LCMT

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Digital Marketer
Level 3 Apprenticeship

London College of Management & Technology

Digital Marketer

Level 3

This apprenticeship standard is designed to recruit and train people to co-ordinate, monitor and analyse online and social media activities and campaigns and to plan, implement and apply a range of strategies and tactics to engage, retain and help convert contacts into leads, helping to drive customer acquisition, customer engagement and customer retention.

Qualification

- **BCS Certificate in Principles of Coding Level 3**
- **BCS Certificate in Principles of Marketing**
- **Google IQ Analytics**

Upon completion, apprentices can register to join as an Associate membership of BCS and may want to progress to BA Marketing

Key information

Duration

18 months

Ideal for

- **Digital Marketing Assistant**
- **Social Media Executive**
- **SEO/Analytics Executive**
- **Email Marketing Assistant**

The apprenticeship will cover the following core areas

- **Implementing software testing procedure**
- **Coding**
- **Marketing principles**
- **Customer lifecycle**
- **Customer relationship marketing**
- **Social media strategy**
- **E-mail marketing**
- **Analytics, metrics, mobile apps and Pay-Per-Click**

Benefits to business

- **Attract new talent**
- **Develop the digital skills your business needs**
- **Improve reach, engagement and lead generation through digital channels**
- **Create a social media strategy to promote the business and engage with a wide audience**

Benefits for learners

- **Gain a professional marketing qualification whilst you gain hands-on marketing experience**
- **On completion you will be able to join the CIM as an Affiliate Member and gain Associate membership of BCS**
- **Develop your digital marketing capabilities across a range of digital marketing functions**
- **Enhance your ability to strategically plan and execute digital marketing campaigns**

Entry Criteria:

- **GCSE in English and maths grade 9 - 4 or A*- C**

Units & overview
overleaf

LCMT

Appreciation of Logic

Recognise basic coding constructs. Recognise key algorithms. Understand the role of modularity. Understand the role and purpose of exception handling. Recognise different approaches to testing

Programming Languages

Identify the key characteristics of the following Languages:

- HTML • CSS • XML
- AJAX • SQL • PHP
- Other Languages

Key Software Infrastructure & Problem-Solving Techniques

Demonstrate an understanding of Web serving concepts. Explain Web clients. Summarise how Search Engines work. Illustrate the appropriate use of problem solving techniques and approaches. Demonstrate how advice and guidance should be given to business customers

Interaction and Compatibility of Code on Different Platforms

Demonstrate an understanding of the following fundamentals of page Interactions:

- **Hyperlinks**
- **Static vs. dynamic web content**
- **Local (cookies) and session data storage**
- **Create and modify static and dynamic content SEO**
- **Markup for Web Crawlers**

Website Vulnerabilities

Explain how an attack using one of the following approaches could impact a digital project, a live or test environment:

- **SQL injection**
- **Clickjacking**
- **Session hijacking**
- **Cross-site scripting (XSS)**
- **Denial of Service attack**
- **Demonstrate key tools that could be used to make websites more secure and manage business continuity**

The Digital Landscape

- **Understand the opportunities and challenges presented through the disruptive digital environment**
- **Assess the impact and influence of the dynamic digital environment**

Digital Toolkit

- **Know how key digital tools can support and enhance marketing**
- **Understand the relevance of digital platforms and channels in context**

Digital in Action

- **Develop digital activities to support and enhance multichannel marketing**
- **Apply the key principles involved in monitoring and measuring digital marketing effectiveness**

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