



The
**Development
Manager Ltd.**

TDM Skills Bootcamps

Not ready for a Tech career? Get ready!

**Skills Bootcamps for a local Apprenticeship in
Tech, Digital, Coding or Data with TDM Coaches.
Available to individuals aged 19+ in the Wider
West Midlands.**

Marketing/Multimedia Pathway

Why choose this pathway?

Get into your Digital Career by supporting organisations make the best use of digital office technologies, productivity software and digital communications and enabling organisations to effectively use online and social media platforms to drive customer sales.

Develop your career further by becoming Degree-Level Solutions Professional, or by leading on the creation and execution of Digital Marketing Strategies.

What content will be covered?

Delivered through HubSpot Academy with industry expert consolidating on the following topics:

- Topic 1- Swot Analysis and Digital Transformation
- Topic 2- Developing Personal Competencies
- Topic 3 - Fundamentals of Graphic Design
- Topic 4 - Content Strategy
- Topic 5 - Social Media Marketing
- Topic 6 - SEO
- Topic 7 - Email Marketing
- Topic 8 - Business Analytics
- Topic 9 - Digital Advertising
- Topic 10- Business Writing



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