

Learner Journey

Skills Bootcamp

Pathway to Apprenticeship

Accelerated Apprenticeship: CC JCP & DM	Enrolment	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Knowledge	Induction and programme introduction including: Course schedule Equipment required Software required	Principles of online and offline marketing	Principles of online and offline marketing	Principles of Online and Offline exam Revision	Google Analytics	Principles of Coding Theory	Principles of Coding Practical
Group Sessions 3 Hour online workshops	Discussed, agreed and booked Initial Assessments of maths and English, technical skills and knowledge, work ready assessment Individualised ILP created and SMART Targets agreed	Group session 1 Seven principles of marketing (7Ps) Team structure Group session 2 Collaboration Group session 3 Customer lifecycle Group session 4 Relationship marketing Group session 5 1:1 support session	Group session 1 Relationship marketing Group session 2 Relationship marketing Group session 3 Inclusive marketing strategy Group session 4 Inclusive marketing strategy Group session 5 1:1 support session	Group session 1 Revision session Group session 2 Revision session Mock paper one Group session 3 Revision session Mock paper two Group session 4 1:1 support session Group session 5 Sit exam	Group session 1 Introduction into analytics Group session 2 Google analytics: Beginners Group session 3 Google analytics: Advanced Group session 4 1:1 support session Group session 5 Sit exam	Group session 1 Introduction to coding Software development life cycle Algorithms Group session 2 Coding languages Compatibility Group session 3 Hardware/software Protocols Group session 4 Web technologies Search engines Group session 5 1:1 support session	Group session 1 Visual studio code HTML tags Inline styling Group session 2 CSS style sheets Creating CSS rule sets Applying CSS rule sets Group session 3 Semantic elements Navigational links Group session 4 Presenting images, video and audio using HTML Group session 5 1:1 support session
Additional individualised 1:1 Sessions		1:1 IAG & employability support	1:1 IAG & employability support	1:1 IAG & employability support	Monthly ILP review assessing progress against SMART targets	1:1 IAG & employability support	1:1 IAG & employability support
Learning activities		Self study Research Group activities Quiz CV Building activity	Self study Research Group activities Quiz Subject scenario	Self study Exam preparation Mock exam papers	Self study Research Group activities Quiz	Self study Research Group activities Quiz	Self study Group activities Quiz Practical subject scenario

Optional Accredited Qualifications

- Principles of online & offline marketing
- Google Analytics
- Principles of Coding

Accelerated Apprenticeship: CC JCP & DM	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Knowledge	Coding practice and exam revision	Social Media Content and Marketing	Cyber Security	Mock Campaign Scenario	Employer Synoptic Project	Final Programme Review and IAG
Group Sessions 3 Hour online workshops	<p>Group session 1 Revision session and practice</p> <p>Group session 2 Revision session and practice Mock paper one</p> <p>Group session 3 Revision session and practice Mock paper two</p> <p>Group session 4 1:1 support session</p> <p>Group session 5 Sit exam</p>	<p>Group session 1 Social media platforms Social media management tools</p> <p>Group session 2 SEO PPC campaigns</p> <p>Group session 3 Content design software: Image/video/emails</p> <p>Group session 4 Copywriting Brand awareness Digital etiquette</p> <p>Group session 5 1:1 support session</p>	<p>Group session 1 Cyber crime malware</p> <p>Group session 2 Cyber security Internet of Things Applications, networks and cloud</p> <p>Group session 3 Compliant connected systems Third data processing Data audit Privacy Shield</p> <p>Group session 4 Cyber security vendors and tools</p> <p>Group session 5 1:1 support session</p>	<p>Group session 1 to 3 Design, build and implement a campaign Budget Target audience KPI's Design/creation software Competitor analysis Monitoring Presentation pitch</p> <p>Group session 4 1:1 support session</p> <p>Group session 5 Present mock campaign scenario Reflection</p>	<p>Group session 1 to 3 Design, build and implement employer brief/project</p> <p>Group session 4 1:1 support session CV Review</p> <p>Group session 5 Present employer brief/project Employer visits</p>	<p>Group session 1 to 2 Prepare for employer interviews</p> <p>Group session 3 Employer interviews</p> <p>Group session 4 Feedback from employer interviews</p> <p>Group session 5 Information, advice and guidance Digital careers</p>
Additional individualised 1:1 Sessions	1:1 IAG & employability support	Monthly ILP review assessing progress against SMART targets	1:1 IAG & employability support	1:1 IAG & employability support	1:1 IAG & employability support	Final exit interview and ILP closure meeting
Learning activities	Self study Exam preparation Mock exam papers	Self study Research Group activities Quiz Subject scenario	Self study Research Group activities Quiz Subject scenario Learning Impact statement	Mock campaign scenario CV Review	Employer brief/project Portfolio of work preparation for employer showcase Prepare for CV final review	Interview preparation

Optional Accredited Qualifications

- Principles of online & offline marketing
- Google Analytics
- Principles of Coding