



DIGITAL MARKETER LEVEL 3 APPRENTICESHIP STANDARD

End Point Assessment Organisation: 1st for EPA

Embedded qualification: BCS Vendor Qualification x 2



Group Workshops: 15

1-2-1 Sessions: up to 12 visits with a skillscoach.

Your skillscoach will work with you to build up your portfolio, complete functional skills (where required) and prepare for your end point assessment.

Workshop modules

Module 1 - Principles of coding

Module 2 - Security levels

Module 3 - Marketing principles

Module 4 - Customer lifecycle

Module 5 - Recap Session

Module 6 - Customer relationship marketing

Module 7 - Digital Marketing Campaigns

Module 8 - Social Media Strategies

Module 9 - SEO and Web Analytics

Module 10 - Recap Session

Module 11 - Social Media Platforms

Module 12 - Business environment needs

Module 13 – Digital Platforms

Module 14 - Recap Session

Module 15 – Security Levels



Expected Progress Plan

Mth 1	Mth 2	Mth 3	Mth 4	Mth 5	Mth 6	Mth 7	Mth 8
8%	16%	24%	32%	40%	48%	56%	64%

FCT Skills
achievement

Mth 9	Mth 10	Mth 11	Mth 12	Mth 13	Mth 14	Mth 15
72%	80%	85%	90%	100%	100%	EPA GATEWAY

EPA Gateway
Paperwork

Entry requirements: Level 1 or higher initial assessment results: See functional skills explainer.

End Point Assessment details: See EPA Guidance explainer for the assessment methods used for this standard.



FUNCTIONAL SKILLS

- All apprenticeships require the achievement of functional skills in maths and English
- We will complete an initial assessment on BKSb with you to determine your current working level for each subject
- From there, we will put together the best learning plan for you to achieve the qualifications
- You may be exempt from this component of the apprenticeship programme if you can show certificates that meet the exemption criteria

Initial Assessment Level	Level 2 Apprenticeship	Level 3 or above Apprenticeship
Level 2+	<ul style="list-style-type: none"> • Your skillscoach will support you to complete functional skills English and Maths at Level 1 • This will be completed by month 5 of your apprenticeship • English consists of 3 parts: Reading, Writing and a Speaking & Listening exam • Maths: 1 exam 	<ul style="list-style-type: none"> • Your skillscoach will support you to complete functional skills English and Maths at Level 2 • This will be completed by month 5 of your apprenticeship • English consists of 3 parts: Reading, Writing and a Speaking & Listening exam • Maths: 1 exam
Level 1-1.9	<ul style="list-style-type: none"> • Your skillscoach will support you to complete functional skills English and Maths at Level 1 • This will be completed by month 5 of your apprenticeship • English consists of 3 parts: Reading, Writing and a Speaking & Listening exam • Maths: 1 exam 	<ul style="list-style-type: none"> • A functional skills tutor will support you to complete functional skills English and Maths at Level 2 • This will be completed by month 5 of your apprenticeship • English consists of 3 parts: Reading, Writing and a Speaking & Listening exam • Maths: 1 exam
Entry 3	<ul style="list-style-type: none"> • A functional skills tutor will support you to complete functional skills English and Maths at Level 1 • This will be completed by month 5 of your apprenticeship • English consists of 3 parts: Reading, Writing and a Speaking & Listening exam • Maths: 1 exam 	<ul style="list-style-type: none"> • We will discuss the best route forward for your apprenticeship with you and your employer
Entry 2 or below	<ul style="list-style-type: none"> • We will discuss the best route forward for your apprenticeship with you and your employer 	<ul style="list-style-type: none"> • We will discuss the best route forward for your apprenticeship with you and your employer
Exemption Examples	<ul style="list-style-type: none"> • GCSE English and Maths at Grade E or above, or Level 2 and above (for GCSE 2018 onwards) • Level 1 Functional Skills in English and maths or Keys Skills in Communication and Application of Number • Level 1 Adult Certificate in Literacy and Numeracy 	<ul style="list-style-type: none"> • GCSE English and Maths at Grade C or above, or Level 4 and above (for GCSE 2018 onwards) • Level 2 Functional Skills in English and maths or Keys Skills in Communication and Application of Number • Level 2 Adult Certificate in Literacy and Numeracy



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