

Digital Marketer (Level 3)



Phase 1

Induction & Initial Assessment



Phase 2

Training Modules and contact from Skills Development Coach



Phase 3

Assessment Gateway



Phase 4

End Point Assessment



Apprenticeship Standard Digital Marketer (Level 3)

Blended Learning breakdown

		Training Centre	Remote
Phase 1	Induction & Initial Assessment	1 day	Training Centre only
Phase 2	Principles of Coding – Part 1 (MTA 98 - 383 Introduction to Programming using HTML and CSS)	1 week	20 hours self-study 4 remote training sessions
	Principles of Coding – Part 2 (MTA 98 - 383 Introduction to Programming using HTML and CSS)	1 week	20 hours self-study 4 remote training sessions
	Marketing Principles	1 week	20 hours self-study 4 remote training sessions
	Digital Marketing Business Principles with Ecommerce - Part 1	1 week	20 hours self-study 4 remote training sessions
	Digital Marketing Business Principles with Ecommerce - Part 2	1 week	20 hours self-study 4 remote training sessions
	Video and Imaging Software	1 week	Training Centre only
Phase 3	Assessment Gateway	Up to 1 week*	Training Centre only
Phase 4	End Point Assessment	3 - 5 Days	Training Centre only

*To be arranged by your Skills Development Coach

Course Details



Induction/Initial Assessment

1 day in the training centre

Functional Skills

If required, learners will sit a Maths and/or 3 English exams.
Allow 1 – 2 days per exam.

Marketing Principles

- How to apply basic marketing principles
- The role of customer relationship marketing
- How teams work effectively to deliver digital marketing campaigns and can deliver accordingly
- How to apply the customer lifecycle
- The main components of Digital and Social Media Strategies



Video and Imaging Software

- Obtain, insert & combine information for images
- Use imaging software tools to create, manipulate and edit images
- Use video hardware and software to capture sequences
- Use video software tools & techniques to combine and edit sequences
- Play and present video sequences



Digital Marketing Business Principles

Week 1:

- Summarise and explain how to schedule a series of social media posts
- Explain how to and why a new piece of content on a website is created
- Understand the importance of relevant keywords and keyword-rich content
- Explain why and how a Google AdWords campaign is created
- Explain how to use the different types of tools and explain when it would be appropriate to use them
- Characteristics and Comparisons of the Major Digital and Social Media Platforms
- Summarise the characteristics of how a digital marketing team works in a business environment
- Summarise and explain how to plan valuable digital content based on the needs of the audience and their searching habits
- Explain the characteristics of SEO and the best way to promote and link content
- Digital Etiquette

Week 2:

- Distinguish the different digital platforms in the context of their use in the working environment
- Explain the use of the digital platforms above by competitors and customers
- Explain why information security and its management are important for a digital service organisation
- Recognise sources of threat and risk to digital information and the potential impact
- Explain the key features of an organisations information security policy and their impact on ways of working
- Summarise the importance of following organisational policies and procedures relating to information security
- Security Levels - Precautions and Procedures to Follow to Protect Data



Principles of Coding

Week 1:

- Construct markup that uses metadata elements
- Construct well-formed markup that conforms to industry best practices
- Analyse the impact of using inline styles, internal style sheets, and external style sheets
- Construct and analyse rule sets
- Construct well-formed style sheets that conform to industry best practices
- Construct and analyse markup to structure content and organise data
- Construct and analyse markup that uses HTML5 semantic elements

Week 2:

- Construct and analyse markup that implements navigation
- Construct and analyse markup that uses form elements
- Construct and analyse markup that displays images
- Describe the appropriate use of the img, svg, and canvas elements
- Construct and analyse markup that plays video and audio
- Construct and analyse styles that position content
- Construct and analyse styles that format text
- Construct and analyse styles that format backgrounds and borders
- Analyse styles that implement a simple responsive layout



Assessment Gateway, Assessment Preparation & Administration Week

(Up to 1 week in the training centre)
Preparation week to understand the four elements of the assessment gateway.

Assessment Phase

Summative Portfolio

Synoptic Project

Technical Interview with SME

Employer Reference

Achievement of Apprenticeship

BCS Digital Marketer (Level 3)