



## MODULE ONE BUSINESS ENVIRONMENT

- Industry sectors and types of business
- Aims, objectives and goals
- Analysis techniques and basic research skills
- How to plan and co-ordinate work and marketing plans

## MODULE TWO SALES, SEGMENTATION & STRATEGY: KNOW YOUR CUSTOMERS

- Segmentation and how to use it for different workplace activities
- The key elements of a marketing plan
- Create a SWOT analysis
- Understanding the product life cycle

## MODULE THREE SALES, SEGMENTATION & STRATEGY: REACHING YOUR CUSTOMERS

- Relationship marketing
- The stages of the customer journey and the sales lead funnel
- Creating and interpreting marketing briefs
- Research methods and converting data into business intelligence

## MODULE FOUR COPYWRITING & ETIQUETTE: COMMUNICATING WITH YOUR CUSTOMERS

- Copywriting frameworks
- Communications channels and platforms for copywriting
- Communication styles
- Branding used in copywriting

## MODULE FIVE SOCIAL MEDIA & BRANDING: INFLUENCING THE MARKET

- Use of relevant social media channels
- Types of content and the different between print and digital audiences
- Conversations and tone of voice
- Storyboards

## MODULE SIX SOCIAL MEDIA & BRANDING: BRANDING GUIDELINES

- Brand guidelines and their importance
- Equality and diversity in branding
- The impact of reputation and social media
- Writing a social media policy and managing social media response

## MODULE SEVEN SEARCH ENGINE OPTIMISATION: CONTINUOUS PLANNING & MANAGING

- What is SEO and how is it used
- On and off page SEO
- SEO Trends and changes over time
- Measurement and analysis

## MODULE EIGHT IMPROVING DIGITAL CHANNEL PERFORMANCE: PAY PER CLICK

- Search advertising platforms
- Remarketing
- Keywords/phrases and match types
- Campaign structure and creating a brief
- Metrics and measuring success

## MODULE NINE WEB DEVELOPMENT PRINCIPLES

- Websites and web development
- File formats associated with web development
- Web security

## MODULE TEN WEB CREATION

- Content management systems
- WordPress and its features and functions
- Themes and templates
- Accessibility and regulation
- Insights and Analytics

## MODULE ELEVEN WEB CREATION PART 2

- The History of Websites and how web design has evolved
- Understand hosting and domain names
- How to create content for a website
- Navigation and structure

## MODULE TWELVE GOOGLE ANALYTICS

- Using Google Analytics in your workplace website
- Google Analytics Online Certification

## GATEWAY READINESS AND END POINT ASSESSMENT

### KNOWLEDGE-BASED EXAMS:

- Principles of Coding
- Principles of Digital Marketing
- Google Individual Qualification



### END POINT ASSESSMENT

- Portfolio - a portfolio of evidence from real work projects
- Project - a business-related project over a one week period, away from the day to day workplace
- Employer Reference - a written statement from the employer detailing how the apprentice has performed in the workplace
- Interview - a structured interview with an independent assessor

