



# **BCS Level 3 Certificate in Digital Marketing Business Principles Syllabus**

## **QAN 603/0764/X**

**Version 3.0**  
**May 2019**

This is a United Kingdom government regulated qualification which is administered and approved by one or more of the following: Ofqual, Qualification in Wales, CCEA or SQA

# BCS Level 3 Certificate in Digital Marketing Business Principles

Introduction .....	4
Objectives .....	4
Target Audience.....	4
Course Format and Duration .....	4
Eligibility for the Examination .....	4
Format and Duration of the Examination .....	5
Additional time for Apprentices requiring Reasonable Adjustments due to a disability.....	5
Additional time for Apprentices whose language is not the language of the examination .....	5
Guidelines for Training Providers .....	5
Syllabus .....	6
Levels of Knowledge / SFIA Levels .....	13
Question Weighting.....	13
Format of Examination .....	14
Trainer Criteria.....	14
Classroom Size.....	14
Recommended Reading List.....	15

## 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 September 2017	Enhanced Syllabus Created
Version 2.0 January 2018	All topic areas updated
Version 2.1 February 2018	Minor correction to QAN ref
Version 2.2 March 2019	Removal of Google+ and Pandora from LO2.1 (Google+ only), LO2.3 and LO5.1. Update to LO6.5 to reflect update in Data Protection Act.

## Introduction

This Certificate is the third module of the three knowledge modules required for the Level 3 Digital Marketer Apprenticeship. It covers the range of concepts, approaches and techniques that are applicable to Marketing Business Principles, for which Apprentices are required to demonstrate their knowledge and understanding.

## Objectives

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

1. Understands the principles of all the following specialist areas: search marketing, search engine optimisation and Pay-Per-Click, email marketing, web analytics and metrics, mobile apps and understands how these can work together.
2. Understands the similarities and differences, including positives and negatives, of all the major digital and social media platforms.
3. Understands and responds to the business environment and business issues related to digital marketing and customer needs.
4. Understands and follows digital etiquette.
5. Understands how digital platforms integrate into the working environment.
6. Understands the required security levels necessary to protect data across digital and social media platforms.
7. Understands and follows the required security precautions and procedures necessary to protect data across digital and social media platforms.

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 Digital Marketing Across a Range of Specialist Areas (22.5%, K2)

In this topic, the apprentice will learn the principles of the following specialist areas: search marketing, search engine optimisation (SEO) and Pay-Per-Click, email marketing, web analytics and metrics, mobile apps and understands how these can work together. The successful apprentice should be able to:

- 1.1 Summarise and explain how to schedule a series of social media posts:
  - Facebook;
  - Twitter;
  - Instagram;
  - LinkedIn.
- 1.2 Explain how to and why a new piece of content on a website is created.
- 1.3 Understand the importance of relevant keywords and keyword-rich content for:
  - Search marketing;
  - SEO;
  - Email marketing.
- 1.4 Explain why and how a Google AdWords campaign is created.
- 1.5 Explain how to use the different types of tools and explain when it would be appropriate to use them.
  - Analytics and scheduling tools;
  - Email marketing tools;
  - CRM tools;
  - Search marketing tools;
  - Mobile apps.
- 1.6 Describe the use of different types of Customer Relationship Management systems (CRMs).
  - Analytical;
  - Operational;
  - Collaborative;
  - Social.

1.7 Recognise common CRM features:

- Contact management;
- Customer support;
- Email marketing;
- Marketing automation.

**2 Characteristics and Comparisons of the Major Digital and Social Media Platforms (10%, K3)**

In this topic, the apprentice will learn and appreciate the similarities and differences, including positives and negatives, of all the major digital and social media platforms. The successful apprentice should be able to:

2.1 Summarise the positives and negatives of all major digital and social media platforms (Facebook, Twitter, Snapchat, Google Search, Instagram, LinkedIn, Pinterest, Flickr, YouTube, Vimeo, Spotify, SoundCloud, Apple Music, Blogger, Tumblr, WordPress, Reddit):

- Associated costs:
  - Licenses;
  - Subscriptions;
  - Resourcing.
- Risks to users and platform owners:
  - Customer data;
  - Technology & Functionality;
  - Mobile technology to create and broadcast content;
  - Popularity & Trends;
  - User generated content;
  - Access and editing permissions.
- What works for the brand's competitors:
  - Analysing competitors' online marketing activity.
- Competition:
  - Benchmarking, including in the context of social media;
  - Public or private benchmarking data.
- Audience:
  - Difference in audience types for the different platforms;
  - Segmentation of audiences.

- 2.2 Identify and explain the key digital marketing channels that can be used across the major digital and social media based on culture and resource availability:
- SEO;
  - Social Media;
  - Content;
  - Email;
  - Natural Search;
  - Website;
  - Display;
  - Pay Per Click.
- 2.3 Identify and explain the key strengths and weaknesses of all the major digital and social media platforms (Facebook, Twitter, Snapchat, Instagram, LinkedIn, Pinterest, Flickr, YouTube, Vimeo, Spotify, SoundCloud, Apple Music, Blogger, Tumblr, WordPress, Reddit).

### **3 Digital Marketing in the Business Environment (17.5%, K3)**

In this topic, the apprentice will learn how to respond to the business environment and business issues related to digital marketing and customer needs. The successful apprentice should be able to:

- 3.1 Summarise the characteristics of how a digital marketing team works in a business environment:
- Creative – producing content and branding.
  - Community management – moderation and publishing content.
  - Data analysis and reporting – analysing data, reporting.
  - Marketing Management – engaging with clients, agencies, colleagues and internal stakeholders.
- 3.2 Summarise and explain how to plan valuable digital content based on the needs of the audience and their searching habits.
- Key words, search analytics;
  - Segmentation, personalisation;
  - Compelling and engaging content;
  - Content Media.

- 3.3 Explain the characteristics of SEO and the best way to promote and link content.
- Quality and relevance;
  - Backlinks, link authority, link diversity;
  - Mobile optimisation;
  - Technical functionality, HTTPS, pop ups, headings.
- 3.4 Recognise and explain how to find the latest developments in the industry and likely sources of information.
- Blogs;
  - Social media;
  - Finding and studying data-driven analysis.
- 3.5 Summarise and explain “The Rules” of social media and the importance of listening to your marketplace, considering:
- Participation
    - Etiquette;
    - Terms of Service / Terms of Use;
    - Social network’s own brand guidelines.
  - Connection
    - Reach’ and impressions;
    - Engagement through likes.
  - Conversions
    - Conversion tracking from social media ads.
  - Community
    - Moderation policy.

#### **4 Digital Etiquette (15%, K2)**

In this topic, the apprentice will learn effective communication styles dependent on audience profile and the characteristics of different digital channels, taking into account the importance of brand, relationship building and commercial impact. The successful apprentice should be able to:

- 4.1 Explain the use of effective communication (tone of voice, optimisation of content and understanding audiences) using digital channels.
- Email;
  - Pay-per-click;
  - SEO;
  - Social;
  - Mobile.

- 4.2 Explain the different styles of content communication:
- Norms and manners for each technology.
  - Different types of audience taking into account customers' tone and culture.
  - Acknowledgement of Copyright.
- 4.3 Understand the differences in the use of hash tags:
- What you can and can't do.
  - Understand various uses of a hashtag:
    - Categorising content;
    - Filtering content;
    - Increasing visibility of content;
    - Branding content;
    - Measuring visibility of content.
- 4.4 Summarise and explain the importance of brand and the damage that can be done by inconsistent application.
- 4.5 Recognise and explain how social selling can contribute to the sales process.
- Brand awareness;
  - Selling through social media;
  - Building relationships;
  - Conversations.

## **5 Digital Platforms in the Working Environment (5%, K2)**

In this topic, the Apprentice will learn the distinction between the different digital platforms and how competitors and customers utilise them. The successful Apprentice should be able to:

- 5.1 Distinguish the different digital platforms in the context of their use in the working environment.
- Facebook, Snapchat, LinkedIn;
  - Twitter, Blogger, Tumblr, WordPress, Reddit;
  - Instagram, Pinterest, Flickr;
  - YouTube, Vimeo;
  - Spotify, SoundCloud, Apple Music.
- 5.2 Explain the use of the digital platforms above by competitors and customers.

## **6 Security Levels - The Need to Protect Data Across Digital and Social Media Platforms (17.5%, K2)**

In this topic, the apprentice will learn the importance of information security and the features of organisational policies and procedures implemented to mitigate the risks from likely sources of threats, taking into account the main provisions of the Data Protection Act and Intellectual Property. The successful apprentice should be able to:

- 6.1 Explain why information security and its management are important for a digital service organisation.
- 6.2 Recognise sources of threat and risk to digital information and the potential impact.
  - Technical or non-technical:
    - Technical - WIFI eavesdropping, weak security architecture, malware (malicious software).
    - Non-technical - poor password management, phishing emails.
  - Internal and external to an organisation:
    - Internal - improper document destruction, social engineering, physical security weaknesses, poor information management.
    - External – environment.
- 6.3 Explain the key features of an organisation's information security policy and their impact on ways of working.
- 6.4 Summarise the importance of following organisational policies and procedures relating to information security.
- 6.5 Explain the main provisions of the Data Protection Act, Copyright and Intellectual Property and predict the consequences of data misuse.
  - Intellectual Property Rights (IPR):
    - Restrictions on distribution of digital media.
    - Reproduction of books.
    - Use of materials or goods.
    - Copyright, trademarks and patents.
  - Six principles of the Data Protection Act (DPA) 2018.
  - Consequences of the breaches of the DPA 2018.

## **7 Security Levels - Precautions and Procedures to Follow to Protect Data (12.5%, K3)**

In this topic, the apprentice will learn the precautions and procedures that should be implemented for both the electronic and physical aspects of data protection. The successful apprentice should be able to:

- 7.1 Understand the precautions that should be taken when dealing with e-mails, attachments and other internal and external documents.
- 7.2 Understand the precautions that should be taken when printing, transporting or destroying information in different categories:
  - Physical security;
  - Data security;
  - Training.
- 7.3 Explain how to identify and escalate potential security incidents in a timely manner.
- 7.4 Summarise procedures for access and identity management and demonstrate their use in managing own passwords in relation to password policy.
  - Recognise and understand the characteristics of strong and weak passwords.
    - Strong Passwords:
      - Use of a combination of numbers, symbols, upper and lower-case letters.
    - Weak Passwords:
      - Letter or number sequences.
      - Keyboard sequences.
      - Information about the user that is familiar to others.
      - Common password words.
      - Dictionary words.

## 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](http://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)
<b>K7</b>		Set strategy, inspire and mobilise
<b>K6</b>	Evaluate	Initiate and influence
<b>K5</b>	Synthesise	Ensure and advise
<b>K4</b>	Analyse	Enable
<b>K3</b>	Apply	Apply
<b>K2</b>	Understand	Assist
<b>K1</b>	Remember	Follow

## Question Weighting

Syllabus Area	Target number of questions
1. Digital Marketing Across a Range of Specialist Areas	9
2. Characteristics and Comparisons of the Major Digital and Social Media Platforms	4
3. Digital Marketing in the Business Environment	7
4. Digital Etiquette	6
5. Digital Platforms in the Working Environment	2
6. Security Levels – the Need to Protect Data Across Digital and Social Media Platforms	7
7. Security Levels – Precautions and Procedures to Follow to Protect Data	5
<b>Total</b>	<b>40 Questions</b>

## 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"> <li>▪ Have 10 days training experience or have a train the trainer qualification.</li> <li>▪ Have a minimum of 3 years' practical experience in the subject area.</li> </ul>
----------	---

## Classroom Size

Trainer to Apprentice ratio	1:16
-----------------------------	------

## Recommended Reading List

**Title:** [Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation: Volume 1](#)  
**Author:** Damian Ryan  
**Publisher:** Kogan Page; 2 Edition  
**Publication Date:** March 2012  
**ISBN:** 978-0749464271

**Title:** [Digital Marketing: Strategy, Implementation and Practice Paperback](#)  
**Author:** Dave Chaffey, Fiona Ellis-Chadwick  
**Publisher:** Pearson; 5 Edition  
**Publication Date:** July 2012  
**ISBN:** 0273746103

**Title:** [Emarketing Excellence: Planning and Optimizing your Digital Marketing](#)  
**Author:** Dave Chaffey, PR Smith  
**Publisher:** Routledge; 4 Edition  
**Publication Date:** October 2012  
**ISBN:** 0415533376

**Title:** [Marketing Communications](#)  
**Author:** John Egan  
**Publisher:** Sage Publications Ltd; 2nd Revised Edition  
**Publication Date:** January 2015  
**ISBN:** 144625903X