

Digital Marketer (Level 3)



Phase 1

Induction & Initial Assessment



Phase 2

Training modules and contact from Skills Development Coach



Google
Fundamentals of
Digital Marketing

Principles of
Coding
(3 Parts)

Marketing
Principles
(2 Parts)

Digital Marketing
Business Principles
(3 Parts)

Google Analytics
Individual
Qualification

Video and
Imaging Software
(2 Parts)

Coach
Review

Coach
Review

Coach
Review

Coach
Review

Coach
Review

Coach
Review

Coach
Review

Coach
Review

Coach
Review

Coach
Review

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 | | Skills Coach visit |
| Phase 2 | Google Fundamentals of Digital Marketing | Remote only | Distance learning (VLE) |
| | Principles of Coding Parts 1 - 2 | 3 days per part | 20 hours self-study 6 remote training sessions |
| | Principles of Coding Part 3 (MTA 98 - 383 Introduction to Programming using HTML and CSS) | 2 days per part | 20 hours self-study 2 remote training sessions |
| | Marketing Principles Parts 1 - 2 | 2 days per part | 20 hours self-study 4 remote training sessions |
| | Digital Marketing Business Principles Parts 1 - 2 | 3 days per part | 20 hours self-study 4 remote training sessions |
| | Digital Marketing Business Principles Part 3 | 2 days per part | 20 hours self-study 4 remote training sessions |
| | Google Analytics Individual Qualification (IQ) | Remote only | Distance learning (VLE) |
| | Video and Imaging Software Parts 1 - 2 | 2 days per part | 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

Skills Development Coach will conduct the induction in their first visit

Functional Skills

If required, learners will sit a Maths and/or 3 English exams.

Workshops can take up to 3 days. Each exam takes up to 2 hours.

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



Google Fundamentals of Digital Marketing

- Get a Business Online
- Make Sure Customers Find You Online
- Promote a Business With Online Advertising
- Expand a Business To Other Countries
- Connect With Customers Over Mobile
- Promote a Business With Content
- Understand Customers Needs and Online Behaviours



Digital Marketing Business Principles

- 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
- 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

- 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
- 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



Google Analytics IQ

- Introducing Google Analytics
- The Google Analytics Layout
- Basic Reporting
- Basic Campaign and Conversion Tracking Countries
- Connect With Customers Over Mobile
- Promote a Business With Content



Assessment Gateway, Assessment Preparation & Administration Week

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

Assessment Phase

- Summative Portfolio
- Synoptic Project
- Technical Interview with SME
- Employer Reference

Achievement of Apprenticeship

BCS
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