



**UWE
Bristol**

Strategic Digital Marketing Skills Bootcamp

Bootcamp designed to help marketers develop their careers through integration of digital techniques and deeper understanding of customer psychology.

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Enhancing competitive marketing with psychological insight

In today's digital-first economy, understanding how customers think, feel, and decide is key to building powerful marketing strategies that deliver measurable results. Delivered by UWE Bristol, our Skills Bootcamp combines academic insight with real-world marketing experience.



Whether you're leading campaigns, shaping brand identity, or engaging audiences directly, combining digital marketing knowledge with psychological insight will give you the edge over your competitors

Enhancing competitive marketing with psychological insight

Funded by the West of England Combined Authority, our Digital Marketing Strategy Skills Bootcamp is designed to help professionals rapidly embed new marketing capabilities into their roles, and apply behavioural science using practical digital tools.



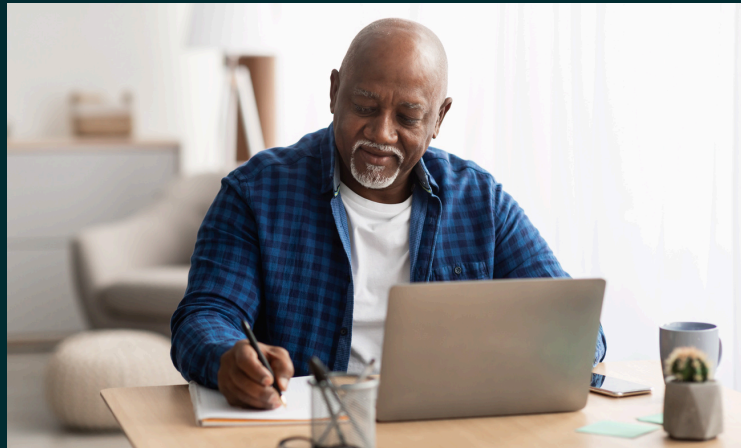
Our 8-week, 90%-funded programme

Will develop technical digital marketing skills, as well as supporting you to implement a personal development plan with your employer, to bring your new skills into the workplace for immediate impact.

Who is it for?

Our Skills Bootcamp is specifically aimed at individuals who are looking to develop their career in digital marketing through their current employer.

This course is ideal if you are currently a **Marketing Manager**, **Marketing Consultant**, or **Head of Marketing**, with a pathway to more senior roles such as **CMO** or **Marketing Director**. This is also ideal for **business owners** or anyone working in a customer-focused or growth-driven role within an **SME**, **agency**, or **third-sector organisation**.



Benefits to you as an individual

- Understand how psychology affects consumer behaviour, including:
 - Differences between consumers
 - Group behaviour
 - Perception of brands
 - How consumers assess prices
- A deeper understanding of the latest digital marketing techniques, including:
 - Use of AI
 - Content creation
 - Advertising online
 - Social media
 - Web design
 - Analytics



Benefits to the employer

- Invest in developing marketing talent to drive business growth and strengthen in-house expertise.
- See measurable improvements in campaign effectiveness through newly applied skills.
- Equip your team with the latest digital tools and analytics to stay competitive.
- Strengthen organisational marketing with up-to-date expertise in AI, content creation, online advertising, social media, web design, and analytics.
- Support succession planning by preparing employees for senior marketing and management roles.

What will I learn?

Through this Skills Bootcamp, you will build the core skills to implement psychology and customer behaviour insights to your marketing practice including:

Strategic marketing planning

Crafting appealing content

Effective social media use

Engaging online advertising

Designing websites that convert

Measuring success

Programme Structure

Live sessions



The programme is delivered through 8 full-day tutor-led interactive sessions, which will walk you through the different aspects of customer behaviour and digital marketing, providing you with tools and techniques to implement immediately into your marketing practice.

Mentorship and 1:1 support



You'll have access to mentorship from industry experts to provide a space to discuss personal experiences and learning as you utilise your new skills and evaluate their impact. Additionally, our Skills Bootcamp Team will be there to support you throughout the programme.

Peer network



Access to a peer network and industry contacts through the live sessions and discussion.

Developing an action plan



You'll develop an individual action plan to explore your goals, apply your learning and develop a clear roadmap to achieve them.

Session Outline

Session 1 **Psychological Segmentation and Customer Research**

Learn how customers think and behave differently, and how psychological segmentation can improve communication. You'll explore customer research techniques, social listening, and competitor audits to understand audiences more effectively.



Session 2 **Social Influences and Content Creation**

Examine how people share and engage with content in social environments, and what that means for marketers. You'll review academic insights and gain hands-on experience creating engaging content using Adobe tools.

Session 3

Brand Perception and Generative AI

Discover how to grab customer attention and shape brand personality online. You'll combine psychological insight with the latest AI content creation tools to design messages that resonate.



Session 4

Brand Perception and Advertising

Explore persuasive messaging and the creative use of audio and visual content to influence perception. You'll apply these ideas through practical advertising activities to strengthen brand communication.



BREAK WEEK



Session 5

Spokespeople, Influencers and Social Media

Investigate the role of spokespeople and paid influencers in shaping brand trust. You'll learn how to translate these insights into effective organic social media strategies.



Session 6 Memory and Direct Messaging

Understand how memory and nostalgia shape decision-making, and how to design messages that stick. You'll put this into practice by crafting personalised email and direct messaging campaigns.



Session 7 Pricing and Website Conversion

Analyse how customers compare prices and judge value online, and how marketers can guide these evaluations. You'll explore practical techniques in website design and SEO to influence purchasing behaviour.

Session 8 Involvement and Measuring Success

Examine the concept of product involvement – from quick decisions to deeply considered purchases – and how to measure engagement. You'll learn to apply analytics tools to evaluate campaign success.



Post-Bootcamp Ongoing support

Your journey with us doesn't stop after your final session. You'll continue to have access to a wide range of support from UWE Bristol including: events, further training, student internships and placements, funding opportunities, and advice and guidance to help you take your next steps with confidence.

What is my Commitment as a Learner?

For our Skills Bootcamp you will be required to:

- ✓ **Attend all live sessions, held in-person or online**
- ✓ **Complete self-study activities between sessions**
- ✓ **Provide mandatory personal and employment data for up to six months following completion of the Skills Bootcamp**

What is my Commitment as an Employer?

Employers are able to utilise this Skills Bootcamp to upskill existing staff and provide development opportunities within their organisation. As an employer you will be expected to:

- ✓ **Release your employee(s) to attend all sessions**
- ✓ **Provide opportunity in the workplace for your employee to develop skills acquired from the Skills Bootcamp**
- ✓ **Attend a short online employer interview to understand the Skills Bootcamp requirements and the employer agreement document**
- ✓ **Pay the 10% programme fee contribution**
- ✓ **Within 6 months of completion, provide one of the following:**
 - A salary increase linked to new skills
 - An interview for a promotion or new responsibilities
 - Additional responsibilities aligned with their new skills
 - Evidence of role enhancement based on Skills Bootcamp learning

Programme Dates and Fees

January 2026 Cohort

Session 1	Wed 21 Jan, 09:30-16:30	Frenchay Campus
Session 2	Wed 28 Jan, 09:30-16:30	Frenchay Campus
Session 3	Wed 4 Feb, 09:30-16:30	Frenchay Campus
Session 4	Wed 11 Feb, 09:30-16:30	Frenchay Campus
Break week	Wed 18 Feb	Half Term

Session 5	Wed 25 Feb, 09:30-16:30	Frenchay Campus
Session 6	Wed 4 March, 09:30-16:30	Frenchay Campus
Session 7	Wed 11 March, 09:30-16:30	Frenchay Campus
Session 8	Wed 18 March, 09:30-16:30	Frenchay Campus

Fees



This Skills Bootcamp is heavily subsidised, with the government covering 90% of the total cost for eligible learners applying through their SME employer. The full course fee is £3,231.40, but SME employers pay just 10% – only £323.14 per learner.

Please note: This Skills Bootcamp is currently open only to applicants sponsored by SME employers. If you're an independent learner or employed by a larger organisation, please contact us on bootcamps@uwe.ac.uk so we can notify you about future availability.

Funding Eligibility

Due to funding restrictions all learners must meet the following criteria:

- Be aged 19+ Live and/or work for an organisation based in Bristol, South Gloucestershire, Bath and North East Somerset or North Somerset (we will consider applicants living close to these boundaries)
- Not currently in full-time or part-time education
- Have the right to live and work in the UK
- Have not registered and attended (including partial completion) any other Skills Bootcamp in the current financial year from any provider
- Have your employer's agreement to attend and achieve the required outcomes



The Skills Bootcamps Programme is funded and managed by the West of England Mayoral Combined Authority, and delivered by UWE Bristol (The University of the West of England).



Apply Now

If you have any questions, please email the team at bootcamps@uwe.ac.uk or call 0117 328 3137