



Learn digital skills to improve your future

Founded in 2018, Apprentify takes great pride in offering a unique approach to train learners and turn them into business-ready experts.

The learner and business they work for is at the heart of everything they do, and they're committed to delivering the best possible service for both parties.

The digital skills courses they offer in Digital Marketing, Data Analysis or Software Developing encourage a creative mindset and ability to use technology to engage digital platforms to acquire new customers, convert, attract, and retain them for long-term business growth.

Apprentify offers quality training, hands-on learning, and an array of career specialists ready to help learners on their journey and support future-proof businesses capabilities by supplying the latest digital expertise.

ADDITIONAL COURSES INCLUDE:

- Digital Marketing
- Data Manipulation in Python
- Data Preparation Tools: Trifacta
- Analytics and BI Platforms: Tableau
- HTML5 Web Component Fundamentals
- Programming Using Java
- Agile Testing Methods
- Introduction to Cucumber
- Plus hundreds of other options based on your specific needs

Contact our dedicated team today to find out more.

Contact our Digital Skills Team
 T: 0161 951 2969
 E: sercoskills@serco.com
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COURSE	DETAILS	DURATION
Software Development Level 3 and above	Become an all-round software developer while gaining exposure to all the stages of the software development lifecycle, learning how to design and develop databases to the industry standard. Delve into the use of SQL, to connect your databases using industry standard software, and practice putting it all together using popular programming language Java. Throughout this course, learners will build a portfolio of evidence showcasing the skills developed and have access to a wealth of examples to help with future projects you may become involved with.	15 weeks (2 days a week, part time)
Data Analysis Level 3 and above	Your Data Analytics journey starts with using Excel, then SQL, PowerBI and Python. Learn how Excel can be used to effectively analyse data sets using its built-in tools while preparing for the Microsoft Office Specialist Excel exam. You will then delve into the use of SQL to effectively query data and begin to gain relevant insights into raw data. You will learn how to use PowerBI to visualise data and bring your insights to life for non-technical audiences. Next you will learn Python, a programming language widely adopted for data analysis. You will learn the techniques you can use to achieve this. You will gain experience in the best methods to communicate your analysis and insights to a variety of audiences. You will create a portfolio of evidence showcasing the skills acquired on the course with a wealth of examples to help you in future projects.	15 weeks (2 days a week, part time)
Google Ads Level 3 and above	Learners explore the fundamentals of the Google Ads platform and how to create ad campaigns for both the Search and Display networks. You will also receive an extra coaching session four weeks after the course where the tutor can explore how you have implemented Google Ads and provide support and guidance for further optimisation of your accounts.	2 days
Facebook Blueprint Level 3 and above	Discover the fundamentals of the Facebook Ads platform and how to create campaigns for Facebook and Instagram. You will receive an extra coaching session four weeks after the course where the tutor can explore how you have implemented Facebook Ads Manager and provide support and guidance for further optimisation of your accounts.	2 days
Google Ads and Facebook Blueprint Level 3 and above	Combined Google Ads and Facebook course designed to optimise knowledge and understanding of both disciplines for social media platforms. Courses are delivered with a blend of tutor led and online learning to fit around your own employment and personal commitments.	4 days

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