



DIGITAL MARKETER DEGREE APPRENTICESHIP UNIT SUMMARIES

Principles of Digital-First Marketing

This unit introduces key digital marketing principles, and explores these in relation to the digital marketing customer interface.

Platform Essentials

This unit explores significant developments in contemporary digital and social media platforms.

Introduction to User Experience

This unit will introduce the principles of the user's digital experience and its application within digital marketing.

Introduction to Digital Comms

This unit introduces key Digital Comms principles, techniques and measures in relation to Digital Comms practice.

Introduction to Digital Marketing Analytics

This unit will introduce digital marketing analytics and the techniques used to evaluate digital campaign activities.

Platform and Channel Practice

This unit expands knowledge in digital and social media platforms to produce simple campaigns using industry standard skills and techniques.

Principles of E-Commerce

This unit will develop an understanding of the main principles of E-commerce and their application in an E-commerce and Retail setting.

Understanding Customer Engagement

This unit will develop understanding of the three fundamental areas of customer engagement and show students how to manage personalisation for engagement in an organisation.

Digital Human & Audiences

This unit develops an understanding of the unique nature and qualities of digital customers and target audiences.

Key Issues in the Digital Environment

This unit introduces students to issues unique to organisations that operate in a digital environment and shows students how to prepare for issues when developing new business or new products.

Audience Acquisition

This unit will explore the operationalisation of channels and tactics used to acquire customers to a business proposition.

Managing Social Media Practice

This will explore the strategic application of social media in a marketing context.

Managing Digital Brands

This unit introduces the fundamental principles of what it takes to create, develop and manage a digital brand.

Content Marketing

This unit introduces students to the concept of content marketing and how it requires careful planning and execution in order to be successful.

Measurement and Performance of Digital Marketing

This unit will outline the key aspects of a digital evaluation strategy, and allow learners to develop approaches to measuring and improving the performance of digital communications.

Conversion Marketing

This unit will explore the customer journey to the point of conversion and the various techniques in digital marketing which assist this process.

Digital Value Proposition Design

This unit will develop student understanding of the process of designing a digital value proposition and its relationship with a digital business and digital marketing strategy.

Digital Comms Strategy

This unit allows learners to develop digital comms strategies to support business and marketing objectives in order to guide campaign planning.

Digital Business Model Design

This unit will develop student critical awareness of the process of building a digital business strategy for an organisation, and allow students to work through a process from idea to the point of implementation.

Digital Comms Campaign Management

This unit allows learners to develop digital comms campaign plans in order to implement digital comms strategies in support of business and marketing objectives.

Digital Marketer: End Point Assessment & Synoptic Project

This unit provides a long-term piece of work in which students engage in the planning, analysis, specification, design, implementation and evaluation of a non-trivial product, campaign, process or practice and produce a substantial deliverable. It also provides for the delivery and revisit of, and reflection on a portfolio of performance from the apprenticeship registration.