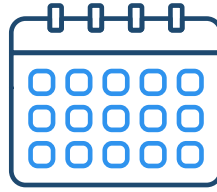


# DIGITAL MARKETER LEVEL 3

Apprenticeship Standard Digital Marketer Level 3



Level 3 qualification



14 month duration



Level 3 Digital Marketer  
BCS

➔ **STAGE 1**  
Induction followed by initial screening assessments.

➔ **STAGE 2**  
The modules covered throughout your apprenticeship training

 **GOOGLE FUNDAMENTALS OF MARKETING**

 **PRINCIPLES OF CODING**

 **PRINCIPLES OF MARKETING**

 **PRINCIPLES OF DIGITAL MARKETING**

 **GOOGLE ANALYTICS IQ**

➔ **STAGE 3 & STAGE 4**  
Enter gateway and end point assessment (EPA)

## ➔ LEARNING BREAKDOWN

	TRAINING FACILITY	REMOTE
<b>STAGE 1</b> INDUCTION & INITIAL ASSESSMENT		TUTOR SITE VISIT
<b>STAGE 2</b> GOOGLE DIGITAL MARKETING	2 DAYS	26 MODULES (40 HOURS)
PRINCIPLES OF CODING - HTML 5	3 DAYS	
PRINCIPLES OF CODING - CSS 3	3 DAYS	
PRINCIPLES OF CODING - JAVASCRIPT	3 DAYS	29 MODULES (65 HOURS)
PRINCIPLES OF CODING - MTA 98-375	2 DAYS	
MARKETING PRINCIPLES	3 DAYS	4 MODULES (9 HOURS)
DIGITAL MARKETING PRINCIPLES	3 DAYS	3 MODULES (22 HOURS)
BEGINNER GOOGLE ANALYTICS IQ	REMOTE	4 MODULES (2 HOURS)
ADVANCED GOOGLE ANALYTICS IQ	1 DAY	4 MODULES (2 HOURS)
<b>STAGE 3</b> SYNOPTIC PROJECT AND OTHER EPA ELEMENTS	5 DAYS	
<b>STAGE 4</b> COMPLETION OF EPA WITH ASSESSOR AND GRADUATION FROM APPRENTICESHIP.		COMPLETED WITH EPA ORGANISATION

# COURSE BREAKDOWN

Apprenticeship Standard Digital Marketer Level 3



## STAGE 1 - INDUCTION, INITIAL ASSESSMENT & FUNCTIONAL SKILLS

WE WILL COMPLETE THE ONBOARDING PROCESS ONTO YOUR APPRENTICESHIP PROGRAMME WITH YOU AND YOU WILL COMPLETE YOUR INITIAL ASSESSMENTS IN ORDER TO START YOUR LEARNING PROGRAMME.

## STAGE 2 - YOUR LEARNING

### MODULE 1 - GOOGLE DIGITAL MARKETING

- BUILDING AN ONLINE PRESENCE
- MARKETING YOUR ONLINE PRESENCE
- ANALYSE AND ADAPT
- CHOOSING YOUR ONLINE PRESENCE
- HOW WEBSITES WORK
- KEY WEBSITE INGREDIENTS
- WEBSITE DO'S AND DON'TS
- TAKING A BUSINESS ONLINE
- UNDERSTANDING CUSTOMER BEHAVIOUR
- SEARCH ENGINE BASICS
- HOW SEARCH ENGINES WORK
- ORGANIC VS PAID SEARCH
- GOOGLE SEARCH CONSOLE
- THE SEO PROCESS
- UNDERSTANDING SEM
- UNDERSTANDING & MEASURING SOCIAL MEDIA
- UNDERSTANDING MOBILE WEB AND MOBILE APPS

### MODULE 2 - HTML 5

- CHOOSE AND CONFIGURE HTML5 TAGS TO DISPLAY TEXT CONTENT
- CHOOSE AND CONFIGURE HTML5 TAGS TO DISPLAY GRAPHICS - WHEN, WHY, AND HOW TO USE CANVAS; WHEN, WHY, AND HOW TO USE SCALABLE VECTOR GRAPHICS (SVG)
- CHOOSE AND CONFIGURE HTML5 TAGS TO PLAY MEDIA - VIDEO AND AUDIO TAGS
- CHOOSE AND CONFIGURE HTML5 TAGS TO ORGANISE CONTENT AND FORMS - TABLES, LISTS, SECTIONS; SEMANTIC HTML
- CHOOSE AND CONFIGURE HTML5 TAGS FOR INPUT AND VALIDATION

### MODULE 3 - CSS 3

- UNDERSTAND THE CORE CSS CONCEPTS - SEPARATE PRESENTATION FROM CONTENT (CREATE CONTENT WITH HTML AND STYLE CONTENT WITH CSS)
- MANAGE CONTENT FLOW (INLINE VERSUS BLOCK FLOW); MANAGE POSITIONING OF INDIVIDUAL ELEMENTS (FLOAT VERSUS ABSOLUTE POSITIONING); MANAGE CONTENT OVERFLOW (SCROLLING, VISIBLE, AND HIDDEN)
- BASIC CSS STYLING
- ARRANGE UI CONTENT BY USING CSS
- USE FLEXIBLE BOX AND GRID LAYOUTS TO ESTABLISH CONTENT ALIGNMENT, DIRECTION, AND ORIENTATION
- PROPORTIONAL SCALING AND USE OF "FREE SCALE" FOR ELEMENTS WITHIN A FLEXIBLE BOX OR GRID

- ORDER AND ARRANGE CONTENT; CONCEPTS FOR USING FLEX BOX FOR SIMPLE LAYOUTS AND GRID FOR COMPLEX LAYOUTS
- GRID CONTENT PROPERTIES FOR ROWS AND COLUMNS
- USE APPLICATION TEMPLATES
- MANAGE THE FLOW OF TEXT CONTENT BY USING CSS
- REGIONS AND USING REGIONS TO FLOW TEXT CONTENT BETWEEN MULTIPLE SECTIONS (CONTENT SOURCE, CONTENT CONTAINER, DYNAMIC FLOW, FLOW-INTO, FLOW-FROM, MSREGIONUPDATE, MSREGIONOVERFLOW, MSGETREGIONCONTENT)
- COLUMNS AND HYPHENATION AND USING THESE CSS SETTINGS TO OPTIMIZE THE READABILITY OF TEXT
- USE "POSITIONED FLOATS" TO CREATE TEXT FLOW AROUND A FLOATING OBJECT
- MANAGE THE GRAPHICAL INTERFACE BY USING CSS
- GRAPHICS EFFECTS (ROUNDED CORNERS, SHADOWS, TRANSPARENCY, BACKGROUND GRADIENTS,
- TYPOGRAPHY, AND WEB OPEN FONT FORMAT); TWO-DIMENSIONAL (2-D) AND THREE-DIMENSIONAL
- (3-D) TRANSFORMATIONS (TRANSLATE, SCALE, ROTATE, SKEW, AND 3-D PERSPECTIVE TRANSITIONS AND
- ANIMATIONS); SVG FILTER EFFECTS; CANVAS

### MODULE 4 - JAVASCRIPT

- MANAGE AND MAINTAIN JAVASCRIPT
- CREATE AND USE FUNCTIONS; JQUERY AND OTHER THIRD-PARTY LIBRARIES
- UPDATE THE UI BY USING JAVASCRIPT
- LOCATE/ACCESS ELEMENTS; LISTEN AND RESPOND TO EVENTS; SHOW AND HIDE ELEMENTS; UPDATE
- THE CONTENT OF ELEMENTS; ADD ELEMENTS
- CODE ANIMATIONS BY USING JAVASCRIPT
- USE ANIMATION; MANIPULATE THE CANVAS; WORK WITH IMAGES, SHAPES, AND OTHER GRAPHICS
- ACCESS DATA ACCESS BY USING JAVASCRIPT
- SEND AND RECEIVE DATA; TRANSMIT COMPLEX OBJECTS AND PARSING; LOAD AND SAVE FILES; APP
- CACHE; DATATYPES; FORMS; COOKIES; LOCALSTORAGE
- RESPOND TO THE TOUCH INTERFACE
- GESTURES, HOW TO CAPTURE AND RESPOND TO GESTURES
- CODE ADDITIONAL HTML5 APIS
- GEOLOCATION, WEB WORKERS, WEBSOCKET; FILE API

- ACCESS DEVICE AND OPERATING SYSTEM RESOURCES
- IN- MEMORY RESOURCES, SUCH AS CONTACT LISTS AND CALENDAR; HARDWARE CAPABILITIES, SUCH AS GPS, ACCELEROMETER, AND CAMERA.

### MODULE 5 - MTA 98-375 (EXAM)

### MODULE 6 - MARKETING PRINCIPLES

- BASIC MARKETING PRINCIPLES
- CUSTOMER RELATIONSHIP MARKETING
- THE ROLE OF EFFECTIVE TEAMWORK
- CUSTOMER ENGAGEMENT AND MARKET SEGMENTATION
- THE CUSTOMER LIFECYCLE
- MAIN COMPONENTS OF DIGITAL AND SOCIAL MEDIA STRATEGIES
- HOW DIGITAL AND SOCIAL MEDIA STRATEGIES ARE IMPLEMENTED

### MODULE 7 - DIGITAL MARKETING BUSINESS PRINCIPLES

- DIGITAL MARKETING ACROSS A RANGE OF SPECIALIST AREAS
- CHARACTERISTICS AND COMPARISONS OF THE MAJOR DIGITAL AND SOCIAL MEDIA PLATFORMS
- DIGITAL MARKETING IN THE BUSINESS ENVIRONMENT
- DIGITAL ETIQUETTE
- DIGITAL PLATFORMS IN THE WORKING ENVIRONMENT
- SECURITY ACROSS DIGITAL AND SOCIAL MEDIA PLATFORMS
- PROTECTION OF DATA

### MODULE 8 - BEGINNER GOOGLE ANALYTICS

- INTRODUCING GOOGLE ANALYTICS
- THE GOOGLE ANALYTICS INTERFACE
- BASIC REPORTS
- BASIC CAMPAIGN AND CONVERSION TRACKING

### MODULE 9 - ADVANCED GOOGLE ANALYTICS

- DATA COLLECTION AND PROCESSING
- SETTING UP DATA COLLECTION AND CONFIGURATION
- ADVANCED ANALYSIS TOOLS AND TECHNIQUES
- ADVANCED MARKETING TOOLS

## STAGE 3 & 4

COMPLETION OF MOCK END POINT ASSESSMENT ACTIVITIES AND ENTER THE ASSESSMENT WITH THE AWARDING ORGANISATION.

## JOB OPPORTUNITIES

- DIGITAL MARKETING CO-ORDINATOR
- DIGITAL MARKETING TECHNOLOGIST
- SOCIAL MEDIA EXECUTIVE
- CONTENT CO-ORDINATOR