Digital Marketer - Level 3

LEARNING JOURNEY – 14MONTHS

LEARNING CURVE GROUP

Unit 1 (4 weeks)

This unit focuses on:
Digital garage and social media channels

Unit 2 (4 weeks)

This unit focuses on:
Marketing principles, customer lifecycle and protecting data across digital and social media platforms

Unit 3 (4 weeks)

This unit focuses on:
Customer relationship marketing and teamwork

Unit 4 (4 weeks)

This unit focuses on:
Customer engagement, market segmentation and the main components of digital and social medias strategies

Unit 5 (4 weeks)

This unit focuses on:
How digital and social ,media strategies are implemented and the BCS Level 3 Certificate in Marketing Principles exam

Unit 6 (4 weeks)

This unit focuses on:
Communication skills and the principles of coding.

Unit 7 (4 weeks)

This unit focuses on:
Principles of coding including appreciation of logic and commission on code.

Unit 8 (4 weeks)

This unit focuses on:
Web components including terminology, websites, data storage and governance.

Session 9 EPA Support and Guidance

This session focuses on:
Preparing you foe gateway and end point assessment.

Session 10 EPA Support and Guidance

This session focuses on:
Preparing you foe gateway and end point assessment.

Session 11 to 13 EPA Support and Guidance

This session focuses on:
Preparing you foe gateway and end point assessment.

Session 14 Final EPA Review and Gateway

You will review your portfolio of evidence.

You will progress through the gateway to complete your End-Point Assessment (EPA)