

# APPRENTICESHIP STANDARD

## DIGITAL MARKETER (LEVEL 3)



### Instructor Led & Online Live Learning

PHASE

1

Induction & Initial Assessment

1 Day - Webinar Induction

Principles of Online & Offline Marketing Theory

5 Hours Self Study x 4, 5 Day Webinar, Workplace Visit

Understanding Principles of Coding

5 Hours Self Study x 4, 5 Day Webinar, Workplace Visit

CIW Social Media Strategist (Vendor Unit)

5 Hours Self Study x 4, 5 Day Webinar, Workplace Visit

Digital Marketing Business Principles

5 Hours Self Study x 4, 5 Day Webinar, Workplace Visit

Functional Skills Maths & English

This is a mandatory element of the Apprenticeship if GCSE grade A-C or equivalent has not been achieved prior to the Apprenticeship - Webinar delivery & workshops

E-portfolio and Summative Portfolio

Collation of evidence of applied technical knowledge and competence in the work place.

Synoptic Project - Assessment Gateway

Set by EPA Assessor as a test of technical knowledge and competence

PHASE

2

PHASE

3

Assessment Preparation

Assessment End Point

Employer reference and interview with an Independent Assessor.

PHASE

4

COMPLETION

**VIRTUAL**  
COLLEGE

**For further information**  
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digital-marketing-apprenticeship](http://www.virtual-college.co.uk/yptraining/digital-marketing-apprenticeship)

# APPRENTICESHIP STANDARD

## DIGITAL MARKETER (LEVEL 3)



### Induction & Initial Assessment

(1 day webinar training)

covering Initial Assessment of Maths and English, overview of prior achievements, full detailed course overview, overview of the off-the-job training, Health & Safety, Safeguarding, Prevent British Values, Equality & Diversity and the Learner Handbook.

### Principles of Online & Offline Marketing Theory

(5 Hours Self Study x 4, 5 Day Webinar, Workplace Visit)

- Understand the core principles of marketing theory. (7P's)
- Understand the importance of collaboration in delivering successful marketing campaigns.
- Understand the different stages of the customer lifecycle
- Understand the benefits, limits, risks and constraints of customer relationship marketing

### Principles of Coding

(5 Hours Self Study x 4, 5 Day Webinar, Workplace Visit)

- Understand application of logic in coding
- Understand and recognise common languages
- Understand compatibility issues with code on different platforms
- Understand components that make the web work (hardware, software, protocols, technologies & search engines)

### CIW Social Media Strategist

(5 Hours Self Study x 4, 5 Day Webinar, Workplace Visit)

- Introduction to Social Media
- Social Media in Business
- Social Media Strategy
- Social Media Campaigns
- Social Media Platforms
- Presentations & Blogs
- Social Media Risk, Reputation and Crisis Management
- Social Media Advertising
- Social Media Metrics and Analysis
- Social Media Reporting and Optimization

### Digital Marketing Business Principles

(5 Hours Self Study x 4, 5 Day Webinar, Workplace Visit)

- Understand the specialist areas and characteristics of digital marketing and social media platforms
- Understand the business environment and business issues related to digital marketing and customer needs.
- Understand how to follow digital etiquette and communication including effective communication styles, types of audience and the importance of brand.
- Understand how to operate securely to protect data across digital and social media platforms

### Functional Skills Maths and English

- One to one support with functional skills Maths and English via webinar and face to face sessions.

### E-Portfolio and Summative Portfolio

Collation of evidence of applied technical knowledge and competence in the work place, supported by a workplace visit with your trainer.

### Assessment Phase

**Employer Reference** - the employer will provide a reference to confirm the apprentice is ready for End Point Assessment.

**Synoptic Project** - this will be set by the End Point Assessor to test skills, knowledge and understanding

**Technical interview** - the apprentice will attend an interview with an Independent Assessor who will test Apprentice knowledge through questioning and review of the Synoptic Project task and Summative Portfolio.

### Achievement of the Apprenticeship

**City & Guilds Digital Marketer Level 3**