



**FNTC**  
TRAINING & CONSULTANCY

# ***DIGITAL MARKETER***

**Level 3**

**Advanced Apprenticeship**

# Level 3 Digital Marketer

Develop the skills needed to work in Digital Marketing

Course Duration: 15-18 months



## Principles of Marketing

- Identify and apply the core principles of marketing theory
- Understand the importance of collective delivery in marketing campaigns
- Identify and apply the stages of the customer lifestyle

## Digital Marketing Business Principles

- Understand the specific areas of digital marketing and social media
- Understand the business environment and customer needs
- Learn how to follow digital etiquette and adapt to different audiences and communication styles

## Social Media Strategist

- Introduction to Social Media
- Understand how to use Social Media in a business environment
- Understand how to develop a Social Media Strategy
- Recognise the different Social Media platforms
- Blogging and Social Media Presentations
- Social Media risk
- Social Media advertising
- Social Media reporting

## Principles of Coding

- Understand the principles of coding
- Show understanding of the different common languages
- Understand the different components that makes the internet work

## Entry Requirements

Candidates enrolled onto this Apprenticeship will need the following:

- GCSE English and Maths at grade C or equivalent
- Passion for Social Media and Marketing

## Course Overview & Delivery

The learner will undertake training to teach them how to define, design, build and implement digital campaigns across a variety of online and social media platforms to drive customer acquisition, customer engagement and customer retention. Each individual learner will be assigned a highly qualified and industry experienced assessor who will guide them through the qualification on a one-to-one basis.

## End Point Assessment & Synoptic Project

The end point assessment is completed in the last final months of the apprenticeship - This includes the following:

### An employer reference-

The employer must provide a reference detailing the learners skills and knowledge

### A Summative Portfolio-

The portfolio is produced near the end of the apprenticeship and is a collection of work projects the apprentice has completed throughout the duration of the apprenticeship.

### Synoptic Project-

The apprentice undertakes a business related project

### Interview-

A formal interview with an assessor which tests knowledge and reviews the work.



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