

BCS Level 3 Certificate in Marketing Principles Syllabus QAN 603/0763/8

**Version 2.0
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BCS Level 3 Certificate in Marketing Principles

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Change History

Any changes made to the syllabus shall be clearly documented with a change history log. This shall include the latest version number, date of the amendment and changes made. The purpose is to identify quickly what changes have been made.

Version Number	Changes Made
Version 1.0 July 2017	Enhanced syllabus created
Version 2.0 November 2017	Removed learning outcome 1.4 and updated all topics.

Introduction

This Certificate is the second module of the three knowledge modules required for the Level 3 Digital Marketer Apprenticeship. It covers the range of digital marketing principles, strategies and techniques, for which Apprentices are required to demonstrate their knowledge and understanding.

Objectives

Apprentices should be able to demonstrate knowledge and understanding of Digital Marketing Principles, strategies and techniques. Key areas are:

1. Understands and can apply basic marketing principles
2. Understands the role of customer relationship marketing
3. Understands how teams work effectively to deliver digital marketing campaigns and can deliver accordingly
4. Understands and can apply the customer lifecycle
5. Understands the main components of Digital and Social Media Strategies

Evidence of lessons learnt in these key areas should be collected and reflected upon when the Apprentice is compiling the Summative Portfolio as the Apprentice could identify how the task might be done better / differently with knowledge subsequently gained.

Target Audience

The Certificate is relevant to anyone enrolled on the Level 3 Digital Marketer Apprenticeship Programme.

Course Format and Duration

Candidates can study for this Certificate by attending a training course provided by a BCS accredited Training Provider. The estimated total qualification time for this certificate is 125 hours.

Eligibility for the Examination

There are no specific pre-requisites for entry to the examination; however, candidates should possess the appropriate level of knowledge to fulfil the objective shown above.

Format and Duration of the Examination

The format for the examination is a one-hour multiple-choice examination consisting of 40 questions. The examination is closed book (no materials can be taken into the examination room). The pass mark is 26/40 (65%).

Additional time for Apprentices requiring Reasonable Adjustments due to a disability

Apprentices may request additional time if they require reasonable adjustments. Please refer to the [reasonable adjustments policy](#) for detailed information on how and when to apply.

Additional time for Apprentices whose language is not the language of the examination

If the examination is taken in a language that is not the Apprentice's native/official language, then they are entitled to 25% extra time.

If the examination is taken in a language that is not the Apprentice's native/official language, then they are entitled to use their own **paper** language dictionary (whose purpose is translation between the examination language and another national language) during the examination. Electronic versions of dictionaries will **not** be allowed into the examination room.

Guidelines for Training Providers

Each major subject heading in this syllabus is assigned an allocated time. The purpose of this is two-fold: first, to give both guidance on the relative proportion of time to be allocated to each section of an accredited course and an approximate minimum time for the teaching of each section; second, to guide the proportion of questions in the exam. Training Providers may spend more time than is indicated and Apprentices may spend more time again in reading and research. Courses do not have to follow the same order as the syllabus. Courses may be run as a single module or broken down into two or three smaller modules.

This syllabus is structured into sections relating to major subject headings and numbered with a single digit section number. Each section is allocated a minimum contact time for presentation. Apprentices should be encouraged to consider their Summative Portfolio throughout the modules.

Syllabus

For each top-level area of the syllabus a percentage and K level is identified. The percentage is the exam coverage of that area, and the K level identifies the maximum level of knowledge that may be examined for that area.

1. Basic Marketing Principles (12.5%, K3)

In this topic, learners will explore and apply basic marketing principles as they apply to digital marketing. The successful apprentice should be able to:

- 1.1 Define components of the marketing mix:
 - Product;
 - Place;
 - Price;
 - Promotion;
 - People;
 - Process;
 - Physical evidence.
- 1.2 Demonstrate an understanding of the digital marketing mix by applying it to a product or service.
- 1.3 Explain each of the stages of the product lifecycle:
 - Introduction;
 - Growth;
 - Maturity;
 - Decline.

2. Customer Relationship Marketing (12.5%, K2)

In this topic, learners will explore the role of customer relationship marketing in digital marketing. The successful apprentice should be able to:

- 2.1 Define what is meant by 'relationship marketing'.
- 2.2 Explain the benefits, limits and constraints of relationship marketing.
- 2.3 Describe the process of creating a targeted digital marketing campaign taking into account:
 - Market Research and Competitor SWOT Analysis;
 - Smart Objectives and Goals;
 - Audience Setting and Value Proposition;
 - Channel Strategy;
 - Implementation;

- Budgeting.

2.4 Identify the digital content that you would include in your digital marketing campaign:

- Pictures;
- Videos;
- Infographics;
- Presentations;
- Polls;
- e-books;
- Animations;
- Live streaming.

3 The Role of Effective Teamwork (10%, K2)

In this topic, learners will understand how to ensure that teams can work effectively to deliver digital marketing campaigns. The successful apprentice should be able to:

3.1 Define the roles and responsibilities in a digital marketing team:

- Marketing Manager;
- Campaign Manager;
- Technical Specialist;
 - SEO
 - Web Developer
 - Pay Per Click
- Content Manager;
 - Copywriter
 - Designer
- Social Media Manager;
 - Community
- Data Analyst.

3.2 Identify ways in which you could influence the team in the planning of the campaign.

3.3 Explain the importance of working cohesively and not in isolation.

4 Customer Engagement and Market Segmentation (17.5%, K2)

In this topic, learners will explore customer engagement and market segmentation as they apply to digital marketing. The successful apprentice should be able to:

4.1 Describe the different acquisition process for different channels of clients:

- Website;
- Email;
- Social media;
- Events;

- Print;
- Recommendation;
- Display;
- Pay Per Click;
- Natural search.

4.2 Explain how to generate engagement from different types of audiences / clients across different digital channels.

4.3 Identify different audience types for a product / service and give recommendations for good and bad practice for communicating and engaging with each.

4.4 Explain the key market segmentation strategies of:

- Geographic;
- Demographic;
- Behavioral;
- Psychographic.

4.5 Identify the differences between Business to Consumer (B2C) and Business to Business relationships (B2B).

5 The Customer Lifecycle (10%, K2)

In this topic, learners will explore the customer lifecycle. The successful apprentice should be able to:

5.1 Explain the different stages of the customer lifecycle:

- Reach;
- Acquisition;
- Conversion;
- Retention;
- Loyalty.

5.2 Explain the importance to a business of new leads, existing customers and repeat customers:

- Business development;
- Lifetime value (LTV) / customer lifetime value (CLTV);
- Customer retention;
- Key pinch points / moments of truth.

6 Main Components of Digital and Social Media Strategies (17.5%, K2)

In this topic, learners will state the main components of digital and social media strategies and how they relate to business objectives. The successful apprentice should be able to:

- 6.1 Identify the key types of digital marketing strategies and how to align them to different audiences:
 - Channel (online / offline);
 - Content;
 - Target audience;
 - Inbound (pull) / outbound (push) marketing.
- 6.2 Describe how digital and social media strategies align to business objectives.
- 6.3 Explain how to check that a brief has been met and why this is important to review against the expectations.
- 6.4 Describe the importance of clearly defined dependencies within a digital marketing strategy.
- 6.5 Explain the different functions within an organisation and how they affect digital and social media marketing:
 - Sales;
 - Distribution;
 - Customer service / operations;
 - Finance;
 - Research and development (R&D);
 - IT;
 - Marketing.

7 How Digital and Social Media Strategies are Implemented (20%, K2)

In this topic, learners will explore how to implement digital and social media strategies and exploit real-time information. The successful apprentice should be able to:

- 7.1 Define realtime data and explain how and when to respond to positive and negative comments.
- 7.2 Explain the role of blogs and articles in increasing website traffic:
 - New content;
 - Web indexing;
 - Linking opportunities;
 - Increasing keywords.
- 7.3 Demonstrate the alignment of products / services with social media communications.

7.4 Define click-through-rate and explain the importance of measuring it.

7.5 Explain how to manage and monitor the online reputation of a company.

Levels of Knowledge / SFIA Levels

This syllabus will provide Apprentices with the levels of difficulty / knowledge skill highlighted within the following table, enabling them to develop the skills to operate at the levels of responsibility indicated. The levels of knowledge and SFIA levels are explained on the website www.bcs.org/levels. The levels of knowledge above will enable Apprentices to develop the following levels of skill to be able to operate at the following levels of responsibility (as defined within the SFIA framework) within their workplace:

Level	Levels of Knowledge	Levels of Skill and Responsibility (SFIA)
K7		Set strategy, inspire and mobilise
K6	Evaluate	Initiate and influence
K5	Synthesise	Ensure and advise
K4	Analyse	Enable
K3	Apply	Apply
K2	Understand	Assist
K1	Remember	Follow

Question Weighting

Syllabus Area	Target number of questions
1. Basic Marketing Principles	5
2. Customer Relationship Marketing	5
3. The Role of Effective Teamwork	4
4. Customer Engagement and Market Segmentation	7
5. The Customer Lifecycle	4
6. Main Components of Digital and Social Media Strategies	7
7. How Digital and Social Media Strategies are Implemented	8
Total	40 Questions

Format of Examination

Type	40 Question Multiple Choice.
Duration	1 Hour. An additional 15 minutes will be allowed for Apprentices sitting the examination in a language that is not their native /mother tongue.
Pre-requisites	Training from a BCS accredited Training Provider is strongly recommended but is not a pre-requisite.
Supervised	Yes.
Open Book	No.
Pass Mark	26/40 (65%).
Calculators	Calculators cannot be used during this examination.
Total Qualification Time (TQT)	125 Hours.
Delivery	Online.

Trainer Criteria

Criteria	<ul style="list-style-type: none">▪ Have 10 days training experience or have a train the trainer qualification▪ Have a minimum of 3 years practical experience in the subject area
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Classroom Size

Trainer to Apprentice ratio	1:16
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Recommended Reading List

Title: [SOSTAC Guide To Your Perfect Digital Marketing Plan](#)
Author: P R Smith
Publisher: PR Smith; 1 edition (20 Mar. 2015)
Publication Date: March 2015
ISBN-10: 0956106846
ISBN-13: 978-0956106841

Title: [E-Marketing Excellence](#)
Author: Dr. Dave Chaffey
Publisher: T&F/Routledge (2015)
Publication Date: 2015
ISBN-10: 0415533376
ISBN-13: 978-0415533379

Useful Websites

<http://www.smartinsights.com/>

<http://www.socialmediaexaminer.com/>

<http://academy.hubspot.com/>

<http://www.cim.co.uk/>

<https://www.theidm.com/>

<https://econsultancy.com/>