

# LEAP

**Lancashire Engaging  
Apprentices Programme**

## Apprenticeships Bootcamp

**Are you interested in a Higher or Degree  
Apprenticeship in digital marketing or cyber security?**

This event is ideal if you work in a small to medium sized enterprise (SME) in Lancashire and you're seeking opportunities to advance your career.

Perhaps you're a current Level 3 or Level 4 apprentice thinking about the next big step.

During our six-week Bootcamp you'll learn all about our courses and gain the confidence you need to start your Degree Apprenticeship journey.

### **Burnley Campus**

Wednesdays 4-6 pm, 22 June, 29 June, 6 July, 13 July, 20 July, 27 July

OR

### **Preston Campus**

Thursdays 4-6pm, 23 June, 30 June, 7 July, 14 July, 21 July, 28 July



LEAP is part-funded by the European Social Fund



## During the six weeks of the Bootcamp you will cover:

- Week 1** **Introduction to Bootcamp:** Welcome, skills analysis and goal setting
- Week 2** **Skill development:** Prioritisation, time management and presentation skills
- Week 3** **Digital Marketing:** Getting the most out of social media - optimisation, platforms, platform tools and analysis scan  
OR  
**Discover resources to help jump start your career in Cyber Security:**  
What is cyber security and why do we need to be aware of it?
- Week 4** **Digital Marketing:**  
Google - Using Google to power a business. Set up a Google Analytics account.  
OR  
**Discover resources to help jump start your career in Cyber Security:**  
Covering Open Source Intelligence (OSINT)
- Week 5** **Digital Marketing:** Consumer behaviour - personas. Create a customer persona.  
OR  
**Discover resources to help jump start your career in Cyber Security:**  
Covering TryHackMe and Cisco NetAcad
- Week 6** **Personal skills showcase:**  
Review of goals and skills analysis

## To be eligible for the Degree Apprenticeships Bootcamp you must be:

- Aged 16 or over
- Eligible to live and work in the UK
- An apprentice, or aspiring to be an apprentice
- Employed within a Lancashire-based SME\*

There are entry requirements for apprenticeships.

A skill scan will identify the right level and entry point for you.

Degree Apprenticeships are Level 6 qualifications resulting in a bachelor's degree.

Course tutors encourage you to apply your learning to your role, and assignments are designed to make a positive impact on your organisation.

Please register your place:

[Burnley Campus](#)

[Preston Campus](#)

For further information email [ContactLEAP@uclan.ac.uk](mailto:ContactLEAP@uclan.ac.uk)

After you've registered you'll be contacted by a member of our LEAP team. They'll provide you with registration documents which you'll need to complete before attending.

\* 'Lancashire' means based in a Lancashire County Council, Blackburn with Darwen, or Blackpool postcode area. A small or medium sized enterprise (SME) is an enterprise with less than 250 employees, turnover less than 50m euros, or balance sheet total of less than 43m euros.