



Pearson

# Digital Marketer Learning Programme



## Online learning content mapping to Digital Marketer apprenticeship standard

Created by the **School of Marketing** in collaboration with Pearson, the Digital Marketer online learning programme is designed to support the off-the-job training and development of learners on the Digital Marketer Level 3 apprenticeship standard.

The online learning programme includes five units (semesters) and is mapped to the following knowledge and skills requirement in the Digital Marketer Level 3 apprenticeship standard.

[More information on our online learning programme](#)

Digital Marketer Learning Programme

## Semester 1: Fundamentals of Marketing and Digital Marketing

Digital Learning Content	Knowledge (Technical Knowledge and Understanding)	Skills (Technical Competencies)
Module 1: Understanding the Fundamentals of Marketing	Understands and can apply basic marketing principles	<b>Written communication:</b> applies a good level of written communication skills for a range of audiences and digital platforms and regarding the sensitivity of communication
Module 2: Developing and Growing a Brand	Understands and can apply basic marketing principles	<b>Research:</b> analyses and contributes information on the digital environment to inform short- and long-term digital communications strategies and campaigns
Module 3: Insight & Foresight: Why and How	Understands and can apply basic marketing principles	<b>Research:</b> analyses and contributes information on the digital environment to inform short- and long-term digital communications strategies and campaigns <b>Data:</b> reviews, monitors and analyses online activity and provides recommendations and insights to others

Digital Marketer Learning Programme

## Semester 1: Fundamentals of Marketing and Digital Marketing

Digital Learning Content	Knowledge (Technical Knowledge and Understanding)	Skills (Technical Competencies)
Module 4: Developing a Marketing Strategy	Understands and can apply basic marketing principles	<p><b>Written communication:</b> applies a good level of written communication skills for a range of audiences and digital platforms and with regard to the sensitivity of communication</p> <p><b>Research:</b> analyses and contributes information on the digital environment to inform short and long term digital communications strategies and campaigns</p> <p><b>Can operate</b> effectively in their own business's, their customers' and the industry's environments</p>
Module 5: Developing a Digital Marketing Campaign	Understands the main components of Digital and Social Media Strategies	<p><b>Research:</b> analyses and contributes information on the digital environment to inform short- and long-term digital communications strategies and campaigns</p> <p><b>Data:</b> reviews, monitors and analyses online activity and provides recommendations and insights to others</p>
Module 6: Creating Digital Marketing Content	<p>Understands and can apply basic marketing principles</p> <p>Understands the main components of Digital and Social Media Strategies</p>	<p>Written communication: applies a good level of written communication skills for a range of audiences and digital platforms and with regard to the sensitivity of communication</p> <p><b>Research:</b> analyses and contributes information on the digital environment to inform short and long term digital communications strategies and campaigns</p>

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## Semester 2: Customer Lifecycle

### Management using Digital and Social Media Platforms

Digital Learning Content	Knowledge (Technical Knowledge and Understanding)	Skills (Technical Competencies)
Module 1: Developing a Customer Journey Map	Understands and can apply the customer lifecycle	
Module 2: How to Generate Customer Loyalty Digitally	Understands the role of customer relationship marketing	
Module 3: Customer Lifetime Value	Understands and can apply the customer lifecycle Understands the role of customer relationship marketing	
Module 4: The Art of Digital and Social Selling	Understands the role of customer relationship marketing Understands how digital platforms integrate into the working environment	<b>Customer service:</b> responds efficiently to enquiries using online and social media platforms. Resolves issues across a variety of digital platforms
Module 5: Psychological Safety and Customer Experience		<b>Customer service:</b> responds efficiently to enquiries using online and social media platforms. Resolves issues across a variety of digital platforms



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## Semester 2: Customer Lifecycle

### Management using Digital and Social Media Platforms

Digital Learning Content	Knowledge (Technical Knowledge and Understanding)	Skills (Technical Competencies)
Module 6: Using Data to Improve Customer Experiences		<b>Customer service:</b> responds efficiently to enquiries using online and social media platforms. Resolves issues across a variety of digital platforms
Module 7: Website Best Practice	Understands the role of customer relationship marketing	

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## Semester 3: Digital Strategy, Tools, Integrations and using Social Media Platforms to Engage Customers Platforms

Digital Learning Content	Knowledge (Technical Knowledge and Understanding)	Skills (Technical Competencies)
Module 1: Leveraging Marketing Data		<p><b>Data:</b> reviews, monitors and analyses online activity and provides recommendations and insights to others</p> <p><b>Digital analytics:</b> measures and evaluates the success of digital marketing activities</p>
Module 2: Programmatic Advertising		<p><b>Data:</b> reviews, monitors and analyses online activity and provides recommendations and insights to others</p> <p><b>Digital analytics:</b> measures and evaluates the success of digital marketing activities</p>
Module 3: Developing Search Engine Optimisation	Understands the similarities and differences, including positives and negatives, of all the major digital and social media platforms	<b>Applies at least two of the following specialist areas:</b> search marketing, search engine optimisation, e mail marketing, web analytics and metrics, mobile apps and Pay-Per-Click
Module 4: Developing Paid Advertising and Paid Social Campaign	Understands the similarities and differences, including positives and negatives, of all the major digital and social media platforms	<b>Applies at least two of the following specialist areas:</b> search marketing, search engine optimisation, e mail marketing, web analytics and metrics, mobile apps and Pay-Per-Click

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## Semester 4: Generating Creativity, Digital Innovations and Overcoming Problems through Stakeholder Collaborations and Technology

Digital Learning Content	Knowledge (Technical Knowledge and Understanding)	Skills (Technical Competencies)
<b>Module 1: How Marketing Agencies Operate</b>	<p>Understands how teams work effectively to deliver digital marketing campaigns and can deliver accordingly</p> <p>Understands and responds to the business environment and business issues related to digital marketing and customer needs</p>	<p><b>Interprets and follows:</b> latest developments in digital media technologies and trends, marketing briefs and plans company defined 'customer standards' or industry good practice for marketing company team or client approaches to continuous integration</p> <p><b>Problem solving:</b> applies structured techniques to problem solving, and analyses problems and</p>
<b>Module 2: Developing a Marketing/Creative brief</b>	<p>Understands how teams work effectively to deliver digital marketing campaigns and can deliver accordingly</p>	<p><b>Interprets and follows:</b> latest developments in digital media technologies and trends, marketing briefs and plans company defined 'customer standards' or industry good practice for marketing company team or client approaches to continuous integration</p>
<b>Module 3: Developing a Marketing Campaign</b>	<p>Understands how teams work effectively to deliver digital marketing campaigns and can deliver accordingly</p>	<p><b>Interprets and follows:</b> latest developments in digital media technologies and trends, marketing briefs and plans company defined 'customer standards' or industry good practice for marketing company team or client approaches to continuous integration</p>



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## Semester 4: Generating Creativity, Digital Innovations and Overcoming Problems through Stakeholder Collaborations and Technology

Digital Learning Content	Knowledge (Technical Knowledge and Understanding)	Skills (Technical Competencies)
Module 4: Creatively Solving and Re-Framing Problems	Understands and responds to the business environment and business issues related to digital marketing and customer needs	<b>Problem solving:</b> applies structured techniques to problem solving, and analyses problems and
Module 5: Behavioural Economics and its Use in Marketing	Understands and responds to the business environment and business issues related to digital marketing and customer needs	<b>Problem solving:</b> applies structured techniques to problem solving, and analyses problems and
Module 6: Proposition Development		<b>Interprets and follows:</b> latest developments in digital media technologies and trends, marketing briefs and plans company defined 'customer standards' or industry good practice for marketing company team or client approaches to continuous integration
Module 7: An Introduction to Marketing Automation		<b>Interprets and follows:</b> latest developments in digital media technologies and trends marketing briefs and plans company defined 'customer standards' or industry good practice for marketing company team or client approaches to continuous integration

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## Semester 5: Digital Integration, Implementation and Measuring Outcomes

Digital Learning Content	Knowledge (Technical Knowledge and Understanding)	Skills (Technical Competencies)
<b>Module 1: Cybersecurity</b>	<p>Understands how digital platforms integrate into the working environment</p> <p>Understands and follows the required security levels necessary to protect data across digital and social media platforms</p>	<p><b>Technologies:</b> recommends and applies effective, secure and appropriate solutions using a wide variety of digital technologies and tools over a range of platforms and user interfaces to achieve marketing objectives</p> <p><b>Implementation:</b> builds and implements digital campaigns across a variety of digital media platforms</p>
<b>Module 2: Developing an Influencer Marketing Strategy</b>		<p><b>Technologies:</b> recommends and applies effective, secure and appropriate solutions using a wide variety of digital technologies and tools over a range of platforms and user interfaces to achieve marketing objectives</p> <p><b>Implementation:</b> builds and implements digital campaigns across a variety of digital media platforms</p>
<b>Module 3: Marketing Through Voice Technology</b>	<p>Understands how digital platforms integrate into the working environment</p>	<p><b>Technologies:</b> recommends and applies effective, secure and appropriate solutions using a wide variety of digital technologies and tools over a range of platforms and user interfaces to achieve marketing objectives</p>

## Pearson's Digital Marketer Apprenticeship offer

	On-programme		End-point Assessment
Digital Marketer Level 3 Apprenticeship Standard	Qualifications*	Digital Learning Resources	Pearson Level 3 End-point Assessment for Digital Marketer
	Pearson BTEC Level 3 Award in Principles of Coding	Digital Marketer Learning Programme on Pearson Learning Hub	
	Pearson BTEC Level 3 Certificate in Digital Marketing Business Principles		
	Pearson BTEC Level 3 Certificate in Marketing Principles		

\*Our accredited qualifications are aligned to the three knowledge modules within the Standard, and tested onscreen/online.

**Our End-point assessment and high quality digital learning resources are less than 10% of the maximum funding available for the Digital Marketer Standard per apprentice.**

[\*\*Find out more\*\*](#)





For more information  
please contact us:

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