

Digital Marketer

LEVEL 3



12 Month Programme + EPA

Use online and social media platforms to design, build and implement campaigns and drive customer sales.

Introduction to the course

Digital technologies, social tools and data analytics platforms evolve daily, making digital marketing a fascinating, fast-moving and growing business area. The primary role of a Digital Marketer is to define, design, build and implement digital campaigns across a variety of online and social media platforms to drive customer acquisition, customer engagement and customer retention. A Digital Marketer will work to marketing briefs and instructions, typically as part of a marketing team.

Learner outcomes

Along with the principles, strategies and techniques used to plan a digital marketing campaign, learners will gain an overview of areas including search marketing, search engine optimisation, Pay-Per-Click, email marketing, web analytics and mobile apps.

They will explore the different social media platforms, how to apply them in the business environment and how to analyse their results, all with reference to data protection and digital etiquette.

The principles of coding across different platforms, including programming languages and the components required to make web applications work, are also covered.

Assessment

Once learners have completed and passed the exams they will progress to the End-Point Assessment when their performance, knowledge and skills will be assessed against specified criteria. They will need a reference from their employer and will be required to put together a portfolio of evidence and present it at an interview with the BCS (The Chartered Institute for IT).

Learners will also require English and Mathematics at Level 2 before completing their apprenticeship.

A good fit for

Those who want to begin a career in Digital Marketing or transition from a traditional marketing role. Those who are interested in creating and writing content (visual and written), analysing data, and evaluating reports, creative and critical thinking etc.

What's next?

Completion of the apprenticeship will allow learners to join as an affiliate (Professional) member of the CIM (Chartered Institute of Marketing) and/or Associate membership of BCS and to apply for registration to the Register of IT Technicians.

Following completion of programme, Learners will have a host of options available to them, from Level 4 digital apprenticeships to programmes within Leadership and Project Management.

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Course overview



Start Date
Flexible



Level
3



Duration
12 months + 3-month EPA



Delivery
Blended



Assessment
On-Programme And End-Point Assessment



Qualification
BCS Level 3 Digital Marketer Apprenticeship



Entry Requirements
Learners must have completed level 2 maths and English by the end of the apprenticeship and other requirements may be set by certain employers.

Digital Marketer

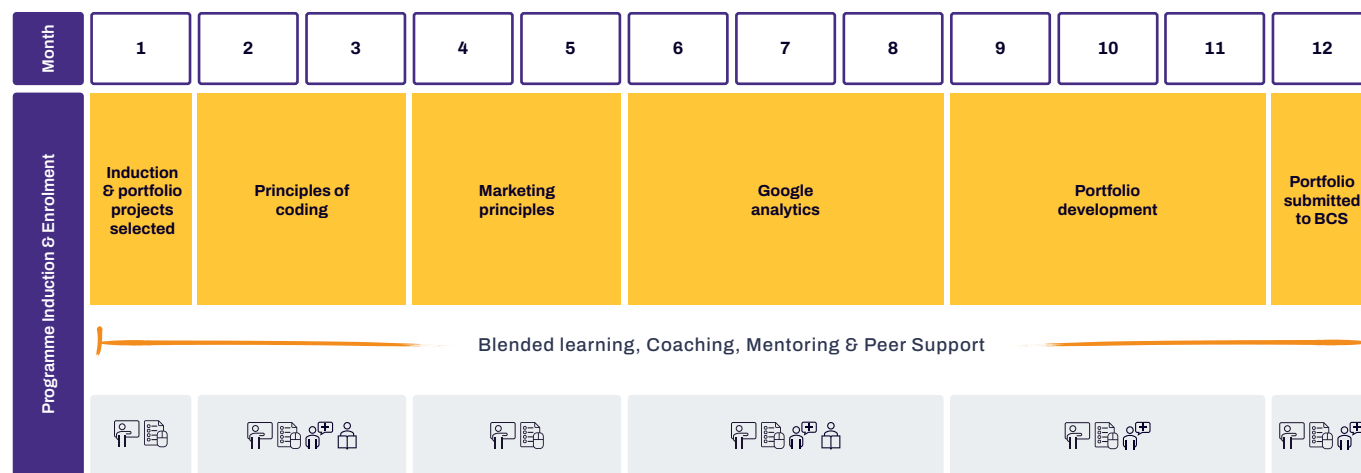
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unlocking potential
delivering personalisation
enhancing performance

Blended Delivery Model



* Maths and English functional skills may be included in your apprenticeship programme depending on the programme requirements and your prior attainment level.

Gateway



End Point Assessment

5 Months

- ✓ Work based project
- ✓ Professional discussion
- ✓ Presentation and Q&A



Apprenticeship Achieved

Key



Workshop



Exam



Progress reviews



Online learning