



SKILLS BOOTCAMPS IN DIGITAL

Skills Bootcamps are free, flexible courses of up to 16 weeks, giving you the opportunity to build up sector-specific skills.

Designed to give you in-demand digital skills, whilst working on real life projects, with industry experts to bring the content alive. We work with you to secure a job interview at the end. Skills Bootcamps are part of the Government's Lifetime Skills Guarantee, helping everyone gain skills for life.

Your Time Commitment

16 weeks part time with blended learning;

- Three hours per week in-person learning at The Curious Lounge in Reading
- Three hours virtual live session per week
- Additional self paced learning with 50 hours access a month to The Curious Lounge whilst studying

You must be able to commit to the full 96 hours learning



www.thecuriousacademy.co.uk



Course Outcomes

As part of the course you will learn;

- Analytics
- Competitor Analysis & Addressable Markets
- Digital AI Tools
- Graphic Design & Branding
- Lead Generation & Marketing Automation
- Market Research - how to research like a pro
- Omnichannel Marketing & Integrated Campaigns
- Organic Search - SEO
- Paid Media Campaigns
- Social Media & Content Creation
- UX/UI
- Website Design & Development



Who is eligible for a free place?

- Anyone who is aged 19 or above
- Unemployed, economically inactive, self-employed, or working part-time and seeking a new career in Digital Marketing or looking to start a business.
- Individuals living in Berkshire
- Individuals who have the right to work in the UK.



Apply for a place

