

## **Telerik Academy Upskill Digital Marketing**

### **FAQ**

#### **What will I learn at the Telerik Academy Upskill Digital Marketing program?**

Three months of digital marketing training packed with real-world projects and ready-to-use frameworks to help you start delivering from the get-go. By the end of the program you will be able to analyze a company's digital marketing state of affairs, identify strategic priorities for growth and tactics with measurable KPIs to achieve the goals. You will be operational in the topics covered and will be able to see the bigger picture, while staying focused on high-impact projects.

#### **Who can apply and how?**

Whether you are traditional or a digital marketer, a business owner, or you work in sales, advertising, employer branding, social media and in another role with relevant experience, this program will equip you with in-depth understanding and practical experience to help you stand out in digital marketing and advance in your career fast. You also need to be 18 years of age or older.

The admission process includes the following steps:

- CV and application form submission (mandatory)
- Online digital marketing test (mandatory)
- Career event (optional)
- Interview (upon request)

#### **How much experience should I have?**

The program is designed for both seasoned marketers and professionals from other fields who have at least 1+ years of marketing experience.

#### **What does the online digital marketing test include?**

The test aims to assess your general knowledge across 4 domains (Marketing Fundamentals, Data and Analytics & SEO, Social Media and General Marketing) and consists of 40 closed-ended questions. The time limit is 40 minutes. The test is compatible with most computers and tablets, but it is not recommended to use a smartphone or a small screen tablet when you're taking it.

#### **Is there a minimum passing score for the test?**

No. We use a holistic review process when evaluating applicants for admission.

#### **What is the candidate selection process?**

The final selection of candidates is not based on a simple formula of grades and tests scores. Instead, we consider a variety of factors: application documents, online digital marketing test results, personal motivation for applying, etc. Some candidates might also be invited to attend interview to additionally discuss their motivation and aspirations.

#### **If I am invited for an interview what will that include?**

Interviews will focus on candidates' motivation and aspirations and will determine if the program is appropriate for each candidate based on their needs and expectations.

#### **Can I choose between online and onsite training?**

Training is planned to be onsite. In case the epidemic situation in Bulgaria persists, and/or onsite training might pose a risk to students and trainers' health, the program will start online. Attendance (both onsite and online) is key to our students' successful graduation. Of course, a few days of absence are allowed, plus the program has two 1-week vacations.

**Do I have to sign a contract to join the program?**

Yes, all admitted students should sign a contract with Telerik Academy prior to the program start.

**What happens if I drop out of the program?**

In case of any unforeseen and unintended circumstances and within the first 2 weeks of your tuition, you can drop out of the program with no accrued costs.

**Are we going to have homework assignments?**

Yes, the program includes regular homework assignments which are the basis for the final project presentations.

**Are computers needed during lectures?**

Computers are needed mainly during practice sessions. Please note that since there are no computers in the lecture halls, all students need to bring their own devices. Please note that the program may transition to an online format, depending on the COVID-19 situation.

**Do all students graduate?**

Students must successfully pass all requirements and assignments to graduate.

**Will I receive a certificate at the end of the program?**

Yes, graduates will receive a certificate for successful graduation of the program.

**How much does the training cost?**

The tuition fee for Telerik Academy Upskill Digital Marketing is BGN 3,000 and could be covered by you or your employer.

The fee is paid either upfront via bank transfer prior to the program start, or in installments with a loan from a bank, partner of Telerik Academy.

If you are interested in paying the tuition fee in monthly installments (BGN 135 per month\*), we would introduce you to our bank partner who could provide you with individual loan offer based on your credit score and creditworthiness.

\* Illustrative payment method.