Learner Journey

Digital Marketing

Level 3 Digital Marketing

Standard Name: Digital Marketer Level 3	Enrolment	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7
Knowledge	Induction and programme introduction including: Prior learning discussion Personal objective setting Review skill scans results Start of individual learning plan	Marketing Principles	Marketing Principles Optional Inbound Sales Course from Hubspot	Marketing Principles Optional Content Marketing Course from Hubspot	Marketing Principles Optional SEO Course from Udemy	Marketing Principles Exam Revision and undertake Exam Principles of Coding CMS Web Development Part 1	Principles of Coding Web Development Part 2 Begin Employer Reference	Principles of Coding Exam Revision and undertake Exam Begin Google Analytics IQ Training in own time
Skills	Skills Scan review	Digital Tools effective tools to use in campaigns. Demonstrating the use of three tools. Written Communication Communicating across three different platforms Communicating to three different types of audience or customer segments. Completing at least one internal communication	Technologies Demonstrate the use of 3 tools Demonstrate use of tools over three different platforms. You can interact with colleagues/good relationships. Influence colleagues.	Data Two different tools to review, monitor and analyse online activity. Recommended and defined customer's trends and uses. Analysis, Analysing data and producing reports	Marketing Tools Applying two of these analytical tools The discovery and evaluation of patterns in data for website use	Demonstrating and explaining the latest developments and tools Good customer and industry practice. Attending continuous professional development. Business Environment Explain how to operate within their own business, their customers and across industry. Effective communication skills.	Customer Service Respond to three different types of enquiries. Responding to enquiries over both social media and online platforms. Problem Solving Three different techniques to problem solving. Problem solving and analysis	Implementation Building and implementing campaigns across (at least) three different digital media, Digital Analytics Demonstrating the measurement of success across two campaigns. Analysis Analysing data and producing reports
Behaviours	Discussed content of the behaviours and how these will be developed, demonstrated and evidenced over the course of the qualification	Begin planning in of skills and behaviours, to ensure all aspects will be covered by job role	Logical and creative thinking skills. Recognises the conclusion to be reached. Proceeds by rational steps. Evaluates information. Supports conclusions	Explores ideas and possibilities. Makes connections. Embraces ideas and approaches	Analytical and problem solving skills Analyses situations Defines goals Contributes to the development of solutions Prioritises actions Deals with unexpected occurrences	Ability to work independently and to take responsibility, Use own initiative A thorough and organised approach	Observation of practice covering chosen skills and behaviours, Add to portfolio Discuss with Apprentice and Employer Reference and best way to complete it	Ability to work with a range of internal and external people Ability to communicate effectively Understands the purpose of communicating in a particular situation Checks that the person/people with whom one is communicating also understand the purpose Is sensitive to the dynamics of the situation
Group Sessions **2 Hour online workshops**	Discussed, agreed and booked	**Group session 1** - 2 hour online workshop **Group session 2**- 2 hour online workshop	**Group session 3** – 2 hour online workshop **Group session 4** – 2 hour online workshop (Marketing campaigns and segmentation)	**Group session 5 & 6**, 2x2 hour online workshop (Customer relationship marketing)	**Group session 7**, 2 hour online workshop (legal, regulatory marketing) **Group session 8**, Risk management	**Group session 9**, Web technologies Search engines **Group sessions 10**, Logic Coding languages Compatibility of code	**Group sessions 11**, 2 hour workshop following on from session 10 **Group session 12**, 2 hour online workshop: How to pass EPA. EPA process, Pitches Showcase, Observation	Self-Study Only for Google Analytics IQ Exam Beginners Certificate to be achieved this month
	Additional Group Sessions (as required) e-portfolio (Learning Assistant), How to Pass EPA, Functional Skills							
1:1 Session **Each session to include a feedback section on activities work produced to date & a review of the training plan.**	All meetings planned Zoom links issued Discuss Assessment Visit Records (AVR's) Training plan, Hot Topics & TheLightBulb website First Impressions	Complete Quiz from Workshop 1 Training plan review Learning Assistant Training Hot Topic Check of Personal Development Plan	Complete Quiz from Workshop 2 & 3 Training plan review Hot Topic Check of Personal Development Plan	Complete Quiz from Workshop 4 & 5 Training plan review Hot Topic Check of Personal Development Plan Progress Review	Complete Quiz from workshop 6, 7 & 8 Training plan review Hot Topic Check of Personal Development Plan	Complete Quiz from Workshop 9 & 10 Knowledge check Training plan review Hot Topic 1:1 revision if needed	Discuss readiness for Principles of Coding Exam Training plan review Progress Review Observation	SPAG check Identify areas for developing written work Training plan review Hot Topic Review of Exam Progress
EPA planning activities	Understanding EPA process	Understanding EPA process Training Plan review, Learning Assistant	Understanding EPA process Training Plan review, Learning Assistant	Understanding EPA process Training Plan review, Learning Assistant	Understanding EPA process Training Plan review, Learning Assistant	Understanding EPA process Training Plan review, Learning Assistant	Understanding EPA process Training Plan review, Learning Assistant	Understanding EPA process Training Plan review, Learning Assistant

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The Apprenticeship may not be delivered in this order

Standard Name: Digital Marketer Level 3	Month 8	Month 9	Month 10	Month 11	Month 12	Gateway Period	Month 13	Month 14	Month 15
Knowledge	Google Analytics IQ Exam Self Study	Google Analytics IQ Exam Self Study & Revision for Exam Undertake Google Analytics IQ Exam	Revision and retakes for any exams still needing to be passed (Principles of Coding, Marketing Principles, Google Analytics	Completion of E-Portfolio and Employer Reference and final checking. IQA checking of e-portfolio and Employer Reference	Completion of any IQA amendments of E-Portfolio Preparation for Synoptic Project		Earliest time for Synoptic Project Undertaken with Awarding Body	Synoptic Project Undertaken with Awarding Body	Interview and Final Grade
Skills	Research, Interpreting a given topic for both long and short-term strategies. Making a recommendation and report on the summary of findings	Business Skills Demonstrate an analytical and systematic approach to issue resolution. Appreciate the wider business context, and how your role relates to other roles and to the business of the employer or client. Take the initiative in identifying and negotiating appropriate personal development opportunities.	Complexity, Apply a methodical approach to issue definition and resolution Autonomy, Use discretion in identifying and responding to complex issues and assignments.	Any outstanding skills to be signed off	Any outstanding skills to be signed off		All	All	All
Behaviours	Directions to effective comms, Most appropriate method for the situation, Aware of the limitations of the chosen method, and miscommunication e.g. Dimensions of the method	Expresses self clearly and succinctly, Checks understanding Potential barriers to understanding Modifies the purpose and methods of communication	Personal Development Plan Skills and Behaviours complete. Outstanding behaviours signed off	Any outstanding behaviours signed off	Any outstanding behaviours signed off	Regular 1:1 coaching and support to ensure learner is at ease with the process and remains in a state of readiness	All	All	All
Group Sessions **2 Hour online workshops**	Self-Study for Google Analytics IQ Exam Advanced Certificate to be achieved this month	Self-Study Only for Google Analytics IQ Exam preferable actual IQ Certificate to be achieved this month	Any 1:1 revision sessions needed and exam retakes	Any 1:1 revision sessions needed and exam retakes	Any 1:1 revision sessions needed and exam retakes				
Additional Group Sessions(as required) e-portfolio (Learning Assistant) How to Pass EPA, Functional Skills									
1:1 Session **Each session to include a feedback section on activities work produced to date & a review of the training plan.**	SPAG check Identify areas for developing written work Training plan review Hot Topic Review of Exam Progress	SPAG check Identify areas for developing written work produced Training plan review Progress Review Hot topic Google Analytics Exam review	SPAG check Identify areas for developing written work produced Training plan review Progress Review Hot topic	SPAG check Identify areas for development from IQA of E-Portfolio and Employer Reference Training plan review Hot Topic	SPAG check Choose Synoptic Project Scenario Training plan review Progress Review Complete Gateway Form		Virtual mock competency interview, professional discussion and questioning	Wellbeing visit plus any further EPA advice/training	Exit Review Next steps Information, advice and guidance
EPA planning activities	Understanding EPA process Training Plan review Building showcase portfolio on Learning Assistant	Understanding EPA process Training Plan review Building showcase portfolio on Learning Assistant Progress review Upload Google Analytics Certificate to Learning Assistant	Understanding EPA process Training Plan review Building showcase portfolio on Learning Assistant	Understanding EPA process Completing Employer reference and uploading to Learning Assistant Training Plan review Portfolio completion Submission to IQA	Understanding EPA process Training Plan review Completing IQA feedback om portfolio Progress review		Virtual mock competency interview, synoptic project	Virtual mock competency interview, synoptic project	Virtual mock competency interview