

Digital Marketer Degree Apprenticeship

**Line Manager and Mentor Training
Sept 2024**

This session will be recorded

Agenda

- Meet the team
- Degree Apprenticeships at Manchester Met
- The Apprenticeship Standard
- DMDA Programme Overview and Structure
- Support for Apprentices
- Off the Job Training
- Role of Line Manager/Mentor
- Systems and Engagement
- Q&A



Welcome: DMDA Programme Team



Programme Leader
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**Apprenticeship
Development Advisor**
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Welcome to Manchester Met

We have been proudly driving progress through excellent education and impactful research for 200 years.

- One of the largest, most popular and diverse universities in the UK, with over 43,000 students and 5,100 staff
- Nationally recognised as leaders in the field, regularly invited to present at national conferences, to advise other universities and the Department for Education
- Global interest, advising other countries including New Zealand, Spain, Canada and Australia



Digital degree apprentices at York University, Toronto, with Jane Goodyer, Dean of Lassonde School of Engineering

Specialist university for degree apprenticeships



The leading university provider of degree apprenticeships in the UK.

- Ofsted outstanding 2019, 2022 (first under the new framework)
- Top University Provider [RateMyApprenticeship](#) 2019-23
- University Provider of the Year [Multicultural Apprenticeship Awards](#) 2022, 2023
- Nurse Education Provider of the Year (Post-registration) [Student Nursing Times Awards](#)
- Team Prize for Excellence in Higher Education [Royal Society of Chemistry](#) 2024
- National Exemplar status for DA delivery [Small Business Charter](#)
- Provider of the year [North-West Apprenticeship Awards](#) 2023
- Digital and Health Care Provider of the Year [AAC Awards](#) 2023
- DfE 'Expert Provider' status (one of only two universities)
- Rated 'Excellent' by employers and apprentices [gov.uk](#)
- Triple Accreditation Manchester Met Business School [AACSB](#), [AMBA](#), [EQUIS](#)
- 90% NSS, 100% above benchmark [TEF](#)
- 77% overall achievement, 81% merits and distinctions



Ofsted Outstanding 2022

For Degree Apprenticeships

We have received two consecutive overall Ofsted **Outstanding** ratings (the first, in 2018, under the previous framework).

Highlights include:

- ★ Quality of **teaching** and **academic support**
- ★ The **inclusive** and **respectful** learning environment
- ★ Highly effective **careers advice** and guidance



[WATCH THE VIDEO](#)

[READ THE REPORT](#)



This rating clearly demonstrates that we deliver programmes of exceptional quality at scale. Our apprenticeships are designed in close partnership with employers. This ensures they meet their workforce needs, while developing every student to achieve their potential and advance in their career of choice.



Liz Gorb | Director of Apprenticeships

Where it all began

2014

- Digital Economy Minister launched degree apprenticeships
- Digital and Tech Solutions Trailblazer Group formed by the Tech Partnership. Manchester Met was a founder member
- Manchester Met: 40 level 3 Legal Services Apprenticeships and level 5 Chemical Science
- Engaging with approx. 12 employers
- Started apprenticeship open evenings



2015

- 60 Digital and Technology degree apprentices
- Engaging with 22 employers



Where are we now

2024
(3,300 apprentices)



Digital:

- Creative Digital Design Degree Apprenticeship
- Digital and Technology Solutions Degree & Masters Apprenticeships
- Digital Marketing Degree Apprenticeship
- Digital User Experience Professional Degree Apprenticeship

Leadership and management:

- Chartered Manager Degree Apprenticeship – 2.5 and 4 years
- Chartered Manager Degree Apprenticeship in Health and Social Care
- Corporate Responsibility and Sustainability Practitioner Apprenticeship
- Senior Leader PgDip Apprenticeship
- Senior People Professional PgDip Apprenticeship

Science

- Healthcare Scientist Degree Apprenticeship
- Laboratory Scientist Degree Apprenticeship – Chemical and Bioscience

Health and care

- Advanced Clinical Practitioner Masters Apprenticeship
- District Nurse PgDip Apprenticeship
- Social Work Degree Apprenticeship
- Specialist Community Public Health Nurse PgDip Apprenticeship



DT56 2023



CDP 2023



Nursing 2023

150+ apprentices recognised at regional and national awards



Amaya Beale, PPS
Degree Apprentice of the Year
West Yorkshire Apprenticeship
Awards 2024



Shaun Everitt, NHS
Degree Apprentice + Health & Public
Service Apprentice of the Year
Lancashire App. Awards 2024



Estelle Le Galliot, NHS
BBC Making a Difference
Awards 2022 for work with
cancer



Rudy De-Beck Nkansah-Adjei
Odeon Cinemas Group Ltd
BAME Apprentice of the Year
'21



**Kasia Gierek, Italmatch
Chemicals**
Silver medal
WorldSkills UK 2023



Harriet Bean, BASF
Engineering Apprentice Rising
Star
Manufacturing Awards 2023



Abby Whitnall, GSK
Chemical Sciences Apprentice
of the Year 2022



Howard Jackson, IBM
Rising Star, National
Apprenticeship Awards 2021

Some of our 600 employer partners



accenture



ARUP

ASDA



ODEON



SIEMENS

TalkTalk



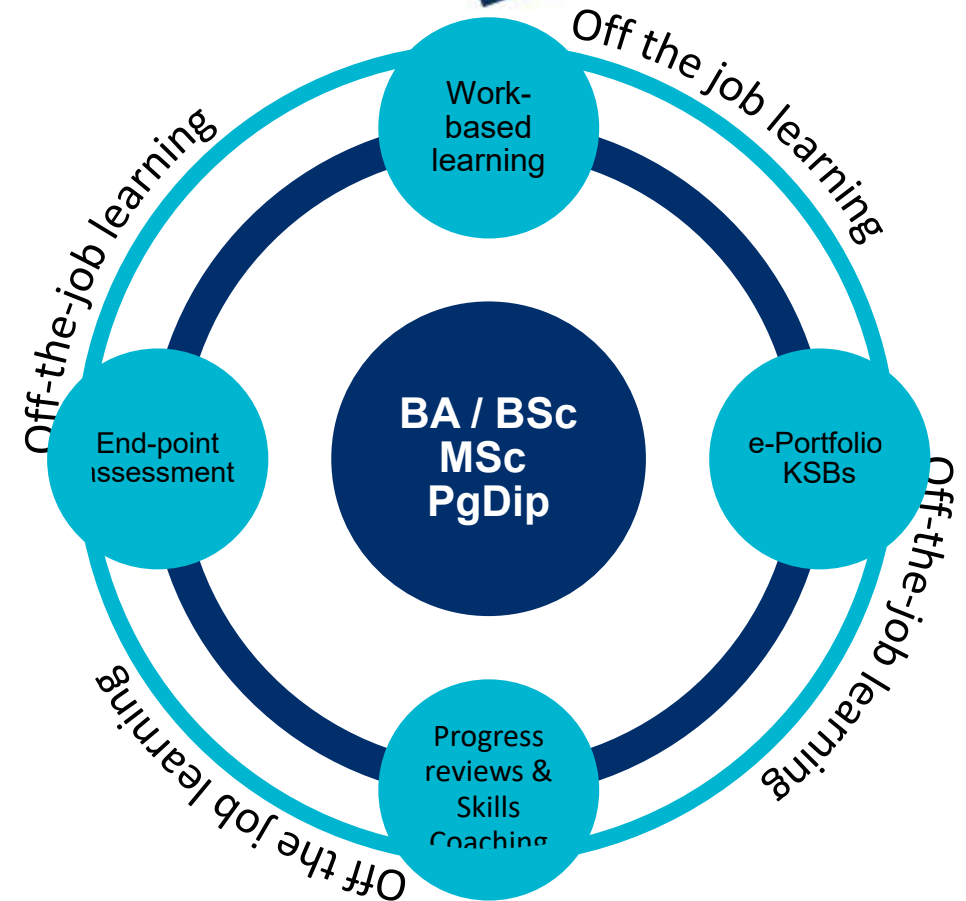
DMDA Employers 2024



The Apprenticeship Standard

What is a degree apprenticeship?

- A job with training, like any other apprenticeship
- Training delivered via a combination of university study and work-based learning
- Equips participants with the Knowledge, Skills and Behaviours required for a particular role
- Defined by groups of employers and educators
- Delivery designed to align with full-time work
- Allowance to engage with learning during working hours
- Apprentices do not pay any fees
- Covered by the apprenticeship levy



Apprenticeship Standard

As a line manager, it is crucial that you are aware of the **knowledge, skills and behaviours** within the apprenticeship standard and support your apprentice to develop in these areas.

This can involve creating opportunities for them to grow in these areas or helping them to recognise what they are doing in the workplace correlates to a knowledge, skills or behaviour.

Become familiar with the Digital Marketer Degree apprenticeship standard

- [dmda_apprenticeship_standard.pdf \(mmu.ac.uk\)](https://www.mmu.ac.uk/dmda-apprenticeship-standard.pdf)

Digital Marketer

Developing confident and creative digital marketing professionals equipped for a rapidly changing digital world

Academic Programme

Digital Marketer Degree Apprenticeship

Qualification: BSc (Hons) Digital Marketing

Duration: 48 months

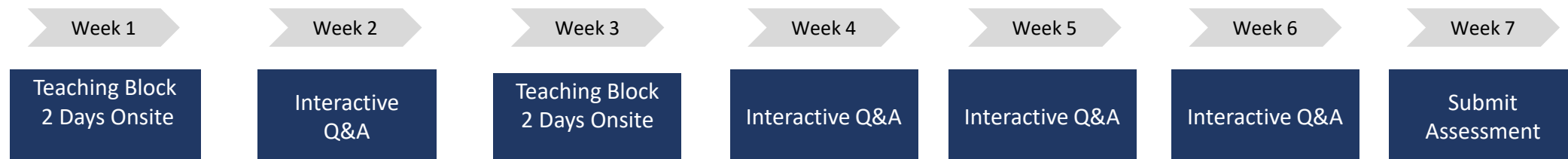
- Fully-accredited degree
- Four years, part-time
- 20 taught units, all core
- Final independent project and portfolio
- Block release

Entry Requirements:

104 UCAS points-A2 (grades BCC) or an equivalent, e.g. BTEC DMM
CIM Level 3 Digital Marketing Professional + Level 3 Digital Marketer
Apprenticeship + Level 3 Junior Content Producer Apprenticeship
Non-standard entry route

Delivery Model

- F2F and IQA delivery
- 2 x 2 Full F2F Teaching Day (Weeks 1 & 3)
- IQA's/Webinars (Weeks 3, 5 & 6 – these are recorded)
- Week 7 is Submission Week (unless students have extra time due to Christmas/Easter Break)



Digital Marketer Degree Units

YEAR 1	Principles of Digital First Marketing	Platform Essentials	Intro to Digital Comms
	Intro to Digi Marketing Analytics	Platform & Channel Practice	Intro to User Experience
YEAR 2	Principles of e-Commerce	Digital & Human Audiences	Managing Social Media Practice
	Understanding Customer Engagement	Key Issues in the Digital Environment	Audience Acquisition
YEAR 3	Managing Digital Brands	Measurement & Performance of Digital Marketing	Digital Value Proposition
	Content Marketing	Conversion Marketing	Digital Communications Strategy
YEAR 4	Digital Business Model Design	Synoptic Project & End-Point Assessment (EPA)	Synoptic Project & End-Point Assessment (EPA)
	Digital Comms Campaign Management		

DIGITAL MARKETER DEGREE APPRENTICESHIP: Year 1

Principles of Digital-First Marketing

- Introduces key digital marketing principles, and explores these in relation to the digital marketing customer interface

Platform Essentials

- Explores significant developments in contemporary digital and social media platforms

Introduction to Digital Comms

- Introduces key digital comms principles, techniques and measures in relation to digital comms practice

Year 1

L4 Unit 1

L4 Unit 2

L4 Unit 3

DIGITAL MARKETER DEGREE APPRENTICESHIP: Year 1

Introduction to UX

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

Introduction to Digital Marketing Analytics

- Introduces digital marketing analytics and the techniques used to evaluate digital campaign activities

Platform and Channel Practice

- Expands knowledge in digital and social media platforms to produce simple campaigns using industry standard skills and techniques

Year 1

L4 Unit 4

L4 Unit 5

L4 Unit 6

DIGITAL MARKETER DEGREE APPRENTICESHIP: Year 2

Principles of E-Commerce

- Develops understanding of the main principles of e-commerce and their application

Understanding Customer Engagement

- Develops understanding of the fundamental areas of customer engagement and personalisation for engagement

Digital and Human Audiences

- Develops understanding of the unique nature and qualities of digital customers and target audiences

Year 2

L4 Unit 7

L4 Unit 8

L5 Unit 1

DIGITAL MARKETER DEGREE APPRENTICESHIP: Year 2

Key Issues in the Digital Environment

- Introduces students to issues unique to organisations that operate in a digital environment and shows them how to prepare for issues when developing new business or new products

Audience Acquisition

- Explores the operationalisation of channels and tactics used to acquire customers to a business proposition

Managing Social Media Practice

- Explores the strategic application of social media in a marketing context

Year 2

L5 Unit 2

L5 Unit 3

L5 Unit 4

DIGITAL MARKETER DEGREE APPRENTICESHIP: Year 3

Managing Digital Brands

- Introduces the fundamental principles of what it takes to create, develop and manage a digital brand

Content Marketing

- Introduces students to the concept of content marketing

Measurement and Performance of Digital Marketing

- Outlines key aspects of a digital evaluation strategy, and approaches to measuring and improving the performance of digital comms

Year 3

L5 Unit 5

L5 Unit 6

L5 Unit 7

DIGITAL MARKETER DEGREE APPRENTICESHIP: Year 3

Conversion Marketing

- Explores the customer journey to the point of conversion and the techniques which assist this process

Digital Value Proposition Design

- Develops student understanding of the process of designing a digital value proposition and relationship with a digital strategy

Digital Comms Strategy

- Allows the development of digital comms strategies to support business and marketing objectives

Year 3

L5 Unit 8

L6 Unit 1

L6 Unit 2

DIGITAL MARKETER DEGREE APPRENTICESHIP: Year 3

Conversion Marketing

- Explores the customer journey to the point of conversion and the techniques which assist this process

Digital Value Proposition Design

- Develops student understanding of the process of designing a digital value proposition and relationship with a digital strategy

Digital Comms Strategy

- Allows the development of digital comms strategies to support business and marketing objectives

Year 3

L5 Unit 8

L6 Unit 1

L6 Unit 2

DIGITAL MARKETER DEGREE APPRENTICESHIP: Year 4

Digital Business Model Design

- Develops awareness of the process of building a digital business strategy

Digital Comms Campaign Management

- Allows the development digital comms campaign plans in order to implement digital comms strategies in support of business and marketing objectives

Digital Marketer: End-Point Assessment and Synoptic Project

- A long-term piece of work - a non-trivial product, campaign, process or practice and produce a substantial deliverable
- Delivery, revisit of, and reflection on a portfolio of performance from the apprenticeship registration

Year 4

L6 Unit 3

L6 Unit 4

L6 EPA
Unit

Year 1 key dates

Unit	Start Date	Assessment Submitted
Principles Of Digital-first Marketing	Thursday 19th Sept	Friday 1 st Nov
Platform Essentials	Thursday 7th Nov	Friday 20th Dec
Introduction To Digital Comms	Thursday 9 th Jan	Friday 21st Feb
Introduction To Digital Marketing Analytics	Thursday 27th Feb	Friday 11th Apr
Platform And Channel Practice	Thursday 1 st May	Friday 13th June
Introduction To User Experience	Thursday 19th June	Friday 1st Aug

Please note that all dates are provisional and subject to change. Please check moodle and confirm with your module leader at the start of your module.

Degree Classifications

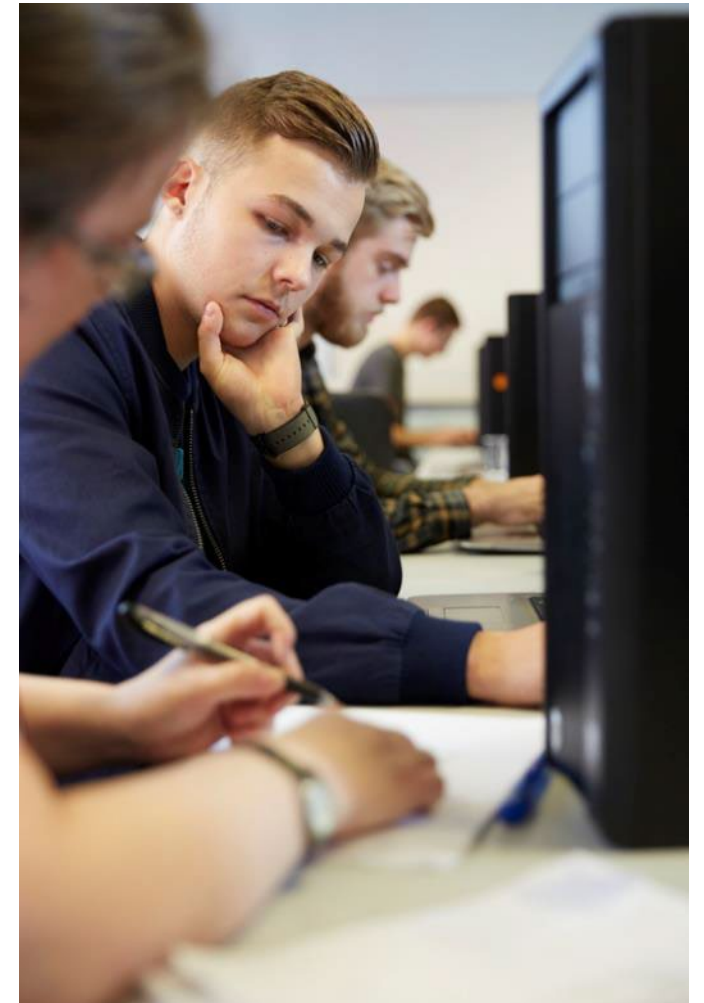
Classification	Percentage
1st	70% and above
2:1	60%
2:2	50%
3 rd	40%
Fail	Below 40%

Unit level	Final classification weightings	
	<i>Either</i>	<i>Or</i>
4	(Note: must pass and progress all level 4 units)	
5	25%	
6	75%	100%



Programme assessment

- Practical application of ideas
 - Analysing a part of your organisation's comms
 - As a proposal for your organisation
- Nothing in the abstract, relies on real-world situations for work-based learning
- Proposals, designs, content creation, reports, portfolios, videos



Support for Apprentices

Safeguarding apprentices

Manchester Metropolitan has a duty of care to safeguard ALL apprentices:

- We have robust safeguarding procedures in place to protect our apprentices.
- Our staff are regularly trained on how to identify, support and deal with safeguarding concerns.
- Employers must be aware of how to keep their apprentices safe, please familiarise yourselves with our Safeguarding Apprentices handbook on our [employer resources pages](#)



Support with:

- Well-being and mental health issues
- Physical health, including long term illness
- Sexual harassment and sexual misconduct
- Online safety
- Domestic abuse
- Bullying in the workplace
- Misuse of substances

Skills coach support

- Each apprentice is assigned a dedicated Skills Coach who conducts quarterly tripartite reviews with their apprentice and their line manager to monitor progress and set workplace and KSB related targets
- Line Manager attendance at reviews is an ESFA requirement
- Point of contact for apprentice and line manager
- Pastoral support and guidance
- Support and preparation for end-point assessment
- Support the development of the apprentice's portfolio
- Lead professional development and skills workshops

Review one

**Completed within
42 days**

Review two

Review three

Review four



Support at Manchester Met



Disability Advisers

- Assess student need
- Draw up appropriate personal learning plans
- Facilitate applications for Disabled Students' Allowances
- Work with academic depts. to ensure support requirements are met



Academic and Study Skills Tutors

- One-to-one study skills support
- Academic and study skills workshops/webinars/online support
- Bespoke, in-curricular sessions for programmes
- Support for students with specific learning difficulties



Student Experience Officers

Support the development of learning communities by:

- Organising induction activities
- Helping with student societies
- Developing/maintaining peer mentoring and social media platforms
- Promoting student surveys



Student Wellbeing Advisers

- Professional wellbeing support for students with low to moderate mental health and anxiety issues
- A triage service to identify students who need specialist support
- A proactive approach to wellbeing
- Support for students with specific learning difficulties



Student Hub Services Student Advisors

Non-academic related queries including:

- Student finance queries
- Exceptional factors claims support
- Support for student engagement
- Personal emergency evacuation plans
- Referral to specialist services



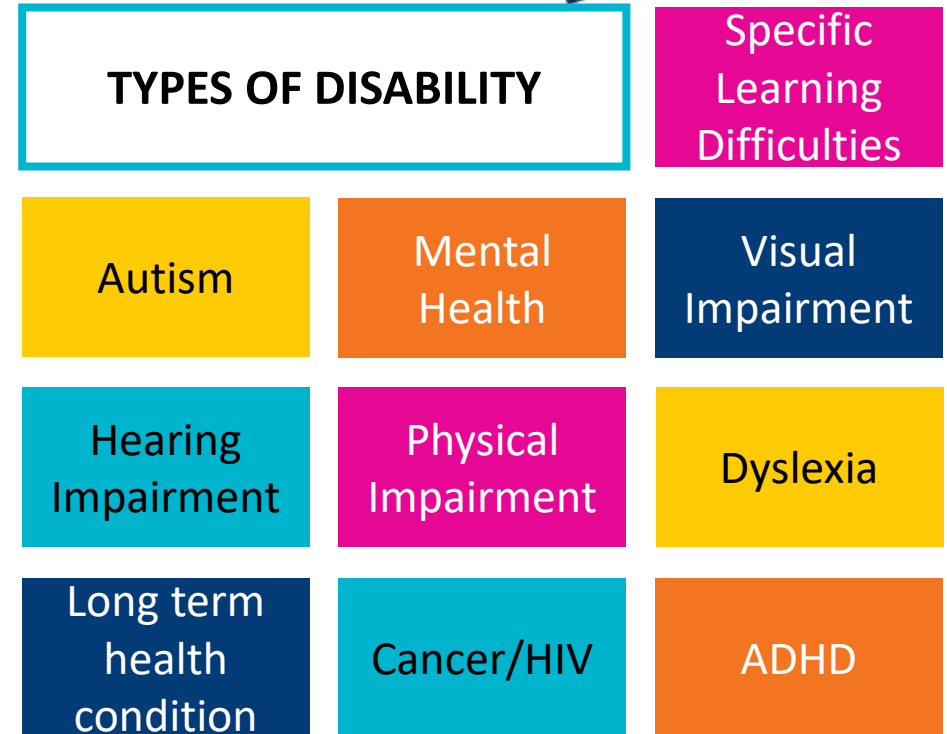
Counsellors and Mental Health Advisers

- One-to-one and group-based counselling
- Management of students with high risk and complex mental health conditions
- Liaison with NHS and other external therapeutic providers

Disability Support

Support available for **apprenticeship students with a disability:**

- **Personal Learning Plan** documenting any adjustments you need in exams and assessments
- **Funded support available** for equipment, assistive software and additional 1:1 support whilst at university
- **Free screenings** for dyslexia and specific learning difficulties



Apprenticeship networks



Association of Apprentices

AoA works with UK apprentices and organisations to enhance the apprentice experience. They provide a community of likeminded peers, improve the pathway to completion for current apprentices and support development opportunities for recently completed learners.

The Black Apprenticeship Network

This network aims to create an apprenticeship community for current and aspiring Black apprentices. Connect and share their experiences, go to fun, productive events and create new, meaningful, long-lasting connections.

Disabled Apprenticeship Network

Brings together current and recently completed disabled apprentices, creating a friendly forum for apprentices to share experiences and offer views and proposals on what could improve apprenticeships for disabled people.

BAME Apprenticeship Network

Designed to support all aspiring, current and graduated apprentices through mentoring, workshops and peer-to-peer networking. The network aims to change the landscape of apprenticeships for diverse communities.

Off-the-Job Training

What is off-the-job training?

The Education and Skills Funding Agency has determined any apprentice must undertake at least 6 hours per week of off-the-job (OTJ) training during their apprenticeship.

OTJ is defined as:

“Training received by the Apprentice, during the Apprentice’s regular working hours, for the purposes of achieving their apprenticeship.”

“It needs to be directly relevant to the Apprenticeship Standard teaching new knowledge, skills and behaviours required to reach competence in the particular occupation.”



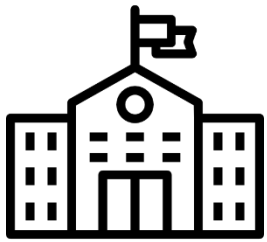
Can be delivered **flexibly**.
For example: as a part of each day,
one day per week, one week out
of five or as block release

What does off-the-job (OTJ) mean?

- Off-the-job training means undertaking a learning activity which is different from the apprentice's normal role.
- For the activity to be classed as off-the-job training, apprentices will need to develop skills or learn something new.
- The activity needs to be specifically linked to the Knowledge, Skills and Behaviours (KSBs) outlined in the apprenticeship standard.



Good examples of OTJ time



University
attendance



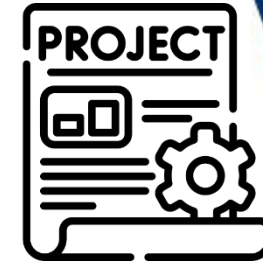
Online
learning/study



Completing
assignments



Reading and
research



Projects

RISE



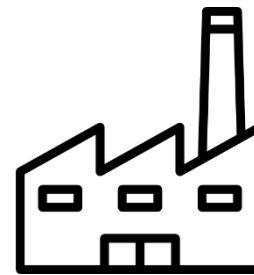
Shadowing and
mentoring



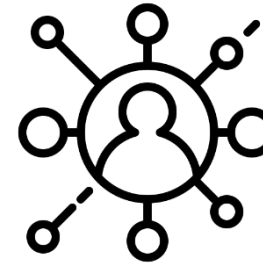
Relevant/
mandatory
training



Study skills



Industry visits



Outreach
activities

LinkedIn
Learning

Role of the Manager/Mentor Hints and Tips

Role of the manager

Managers have an important role to play in ensuring apprentices are supported and have the right environment to succeed on the apprenticeship programme.

Managers should:

- Provide experiences in line with the programme.
- Incorporate apprenticeship progression into any internal development plans.
- Secure protected time for the apprentice (avg 6hrs/week).
- Support the tripartite review process (attendance at reviews is a funding requirement).
- Help to balance workload (especially around back-to-back Units and deadlines).
- Support the completion of the end-point assessment.
- Where possible not approve annual leave during on campus time.

Above all, the Line Manager should be ready to expose the Apprentice to new experiences in the workplace that will allow them to put into practice and develop their newfound Knowledge, Skills and Behaviours.

The Tripartite Review

- Reviews are a triangulation between the apprentice, skills coach and manager.
- Reviews should take place every 3 months throughout the entirety of the apprenticeship - apprentice and manager **must** attend.
- The Skills Coach will complete a Review form and upload a copy for the manager and apprentice to sign, via the ePortfolio platform (SmartAssessor).
- Reviews can take place in person or more likely, on MS Teams.

The Tripartite Review Discussion

- **University progress** so far (attendance, Moodle, handbooks, grades, etc).
- What **progress** has the apprentice made and documented in **addressing KSB gaps**
- Agree **targets** for the ongoing **development of workplace skills and behaviours** and facilitate future development opportunities (eg shadowing, training etc).
- **Impact in the workplace:** Discussion with manager - what impact is the apprenticeship having?
- **Evidence** of development of KSBs and **support** for the EPA.
- **Six hours a week** as time off-the-job (OTJ) – *must be logged regularly.*

Hints and tips

- **Gathering portfolio evidence**
 - Help apprentices to gather as much evidence as possible as they go along. It can be reviewed at a later date.
 - Make this a regular feature of discussions.
- **Reviewing Evidence**
 - Does this Evidence showcase the apprentice's best vocational work and expertise?
 - Does the Evidence translate clearly?
 - Does the Evidence showcase their competence in the workplace applying specific Knowledge, Skills, or Behaviours from the Standards?

Hints and tips

- **Get comfortable with the Standards and KSBs**
- **Ensure good communication**
 - Arrange regular one-to-ones to monitor progress.
 - Make sure apprentices tell you when Reviews are scheduled and any deadlines they are working to.
 - Recognise pinch-points early and plan accordingly
- **Share your expertise**
 - Talk to them about shadowing and other work-based development opportunities.
 - Facilitate learning in other areas of the organisation.
- **Work hand-in-hand with Skills Coach**
 - Ensure your apprentice accesses the support available.

Systems and Engagement

Attendance policy

- Apprentices are reminded that their time at University is a working day, for which they are paid, so we expect full attendance.
- Apprentices are asked to register their attendance at each *session* either via the card reader using their University ID card, or by signing a register.
- If apprentices are absent from University, they must log their absence and reason for this on our systems.
- They are reminded that this information will be shared with their employer.
- Wherever possible, please do not approve annual leave during University time - apprentices will miss a considerable amount of learning which they will need to catch up on.



Systems and support



Moodle: Virtual Learning Environment

Timetables, unit specs, resources and reading materials, messaging function – academics and skills coach



Smart Assessor

Logging OTJ, progress reviews, skills scans, progress against KSBs, E-Portfolio

Technology Enhanced Learning (TEL) Team

telapprenticeship@mmu.ac.uk

Email and online support, 1:1 sessions

e-Portfolio

We use an e-Portfolio platform called Smartassessor.

smartassessor.co.uk

- Account details will be sent to your work email account from the Technology Enhanced Learning (TEL) team within two weeks of apprentices starting with instructions on how to log into the system.
- Multi-Factor Authentication (MFA) required to log into the system. This can be activated via Authenticator App or Email.

As Line Manager you can monitor the progress of your apprentices e-Portfolio:

- Evidence uploaded against the standard
- Off the Job Hours (OTJ) logged
- Skills Scan results
- View and sign off reviews

- Add the following emails to the safe senders list
 - noreply@smart-assessor.co.uk
 - identity@oneadvanced.com
- Guidance:
<https://www.mmu.ac.uk/study/apprenticeships/resources#ai-69812-3>
- Apprenticeships TEL Support Email:
telapprenticeship@mmu.ac.uk

Programme feedback and meetings

Student voice meetings

- Student reps for each cohort
- Meet termly with academic and programme lead
- Report themes back in EABs

Employer Advisory Boards (EABs)

- Meet two/three times per year
- Employer feedback around programme delivery and development
- Supported with student feedback
- Dates set at the beginning of the year, supporting information sent one month prior

Programme information

INFORMATION FOR EMPLOYERS OF DEGREE APPRENTICES



Welcome to Manchester Met's degree apprenticeship employer resources pages. You will find general information below, as well as links to course-specific documentation. We also have a dedicated brochure page. Please contact your Apprenticeship Development Manager, email apprenticeships-employer@mmu.ac.uk, or call (+44) 0161 247 3720 (9:00am - 4pm Monday to Friday) if you have any further questions.

KEY DOCUMENTS



COURSE-SPECIFIC RESOURCE PAGES



APPRENTICESHIP OFF-THE-JOB GUIDANCE



E-PORTFOLIO GUIDE AND HOW TO GAIN ACCESS



END-POINT ASSESSMENT (EPA)



SAFEGUARDING ADVICE



Useful links

[Employer resources pages](#)

[Line Manager and Mentor Guide 2024 \(mmu.ac.uk\)](https://www.mmu.ac.uk)

Good luck!

We're excited to follow your apprentices' journeys through to graduation.



