketing, including SEO, web analytics, and uses of CRM systems. We'll explore how businesses use social media and create a promotional strategy for a new product. We'll also focus on mobile technologies, researching how these tools can be used to build brand awareness.

SKILLS FOR PROFESSIONAL SUCCESS

This part of the programme is your opportunity to create your own personal and professional development plan. You'll develop a professional CV to showcase your skills, understand desirable behaviours and attitudes for work, and gain insight into where your skills could take you. You'll identify exciting opportunities for work, including digital apprenticeships, and get guidance on the next steps in your career.