

Digital Marketer Degree Apprenticeship

4 Year Overview of Units



KEY TO LEVELS
Level 4 Unit
Level 5 Unit
Level 6 Unit

YEAR 1		
Term 1	Term 2	Term 3
Principles of Digital-First Marketing	Introduction to Digital Comms	Platform and Channel Practice
Platform Essentials	Introduction to Digital Marketing Analytics	Introduction to User Experience

YEAR 2		
Term 1	Term 2	Term 3
Principles of E-Commerce	Digital Human & Audiences	Managing Social Media Practice
Understanding Customer Engagement	Key Issues in the Digital Environment	Audience Acquisition

YEAR 3		
Term 1	Term 2	Term 3
Managing Digital Brands	Measurement and Performance of Digital Marketing	Digital Value Proposition Design
Content Marketing	Conversion Marketing	Digital Comms Strategy

YEAR 4		
Term 1	Term 2	Term 3
Digital Business Model Design	Digital Marketer: End Point Assessment & Synoptic Project	Digital Marketer: End Point Assessment & Synoptic Project
Digital Comms Campaign Management		
Digital Marketer: End Point Assessment & Synoptic Project		