

Qualification Specification for the Knowledge Modules that form part of the BCS Level 3 Digital Marketer Apprenticeship

**BCS Level 3 Award in Principles of Coding
BCS Level 3 Certificate in Marketing Principles
BCS Level 3 Certificate in Digital Marketing Business
Principles**

Version 4.0

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1. About BCS

Our mission as BCS, The Chartered Institute for IT, is to enable the information society. We promote wider social and economic progress through the advancement of information technology science and practice. We bring together industry, academics, practitioners and government to share knowledge, promote new thinking, information the design of new curricula, shape public policy and inform the public.

Our vision is to be a world class organisation for IT. Our 70,000 strong membership includes practitioners, businesses, academics and students in the UK and internationally. We deliver a range of professional development tools for practitioners and employees. A leading IT qualification body, we offer a range of widely recognised qualifications.

2. Equal Opportunities

BCS wishes to ensure good practice in the area of Equal Opportunity. Equality of opportunity extends to all aspects for the provision of BCS qualifications.

3. Introduction to the qualification

3.1 Qualification summary

Qualification Title	QAN	Accreditation Start
BCS Level 3 Award in Principles of Coding	QAN 603/0762/6	06/01/2017
BCS Level 3 Certificate in Marketing Principles	QAN 603/0763/8	25/01/2017
BCS Level 3 Certificate in Digital Marketing Business Principles	QAN 603/0764/X	16/02/2017

The three knowledge modules for Level 3 Digital Marketer Digital IT Apprenticeship have been developed based on the requirements set out in the Standard issued by Tech Partnership and approved by the Government, details of which can be located in the Assessment Plan ([Click here](#)) and Occupational Brief ([Click here](#)) documents.

Apprentices must achieve one internationally recognised vendor or professional qualification, from the right-hand column in the table below. This then exempts one of the Ofqual-regulated knowledge modules, as shown in the left-hand column.

Knowledge Modules Vendor or Professional Qualifications.

Knowledge Module 1: Principles of Coding (for level 3 Digital Marketer Apprenticeship)	MTA HTML 5 CIW – Site Development Associate
Knowledge Module 2: Marketing Principles (for Level 3 Digital Marketer)	Google Squared CIM (CIM level 4 award in Digital Marketing) Dot Native CIW – Internet Business Associate
Knowledge Module 3: Digital Marketing Business Principle (for level 3 Digital Marketer Apprenticeship)	Google Analytics IQ CIM (CIM level 4 award in Digital Marketing) CIW – Data Analytics CIW – Social Media Dot Native Google Squared

All BCS qualifications are subject to our quality assurance and validation process. This ensures that new and revised qualifications are fit for purpose. Qualifications are reviewed to ensure the alignment of the qualification with agreed design principles, regulatory requirements and to

ensure accuracy and consistency across units and qualifications. Through our quality assurance and validation process, we ensure the qualification, its units and assessments, are fit for purpose and can be delivered efficiently and reasonably by Training Providers.

3.2 Purpose of the qualifications

The qualifications are designed for apprentices enrolled on the Level 3 Digital Marketer Digital IT Apprenticeship, to provide them with the technical knowledge and understanding they require for their role detailed below:

A Digital Marketer will define, design, build and implement digital campaigns across a variety of online and social media platforms to drive customer acquisition, customer engagement and customer retention. A digital marketer will typically be working as part of a team, in which they will have responsibility for some of the straightforward elements of the overall marketing plan or campaign. The marketer will work to marketing briefs and instructions.

3.3 Structure of the qualifications

This document covers the following qualifications which are used towards the Level 3 Digital Marketer Apprenticeship. The qualifications can be taken in any order however it is recommended that they be completed in the following sequence:

1. BCS Level 3 Award in Principles of Coding
2. BCS Level 3 Certificate in Marketing Principles
3. BCS Level 3 Certificate in Digital Marketing Business Principles

Qualification Level 3 Descriptor	
Knowledge descriptor (the holder...)	Understands the principles of coding and specific specialist areas of marketing. Can apply basic marketing principles and the customer lifecycle. Understands customer relationship marketing, responds to the business environment and business issues. Understands how teams work effectively to deliver campaigns. Understands the main components of Digital and Social Media Strategies, knows the comparative abilities of related platforms and how they integrate in to the working environment. Can follow digital etiquette and the required security levels to protect data across digital and social media platforms.
Skills descriptor (the holder can...)	Identify, select and use appropriate logical and creative thinking. Can analyse and solve problems. Can work independently, using their own initiative with the ability to take responsibility. Can communicate

	effectively with various people in a variety of situations. Has a thorough and organised approach and can maintain the appropriate working environment.
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3.4 Prior learning

The only pre-requisite to take the qualifications is enrolment on the Level 3 Digital Marketer Digital IT Apprenticeship.

Individual employers will set the selection criteria for enrolment onto the Apprenticeship, but this is likely to include five GCSEs, (especially English, Mathematics and a Science or Technology subject); a relevant Level 2 Apprenticeship; other relevant qualifications and experience; or an aptitude test with a focus on IT skills.

3.5 Learner progression

This document covers the qualifications that are part of the Level 3 Digital Marketer Apprenticeship. The qualifications must be completed to allow the apprentice to progress onto the End-Point-Assessment, detailed below:

The final, end point assessment is completed in the last few months of the apprenticeship. It is based on

- *a portfolio – produced towards the end of the apprenticeship, containing evidence from real work projects which have been completed during the apprenticeship, usually towards the end, and which, taken together, cover the totality of the standard, and which is assessed as part of the end point assessment*
- *a project - giving the apprentice the opportunity to undertake a business-related project over a one-week period away from the day to day workplace*
- *an employer reference*
- *a structured interview with an assessor - exploring what has been produced in the portfolio and the project as well as looking at how it has been produced*

An independent assessor will assess each element of the end point assessment and will then decide whether to award successful apprentices with a pass, a merit or a distinction.

4. Units

4.1 Guidance on the qualifications' content

The content for each qualification has been developed based on the criteria set out in the Occupational Brief.

Qualification Title	TQT (Guided Learning + Direct Study + Assessment)
BCS Level 3 Award in Principles of Coding	50h (37.5h + 12h + 0.5h)
BCS Level 3 Certificate in Marketing Principles	124h (82.5h + 41.25h + 1h)
BCS Level 3 Certificate in Digital Marketing Business Principles	124h (82.5h + 41.25h + 1h)

4.2 Learning outcomes and assessment criteria

Qualification Name	Learning outcomes The learner will....	Assessment Criteria The learner can...
BCS Level 3 Award in Principles of Coding	Understand and develop an appreciation of logic.	Understand the basics of logic in computation and of logic gates. <ul style="list-style-type: none"> • And • Or • Not
	Become aware of programming languages and how they apply in building digital products.	Identify the key characteristics and applications of the following programming languages: <ul style="list-style-type: none"> • Hypertext Markup Language (HTML) • JavaScript (JS) • Java
	Gain an understanding of code compatibility on different platforms.	<p>Memorise the LAMP (Linux, Apache, MySQL, and PHP) and XAMPP stack. Describe the associated code compatibility with using alternative proprietary web stacks.</p> <p>Discuss how the following file formats that can be shared across multiple digital platforms and issues that arise around compatibility:</p> <ul style="list-style-type: none"> • PDF • HTML • Image (GIF, JPG, PNG) • Video; Mpeg • Audio; MP3

Qualification Name	Learning outcomes The learner will....	Assessment Criteria The learner can...
	Understand the components involved to make the Web work	<p>Describe each stage required to generate or commission code. What considerations will be required to ensure code capability across multiple devices and the associated infrastructure limitations.</p> <ul style="list-style-type: none"> • Social media platforms feeds (called widgets) used on a new digital solution. • Creating and protecting feeds (using API keys) for use by other organisations. <hr/> <p>Define the terminology for the following key internet protocols that enable the web to work:</p> <ul style="list-style-type: none"> • Hypertext Transfer Protocol (HTTP) • Hypertext Transfer Protocol Secure (HTTPS) • Transport Layer Security and Secure Sockets Layer (TLS / SSL) <hr/> <p>Discuss the purpose of the following:</p> <ul style="list-style-type: none"> • Web and application server • Hosting and serving • Relational database management systems • Content management systems <hr/> <p>Describe the purpose of a web client; browsers and applications.</p> <hr/> <p>Describe how Search Engines operate in regard to the following:</p> <ul style="list-style-type: none"> • How mark-up languages render hyperlinks. • How the web crawler work. • Displaying of search results. • Factors that affect search engine optimization (SEO)

Qualification Name	Learning outcomes The learner will....	Assessment Criteria The learner can...
		<p>Explain the differences between a static and dynamic website.</p> <ul style="list-style-type: none"> • Written in code • Written scripting language <p>Describe how local (cookies) or session data storage is utilised to share information for standard digital features.</p> <ul style="list-style-type: none"> • forms • checkout • registration <p>Identify the key roles of the following Web technologies governance groups.</p> <ul style="list-style-type: none"> • World Wide Web Consortium (W3C); • Internet Engineering Task Force (IETF).

Qualification Name	Learning outcomes The learner will....	Assessment Criteria The learner can...
BCS Level 3 Certificate in Marketing Principles	Explore and apply basic marketing principles as they apply to digital marketing.	Define components of the marketing mix: <ul style="list-style-type: none"> • Product; • Place; • Price; • Promotion; • People; • Process; • Physical evidence.
		Demonstrate an understanding of the digital marketing mix by applying it to a product or service.
		Explain each of the stages of the product lifecycle: <ul style="list-style-type: none"> • Introduction; • Growth; • Maturity; • Decline.
	Explore the role of customer relationship marketing in digital marketing.	Define what is meant by 'relationship marketing'.
		Explain the benefits, limits and constraints of relationship marketing.
		Describe the process of creating a targeted digital marketing campaign taking into account: <ul style="list-style-type: none"> • Market Research and Competitor SWOT Analysis; • Smart Objectives and Goals; • Audience Setting and Value Proposition; • Channel Strategy; • Implementation; • Budgeting.

		<p>Identify the digital content that you would include in your digital marketing campaign:</p> <ul style="list-style-type: none"> • Pictures; • Videos; • Infographics; • Presentations; • Polls; • e-books; • Animations; • Live streaming.
	<p>Understand how to ensure that teams can work effectively to deliver digital marketing campaigns.</p>	<p>Define the roles and responsibilities in a digital marketing team:</p> <ul style="list-style-type: none"> • Marketing Manager; • Campaign Manager; • Technical Specialist; <ul style="list-style-type: none"> o SEO o Web Developer o Pay Per Click • Content Manager; <ul style="list-style-type: none"> o Copywriter o Designer • Social Media Manager; <ul style="list-style-type: none"> o Community • Data Analyst. <p>Identify ways in which you could influence the team in the planning of the campaign.</p> <p>Explain the importance of working cohesively and not in isolation.</p>

	Explore customer engagement and market segmentation as they apply to digital marketing.	Describe the different acquisition process for different channels of clients: <ul style="list-style-type: none"> • Website; • Email; • Social media; • Events; • Print; • Recommendation; • Display; • Pay Per Click; • Natural search.
		Explain how to generate engagement from different types of audiences / clients across different digital channels.
		Identify different audience types for a product / service and give recommendations for good and bad practice for communicating and engaging with each.
		Explain the key market segmentation strategies of: <ul style="list-style-type: none"> • Geographic; • Demographic; • Behavioural; • Psychographic.
		Identify the differences between Business to Consumer (B2C) and Business to Business relationships (B2B).
	Explore the customer lifecycle.	Explain the different stages of the customer lifecycle: <ul style="list-style-type: none"> • Reach; • Acquisition; • Conversion; • Retention; • Loyalty.

		<p>Explain the importance to a business of new leads, existing customers and repeat customers:</p> <ul style="list-style-type: none"> • Business development; • Lifetime value (LTV) / customer lifetime value (CLTV); • Customer retention; • Key pinch points / moments of truth.
	<p>State the main components of digital and social media strategies and how they relate to business objectives.</p>	<p>Identify the key types of digital marketing strategies and how to align them to different audiences:</p> <ul style="list-style-type: none"> • Channel (online / offline); • Content; • Target audience; • Inbound (pull) / outbound (push) marketing.
		<p>Describe how digital and social media strategies align to business objectives.</p>
		<p>Explain how to check that a brief has been met and why this is important to review against the expectations.</p>
		<p>Describe the importance of clearly defined dependencies within a digital marketing strategy.</p>
		<p>Explain the different functions within an organisation and how they affect digital and social media marketing:</p> <ul style="list-style-type: none"> • Sales; • Distribution; • Customer service / operations; • Finance; • Research and development (R&D); • IT; • Marketing.
		<p>Explore how to implement digital and social media strategies and exploit real-time information.</p>
		<p>Define real-time data and explain how and when to respond to positive and negative comments.</p>

		<p>Explain the role of blogs and articles in increasing website traffic:</p> <ul style="list-style-type: none"> • New content; • Web indexing; • Linking opportunities; • Increasing keywords.
		<p>Demonstrate the alignment of products / services with social media communications.</p>
		<p>Define click-through-rate and explain the importance of measuring it.</p>
		<p>Explain how to manage and monitor the online reputation of a company.</p>

Qualification Name	Learning outcomes The learner will....	Assessment Criteria The learner can...
BCS Level 3 Certificate in Digital Marketing Business Principles	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.	Summarise and explain how to schedule a series of social media posts: <ul style="list-style-type: none"> • Facebook; • Twitter; • Instagram; • LinkedIn.
		Explain how to and why a new piece of content on a website is created.
		Understand the importance of relevant keywords and keyword-rich content for: <ul style="list-style-type: none"> • Search marketing; • SEO; • Email marketing.
		Explain why and how a Google AdWords campaign is created.
		Explain how to use the different types of tools and explain when it would be appropriate to use them. <ul style="list-style-type: none"> • Analytics and scheduling tools; • Email marketing tools; • CRM tools; • Search marketing tools; • Mobile apps.
		Describe the use of different types of Customer Relationship Management systems (CRMs). <ul style="list-style-type: none"> • Analytical; • Operational; • Collaborative; • Social.

		<p>Recognise common CRM features:</p> <ul style="list-style-type: none"> • Contact management; • Customer support; • Email marketing; • Marketing automation.
	<p>Learn and appreciate the similarities and differences, including positives and negatives, of all the major digital and social media platforms.</p>	<p>Summarise the positives and negatives of all major digital and social media platforms (Facebook, Twitter, Snapchat, Google+, Google Search, Instagram, LinkedIn, Pinterest, Flickr, YouTube, Vimeo, Spotify, SoundCloud, Apple Music, Blogger, Tumblr, WordPress, Reddit):</p> <ul style="list-style-type: none"> • Associated costs: <ul style="list-style-type: none"> o Licenses; o Subscriptions; o Resourcing. • Risks to users and platform owners: <ul style="list-style-type: none"> o Customer data; o Technology & Functionality; o Mobile technology to create and broadcast content; o Popularity & Trends; o User generated content; o Access and editing permissions. • What works for the brand's competitors: <ul style="list-style-type: none"> o Analysing competitors' online marketing activity. • Competition: <ul style="list-style-type: none"> o Benchmarking, including in the context of social media; o Public or private benchmarking data. • Audience: <ul style="list-style-type: none"> o Difference in audience types for the different platforms; o Segmentation of audiences.

		<p>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:</p> <ul style="list-style-type: none"> • SEO; • Social Media; • Content; • Email; • Natural Search; • Website; • Display; • Pay Per Click.
		<p>Identify and explain the key strengths and weaknesses of all the major digital and social media platforms (Facebook, Twitter, Snapchat, Google+, Instagram, LinkedIn, Pinterest, Flickr, YouTube, Vimeo, Pandora, Spotify, SoundCloud, Apple Music, Blogger, Tumblr, WordPress, Reddit).</p>
	<p>Learn how to respond to the business environment and business issues related to digital marketing and customer needs.</p>	<p>Summarise the characteristics of how a digital marketing team works in a business environment:</p> <ul style="list-style-type: none"> • 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.
		<p>Summarise and explain how to plan valuable digital content based on the needs of the audience and their searching habits.</p> <ul style="list-style-type: none"> • Key words, search analytics; • Segmentation, personalisation; • Compelling and engaging content; • Content Media.

		<p>Explain the characteristics of SEO and the best way to promote and link content.</p> <ul style="list-style-type: none"> • Quality and relevance; • Backlinks, link authority, link diversity; • Mobile optimisation; • Technical functionality, HTTPS, pop ups, headings. <p>Recognise and explain how to find the latest developments in the industry and likely sources of information.</p> <ul style="list-style-type: none"> • Blogs; • Social media; • Finding and studying data-driven analysis. <p>Summarise and explain “The Rules” of social media and the importance of listening to your marketplace, considering:</p> <ul style="list-style-type: none"> • Participation <ul style="list-style-type: none"> o Etiquette; o Terms of Service / Terms of Use; o Social network’s own brand guidelines. • Connection <ul style="list-style-type: none"> o Reach’ and impressions; o Engagement through likes. • Conversions <ul style="list-style-type: none"> o Conversion tracking from social media ads. • Community <ul style="list-style-type: none"> o Moderation policy.
	<p>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.</p>	<p>Explain the use of effective communication (tone of voice, optimisation of content and understanding audiences) using digital channels.</p> <ul style="list-style-type: none"> • Email; • Pay-per-click; • SEO; • Social; • Mobile.

		<p>Explain the different styles of content communication:</p> <ul style="list-style-type: none"> • Norms and manners for each technology. • Different types of audience taking into account customers' tone and culture. • Acknowledgement of Copyright.
		<p>Understand the differences in the use of hash tags:</p> <ul style="list-style-type: none"> • What you can and can't do. • Understand various uses of a hashtag: <ul style="list-style-type: none"> o Categorising content; o Filtering content; o Increasing visibility of content; o Branding content; o Measuring visibility of content.
		<p>Summarise and explain the importance of brand and the damage that can be done by inconsistent application.</p>
		<p>Recognise and explain how social selling can contribute to the sales process.</p> <ul style="list-style-type: none"> • Brand awareness; • Selling through social media; • Building relationships; • Conversations.
	Learn the distinction between the different digital platforms and how competitors and customers utilise them.	<p>Distinguish the different digital platforms in the context of their use in the working environment.</p> <ul style="list-style-type: none"> • Facebook, Snapchat, Google+, LinkedIn; • Twitter, Blogger, Tumblr, WordPress, Reddit; • Instagram, Pinterest, Flickr; • YouTube, Vimeo; • Pandora, Spotify, SoundCloud, Apple Music.
	Learn the importance of information security and the features of organisational policies and	<p>Explain the use of the digital platforms above by competitors and customers.</p>
		<p>Explain why information security and its management are important for a digital service organisation.</p>

	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.	<p>Recognise sources of threat and risk to digital information and the potential impact.</p> <ul style="list-style-type: none"> • Technical or non-technical: <ul style="list-style-type: none"> o Technical - WIFI eavesdropping, weak security architecture, malware (malicious software). o Non-technical - poor password management, phishing emails. • Internal and external to an organisation: <ul style="list-style-type: none"> o Internal - improper document destruction, social engineering, physical security weaknesses, poor information management. o External – environment.
		Explain the key features of an organisation’s information security policy and their impact on ways of working.
		Summarise the importance of following organisational policies and procedures relating to information security.
		<p>Explain the main provisions of the Data Protection Act, Copyright and Intellectual Property and predict the consequences of data misuse.</p> <ul style="list-style-type: none"> • Intellectual Property Rights (IPR): <ul style="list-style-type: none"> o Restrictions on distribution of digital media. o Reproduction of books. o Use of materials or goods. o Copyright, trademarks and patents. • Eight principles of the Data Protection Act (DPA). • Consequences of the breaches of the DPA.
	Learn the precautions and procedures that should be implemented for both the electronic and physical aspects of data protection.	<p>Understand the precautions that should be taken when dealing with e-mails, attachments and other internal and external documents.</p> <p>Understand the precautions that should be taken when printing, transporting or destroying information in different categories:</p> <ul style="list-style-type: none"> • Physical security; • Data security; • Training.

		<p>Explain how to identify and escalate potential security incidents in a timely manner.</p> <hr/> <p>Summarise procedures for access and identity management and demonstrate their use in managing own passwords in relation to password policy.</p> <ul style="list-style-type: none"> • Recognise and understand the characteristics of strong and weak passwords. <p>Strong Passwords:</p> <ul style="list-style-type: none"> o Use of a combination of numbers, symbols, upper and lower-case letters. <p>Weak Passwords:</p> <ul style="list-style-type: none"> o Letter or number sequences. o Keyboard sequences. o Information about the user that is familiar to others. o Common password words. o Dictionary words.
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5. Assessment

5.1 Summary of assessment methods

The qualification is assessed in controlled exam conditions. The certificate in Marketing principles and the certificate in Digital Marketing Business Principles use a one-hour multiple-choice examination consisting of 40 questions. The award in Principles of Coding uses a 30-minute multiple-choice examination consisting of 20 questions.

The exams are externally marked.

5.2 Availability of assessments

To be able to offer BCS Qualifications you need to become a BCS Approved Training Provider.

All staff members who are involved in the management, invigilation and training must be registered with BCS. Suitably qualified individuals may be registered for more than one role. At least two members of staff must be registered with BCS in one of the roles in order for the Training Provider to retain Training Provider approval.

5.3 Grading

The exam has a pass mark of 65%.

Please note: Whilst BCS would not normally want to make changes to either grade thresholds or grading algorithms there is potential for them to change in order to maintain standards.

5.4 Externally assessed units

External tests from BCS come in the form of automated tests. The tests offer instant results to the learner.

5.5 Specimen assessment materials

A sample test is available on the BCS Website.

5.6 Support materials

BCS provides the following resources specifically for these qualifications:

Description	How to access
Syllabus	Available on website
Sample tests	Available on website

5.7 Access to Assessment

BCS Level 3 Digital Marketer Apprenticeship – Knowledge Modules Qualification Specification V4.0

BCS seeks to provide equal Access to Assessment for all learners, ensuring that there are no unnecessary barriers to assessment and that any reasonable adjustments for learners preserve the validity, reliability and integrity of the qualification.

We will consider requests from BCS approved Training Providers for reasonable adjustments and special considerations to be approved for a learner. The decision will be based on the individual needs of the learner as assessed by suitably qualified professionals. In promoting this policy, BCS aims to ensure that a learner is not disadvantaged in relation to other learners and their certificate accurately reflects their attainment.

6. Contact Points

BCS Qualifications Client Services is committed to providing you with professional service and support at all times through a single, dedicated point of contact. With a flexible and proactive approach, our team will work together with you to ensure we deliver quality solutions that are right for you.

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