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 50 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?

Lectures are held online – Monday-Wednesday from 6:30 pm until 9:30 pm. Attendance is key to our students' successful graduation. Of course, a few days of absence are allowed, plus the program has two 1-week vacations. Optional onsite networking events are also held during the duration of the program.

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?

Yes, since the program is held online, computers are needed for each lecture.

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.

Does Telerik Academy help alumni find new jobs after successful graduation?

As this is an Upskill program, it isn't geared towards connecting learners and businesses. But the skills and experience you gain will help you excel in your career and/or find a new job, just like it helped our alumni reach their career goals.

How much does the training cost?

The tuition fee for Telerik Academy Upskill Digital Marketing is BGN 3,800 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 171 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.

How can I apply for the discounted tuition fee for candidates working in the NGO (Not-for-profit) sector? Are there any special terms that apply?

Every candidate working in the NGO sector can apply for a 90% discount off the regular program pricing (two per cohort). The candidate must submit their application through our website (www.telerikacademy.com) and follow any specific requirements for candidate selection (submit an entry test/task, attend an interview, if requested, etc.). If the candidate is invited to join the program, their employer will be required to sign a contract with Telerik Academy and cover 10% of the regular tuition fee for the program. Please note that the candidate selection process evaluates the candidate's profile, not the NGO's.