

## KEY PROGRAMME INFORMATION

<b>Originating institution(s)</b> Bournemouth University		<b>Faculty responsible for the programme</b> BUBS	
<b>Apprenticeship Standard</b> Digital Marketer Integrated Degree Level 6 (ST0481)		<b>Assessment Plan</b> <a href="#">st0481_digital-marketer_l6_ap-final-for-publishing_feb-2018.pdf</a>	
<b>End Point Assessment type</b> Integrated EPA	<b>Main training provider</b> Bournemouth University		<b>Approved sub-contractors</b> None
<b>Type of apprenticeship</b> Integrated Level 6			
<b>Final award(s), title(s) and credit</b> BSc (Hons) Digital Marketing Digital Marketing Apprenticeship (IfATE)			
<b>PROGRAMME TITLE: BSc (Hons) Digital Marketing Apprenticeship</b>			
<b>Intermediate award(s), title(s) and credits</b> Certificate in Higher Education (Cert HE) Digital Marketing (120 credits; 60 ECTS) Diploma in Higher Education (Dip HE) Digital Marketing (240 credits; 120 ECTS)			
<b>UCAS Programme Code(s)</b> (where applicable and if known)	<b>HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load</b> 100440/100075		<b>LARS (Learning Aims Reference) code</b> 293
<b>External reference points</b> The Framework for Higher Education Qualifications in England, Wales and Northern Ireland (FHEQ) (QAA, 2008). General Business and Management Subject Benchmark Statement (QAA, 2007) The Digital Marketer (Integrated Degree) Apprenticeship Standard (IfATE, 2018) Education Inspection Framework (EIF) (Ofsted, 2019)			
<b>Professional, Statutory and Regulatory Body (PSRB) links</b> N/A			
<b>Locations of off-the-job training delivery</b> Bournemouth University			
<b>Mode(s) of delivery</b> Day Release Blended/Hybrid			
<b>Typical duration</b> <ul style="list-style-type: none"><li>• The degree programme is 36 months in length and the gateway/EPA period is 3-6 months</li><li>• Apprentices will complete 320 credits during the taught period (36 months) and then go through gateway and complete the EPA for the remaining 40 credits (3-6 months thereafter)</li></ul>			
<b>Date of first intake</b> September 2025		<b>Expected start dates</b> September 2025	
<b>Maximum apprentice numbers</b> 15			
<b>Partner(s)</b> None		<b>Partnership model</b> N/A	

## Programme Specification – Section 1

<b>Date of this Programme Specification</b> February 2025
<b>Version number</b> 1.0-0925
<b>Approval, review or modification reference numbers</b> E2425AP03 - Approval
<b>Author</b> Dr. Gareth Beeston (Digital Marketing Apprenticeship Developer)

## PROGRAMME STRUCTURE

<b>Year 1/Level 4</b> <b>Students are required to complete all 5 core units</b>								
Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/ minor load)
			Exam 1	Cwk 1	Cwk 2			
Principles in Marketing	Core	20		100%		54	1.0	100440/ 100075
Emerging Technologies in Marketing	Core	20		100%		54	1.0	100440/ 100075
Fundamentals of Digital Marketing	Core	20		100%		54	1.0	100440/ 100075
Customer Experience (CX) and Relationship Management	Core	20		100%		54	1.0	100440/ 100075
E-Commerce Development	Core	20		100%		54	1.0	100440/ 100075
Digital Campaigns	Core	20		100%		54	1.0	100440/ 100075
<b>Progression requirements:</b> Requires 120 credits at Level 4 <b>Exit qualification:</b> Cert HE Digital Marketing (120 credits; 60 ECTS)								

## Programme Specification – Section 1

<b>Year 2/Level 5</b> <b>Students are required to complete all 5 core units</b>								
Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/ minor load)
			Exam 1	Cwk 1	Cwk 2			
Marketing in Action	Core	20		100%		54	1.0	100440/ 100075
Data-Driven Marketing	Core	20		75%	25%	54	1.0	100440/ 100075
Content Creation	Core	20		100%		54	1.0	100440/ 100075
Social Media and Search Engine Marketing	Core	20		100%		54	1.0	100440/ 100075
Work-Based Project	Core	40		50%	50%	108	1.0	100440/ 100075
<b>Progression requirements:</b> Requires 120 credits at Level 5 <b>Exit qualification:</b> Dip HE Digital Marketing (240 credits; 120 ECTS)								

## Programme Specification – Section 1

### Year 3/Level 6

**Students are required to complete all 5 core units for the full award**

Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/ minor load)
			Exam 1	Cwk 1	Cwk 2			
Advanced Data Analytics in Marketing	Core	20		50%	50%	54	1.0	100440/ 100075
Digital and Influencer Marketing in Practice	Core	20		100%		54	1.0	100440/ 100075
Marketing Strategy	Core	20		75%	25%	54	1.0	100440/ 100075
Branding and Integrated Communication	Core	20		100%		54	1.0	100440/ 100075
EPA Work-based Project & ePortfolio	Core	0		100%		108	1.0	100440/ 100075
End Point Assessment	Core	40		70%	30%	0	1.0	100440/ 100075

### End Point Assessment

This award is an integrated degree apprenticeship and includes an end-point assessment (EPA) carried out by BU which the apprentice must pass to complete the programme.

The EPA period must only start once the employer and BU are satisfied that the apprentice is demonstrating the knowledge, skills and behaviours of the apprenticeship standard, and all of the pre-requisite gateway requirements for EPA as defined in the assessment plan and apprenticeship funding rules have been met.

**Exit qualification:** BSc (Hons) Digital Marketing

**Full-time UG award:** Requires 120 credits at Level 4, 120 credits at Level 5 and 120 credits at Level 6

### AIMS OF THE DOCUMENT

The aims of this document are to:

- define the structure of the programme;
- specify the programme award titles;
- articulate how the programme will enable apprentices to demonstrate the Knowledge, Skills and Behaviours of the apprenticeship standard;
- identify programme and level learning outcomes;
- articulate the regulations governing the awards defined within the document.

### AIMS OF THE PROGRAMME

The BSc (Hons) Digital Marketing Apprenticeship is designed to equip learners with the technical, analytical, and strategic skills required to excel in the evolving digital marketing landscape. The programme integrates academic learning with practical workplace experience, ensuring apprentices can apply theoretical knowledge directly to real-world marketing challenges. Providing a grounding in real-world scenarios strengthens the apprentices marketing acumen and creates an advantageous operating environment for the host organisation.

The aims of the programme are to ensure that every apprentice that completes the programme is competent in all of the KSBs outlined in the [Digital Marketer Apprenticeship Standard](#).

This work-integrated degree apprenticeship ensures graduates are job-ready, strategic digital marketing professionals capable of driving business growth and innovation in a competitive, data-driven environment.

### ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

It has been found that Bournemouth University is strategically located to provide BSc (Hons) Digital Marketing Apprenticeship coverage to the Southwest region, being the only HE institution within this region offering this apprenticeship. The closest providers of this standard are the University of Portsmouth (54 miles away) and the University of Chichester (66 miles away), both of which are outside of the radius for catchment in the Southwest region i.e. Dorset, Devon, Cornwall, Wiltshire, Somerset and Bristol.

According to the [Dorset LEP study on the Creative and Digital](#) sector in the county, "Employers say that just under half of people leaving full-time education have the advanced digital skills required... Digital skills are now essential entry requirements for two-thirds of UK occupations and these occupations account for 82% of online job vacancies" (Dorset LEP, March 2023). Additionally, between 2020 and 2025 the region has seen a growth from 41m to 190m total jobs in the Creative and Digital Sector, suggesting that the sector is consistently in a stage of growth (Dorset LEP, March 2023).

The University's 2025 Strategic Plan, [BU2025](#), states that there are five primary areas for action; 'Fusion and Investment', 'People and Culture', 'Leadership and Impact', 'Performance and Resilience', and 'Reputation and Networks'. The Digital Marketing Apprenticeship programme feeds into three of the five primary areas:

1. **People and Culture:** The Digital Marketing Apprenticeship programme trains apprentices on the best practices of working within diverse teams, ensuring a focus on equality, diversity, and inclusion. Apprentices are also taught a foundational knowledge of safeguarding and the Prevent counter-terrorism national programme in order to ensure that minors and vulnerable people are protected and that ideological extremes are monitored.
2. **Leadership and Impact:** Drawing from the University's focus on 'Fusion', the Digital Marketing Apprenticeship programme blends on-the-job and off-the-job training to ensure that graduates of this programme are equipped with abilities that support blended learning and practice. Furthermore, the programme contains elements of leadership and management principles in order to equip apprentices with the skills, knowledge and behaviours to take on leadership roles. The design of this programme also will inform the development of the September 2026

## Programme Specification - Section 2

Digital Marketing and Artificial Intelligence programme to ensure that it remains is based upon the knowledge, skills and behaviours expected by industry.

3. **Reputation and Networks:** The reputation of BU is strengthened by developing close partnerships with host organisations. By launching this programme, BU provides an additional route for external organisations to collaborate with the university. By being the only provider of the BSc (Hons) Digital Marketing Apprenticeship in the Southwest, BU reputation will strengthen in this area and increase its visibility across any channels that promote such programmes.

### LEARNING HOURS AND ASSESSMENT

Bournemouth University taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. In this programme, the credit value of each unit is 20 credits. 20 credits is the equivalent of 200 study hours required of the apprentice, including lectures, seminars, assessment and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

Apprentices have six units in Level 4 and then five units in Levels 5 and 6, The contact hours are allocated learning as described below:

Level 4 – six 20-credit units each with 54 contact hours (this consists of 32 hours of independent learning and 22 taught hours in BU/online)\*. This totals 324 hours\*. It is noted that there is a minimum requirement of 288 OTJ hours per annum. Additionally, all apprentices will be required to fulfil their 30 hours per week on the job.

Level 5 – four 20-credit units each with 54 contact hours (consisting of 32 hours of independent learning and 22 taught hours in BU/online) and one 40-credit unit with 108 contact hours (consisting of 93 hours independent learning and 15 hours in BU/online)\*. This totals 324\*. It is noted that there is a minimum requirement of 288 OTJ hours per annum. Additionally, all apprentices will be required to fulfil their 30 hours per week on the job.

Level 6 – four 20-credit units each with 54 contact hours (consisting of 32 hours of independent learning and 22 taught hours in BU/online) and one 0-credit 'EPA Work-based project & ePortfolio' unit with 108 contact hours (consisting of 93 hours independent learning and 15 hours in BU/online)\*. This special 0-credit unit is in order to prepare the apprentice for gateway to the EPA. This totals 324\*. It is noted that there is a minimum requirement of 288 OTJ hours per annum. Additionally, all apprentices will be required to fulfil their 30 hours per week on the job.

**Important note:** the number of hours at all levels will be subject to change as a result of the apprentice's initial assessment and skills scan. Number of hours and required commitments will be adapted proportionally in accordance with funding rules and regulations.

Level 6 (EPA) - the 40-credit EPA will follow once the following conditions have been met:

1. Total OTJ hours over the course of apprenticeship meet the minimum expectations of 288 per academic year and 864 hours over the 36 months of taught study
2. Passed all units required in the Degree.
3. The apprentice has collated all necessary evidence to show that all KSBs have been met at least 3 times to show Learn, Develop and Master.
4. Completed the Work-Based Project
5. The apprentice has shown that they are ready, willing and capable to achieve a minimum pass in the EPA.
6. Successfully achieved Level 2 English and Maths
7. Employer has signed off that they are happy for the apprentice to proceed to the EPA

Apprentices will be provided with time in order to complete assessments and necessary tracking documentation.

## Programme Specification - Section 2

The Digital Marketing apprenticeship programme operates across 42 months and aims to promote a holistic and effective learning experience for apprentices, and the assessments are crucial to achieving this. Different types of assessments challenge learners to develop a wide range of skills, ensuring that different types of learners can demonstrate their understanding and knowledge effectively. Key to this is using assessment *for* learning as well as assessment *of* learning. This is enabled through the range of assessments that look to develop intellectual ability, dissemination skills, critical thinking, use of literature and integration of theory and practice. Assessments allow for capable learners to be stretched and for struggling students to be identified and supported. Additionally, the wide range of approaches to assessment, mirror the real-world scenarios and better prepare apprentices in their career. Key to the assessments is that they take on the responsibility of ensuring apprentices are able to demonstrate they meet the knowledge, skills and behaviours and thereby can demonstrate how they are achieving the expectations of the standard.

Assessments vary throughout the units and contain a combination of reports, artefact/content creation, presentations and interviews aligned with expectations of industry. Exams are not contained within the course due to the lack of exams being evident in the digital marketing industry. Formative feedback on assessment development can be provided by the unit leaders at their discretion. Knowledge, skills and behaviours (KSBs) will be noted within each assessment brief and will be linked directly to the ILOs outlined in the unit specification.

With regards to the End Point Assessment (EPA), every apprentice will be required to complete a work-based study for which they will be assessed on. The assessments will take the form of Part 1: a report and presentation, Part 2: an interview. Specific details of the assessments can be found on the [End Point Assessment Plan](#).

### Apprenticeship/Teaching Calendar

All units will be taught consecutively not concurrently. The justification for this is that gives the apprentice focus on the specific unit and ensures that there isn't an overload of information about multiple subjects at any one time.

### STAFF DELIVERING THE APPRENTICESHIP

Apprentices will be taught by a combination of senior academic staff with others who have relevant expertise including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, demonstrators/technicians and research apprentices. All academic staff on the programme will have previous experience working within industry on the given unit/practice.



## KNOWLEDGE, SKILLS AND BEHAVIOURS MAPPING SCHEDULE

The knowledge, skills and behaviours (KSBs) of the apprenticeship standard are evaluated and assessed at the final level of the apprenticeship (e.g. level 5, 6 or 7 depending on the apprenticeship standard). This applies to all judgements made on the KSBs from the skills-scan at the start of the apprenticeship to the end point assessment.

As shown in the table below, every KSB is assessed three times in the programme to create the three stages of learning development for each KSB (Learn, Develop, Master).

KSB#	KSB Description	Unit Level 4 (Learn)	Unit Level 5 (Develop)	Unit Level 6 (Master)
K1	The strategic implications of the disruptive digital environment.	Emerging Technologies in Marketing	Data-Driven Marketing	EPA Work-based project & ePortfolio
K2	Natural/organic and paid marketing to increase the visibility and promotion of websites.	Digital Campaigns	Social Media and Search Engine Marketing	Digital and Influencer Marketing in Practice
K3	The leading marketing theorists and practitioners when managing and implementing brand equity, brand awareness and strategic brand management.	Principles in Marketing	Work-based project	Branding and Integrated Communications
K4	Professional bodies and their insights into emerging technologies, trends and themes within the digital marketing environment.	Principles in Marketing	Marketing in Action	Branding and Integrated Communications
K5	Customer insight, strategic relationships, acquisition and focus of customers, taking into account the customer experience and retention /loyalty.	Customer Experience (CX) and Relationship Management	Marketing in Action	Marketing Strategy
K6	How to foster business-to-business (B2B) marketing relationships through social media to launch products based on price and popularity.	Fundamentals in Digital Marketing	Social Media and Search Engine Marketing	Marketing Strategy
K7	The types of online and offline paid, owned and earned media, and how this works together.	Digital Campaigns	Content Creation	Marketing Strategy
K8	Digital marketing regulatory requirements, data protection, compliance and ethics, both national and international.	Fundamentals in Digital Marketing	Data-Driven Marketing	EPA Work-based project & ePortfolio
K9	The Digital Marketing environment for International marketing and multichannel marketing, for agencies as well as client.	Digital Campaigns	Data-Driven Marketing	EPA Work-based project & ePortfolio

K10	Stakeholder and customer requirements, commercial awareness and business improvement processes that are relevant to campaign management.	Digital Campaigns	Work-based project	Branding and Integrated Communications
K11	Digital graphic design, interface design, and authoring.	E-Commerce Development	Content Creation	Digital and Influencer Marketing in Practice
K12	The user experience, and how to maximise engagement.	Customer Experience (CX) and Relationship Management	Content Creation	Digital and Influencer Marketing in Practice
K13	Segmentation, targeting and application of sales funnel, path to purchase, and customer attribution.	E-Commerce Development	Work-based project	Marketing Strategy
K14	E-commerce and the importance of product descriptions, images, site layout and what makes a good online shopping experience.	E-Commerce Development	Social Media and Search Engine Marketing	Digital and Influencer Marketing in Practice
S1	Develop and critically apply the concepts, principles and theories of marketing relevant to the interdisciplinary topics of digital marketing.	Fundamentals in Digital Marketing	Work-based project	Marketing Strategy
S2	Apply the 4 marketing principles (product, price, place, promotion) and considerations of the business / marketing campaign.	Principles in Marketing	Marketing in Action	Branding and Integrated Communications
S3	Write and create content for the different audiences, online channels and create clear “Call to Actions” and user journey’s	Digital Campaigns	Content Creation	Digital and Influencer Marketing in Practice
S4	Demonstrate how to promote and apply content marketing effectively through the appropriate media channels, relationship management systems and communication platforms to ensure brand and cultural awareness are maintained throughout marketing strategies.	Customer Experience (CX) and Relationship Management	Content Creation	Branding and Integrated Communications
S5	Select a variety of appropriate research methodologies, platforms and technologies to synthesise information and apply to the organisation’s digital marketing strategies, drivers and customer behaviours.	Emerging Technologies in Marketing	Work-based project	Advanced Data Analytics in Marketing

S6	Manage, plan, specify, lead and report on digital marketing projects.	Digital Campaigns	Work-based project	Advanced Data Analytics in Marketing
S7	Manage and optimise key channels and content within a digital marketing plan.	Fundamentals in Digital Marketing	Marketing in Action	Branding and Integrated Communications
S8	Manage interfaces and the supply network of the organisation and customer by applying the appropriate E-commerce strategies and models available and whenever appropriate taking global engagements into account.	Emerging Technologies in Marketing	Social Media and Search Engine Marketing	EPA Work-based project & ePortfolio
S9	Apply a marketing mix / digital marketing mix to meet customer expectations.	Principles in Marketing	Work-based project	EPA Work-based project & ePortfolio
S10	Accurately observe, record and draw conclusions from all types statistical analysis of campaign performance, recognising inherent uncertainties and limitations with financial and budgetary requirements to demonstrate Return on Investment (ROI).	Digital Campaigns	Data-Driven Marketing	Advanced Data Analytics in Marketing
S11	Engage communities through Email Marketing and Social Media to stimulate and encourage communication through positive discussion and engagement.	Customer Experience (CX) and Relationship Management	Social Media and Search Engine Marketing	EPA Work-based project & ePortfolio
S12	Apply the appropriate tools for a data-led approach to analyse marketing information and platforms, data and social media and recognise what is actually important for insights and optimisation to provide solutions for marketing decisions.	Customer Experience (CX) and Relationship Management	Marketing in Action	Advanced Data Analytics in Marketing
S13	Contribute to business, planning and marketing strategies to recognise and respond quickly to opportunities and customer requirements whilst embracing change.	Principles in Marketing	Work-based project	Marketing Strategy
S14	Identify, recognise and understand internal and external business intelligence and factors that may impact future operations.	Principles in Marketing	Data-Driven Marketing	EPA Work-based project & ePortfolio

S15	Interpret, communicate and brief internal or external stakeholders on digital business requirements.	Emerging Technologies in Marketing	Work-based project	Advanced Data Analytics in Marketing
B1	Ability to communicate and actively listen at all levels.	Emerging Technologies in Marketing	Work-based project	Marketing Strategy
B2	Ability to work under pressure and unsupervised, and interact effectively within teams.	E-Commerce Development	Work-based project	Marketing Strategy
B3	Consider the impact of work on others, especially where related to culture, diversity and equality.	E-Commerce Development	Work-based project	Branding and Integrated Communications
B4	Demonstrate business disciplines and compliance with procedures and principles to ensure work is of high quality and fit for purpose, with high attention to detail and the ability to work to deadlines.	Fundamentals in Digital Marketing	Content Creation	Digital and Influencer Marketing in Practice
B5	Show integrity and respect for confidentiality and data security in work and personal situations.	E-Commerce Development	Data-Driven Marketing	Advanced Data Analytics in Marketing
B6	Be enthusiastic and have a thorough and flexible approach to work and to personal development through CPD and life-long learning.	Emerging Technologies in Marketing	Work-based project	Digital and Influencer Marketing in Practice
B7	Logical thinking and a creative approach to problem solving to systematically analyse and apply structured techniques to complex systems and situations.	Fundamentals in Digital Marketing	Data-Driven Marketing	EPA Work-based project & ePortfolio

## ENGLISH, MATHS AND CAREERS INFORMATION, ADVICE AND GUIDANCE

Unit	English	Maths	Careers IAG
Principles in Marketing	Apprentices will be required to take part in group discussions in English, study cases and perform independent research. This supports English development in speaking, listening, reading and writing respectively.		
Emerging Technologies in Marketing		Maths will stem from performing analyses on various platforms and tools, including looking at market data.	
Fundamentals of Digital Marketing			This unit will support the development of digital marketers in their careers and highlight routes and specialisms that apprentices could venture on following graduation. A shot talk from a careers professional will also be organised for this unit.
Marketing in action			This unit will focus on the practical skills of the apprentice in CRM and CX and will also have a talk from within the CRM industry.
Data-driven marketing		Maths, statistics and modelling will be central to this unit in that apprentices will be required to run analyses across multiple platforms and using multiple data sets.	
Social Media and Search Engine Marketing	Due to the nature of the assessments on this unit, apprentices are required to use proper English. Copywriting and content creation will form an integral part of this unit and will be embedded in the teaching throughout this unit.		

Advanced Data Analytics in Marketing		In order to perform well on this unit apprentices are required to advance their knowledge of maths, statistics and modelling. Apprentices will be trained on how to perform advanced analytics in order to provide appropriate decision-making.	
Digital and Influencer Marketing in Practice	Due to the need to converse with influencers and customers in this unit, apprentices will be tested in multiple ways with regards to their English levels. They will need to write, speak, read and listen in English during class discussions, discussions with members of their team at their workplace, and when communicating with potential influencers and customers.		
Marketing Strategy			Naturally careers guidance will form a central component of this unit due to it being one of the final units of the taught programme. As such, careers guidance professionals from within or outside the University will be brought in to discuss how to develop their digital marketing portfolio and recruitment materials.

## SAFEGUARDING, PREVENT AND FUNDAMENTAL BRITISH VALUES

Unit	Safeguarding	Prevent	British values
Principles in Marketing			<p><i>Democracy:</i> Encouraging collaborative decision-making and discussions.</p> <p><i>Rule of Law:</i> Understanding digital marketing regulations and compliance.</p> <p><i>Respect and Tolerance:</i> Promoting inclusivity and ethical marketing practices.</p> <p><i>Individual Liberty:</i> Respecting consumer rights and privacy in digital marketing.</p>
Customer Experience (CX) and Relationship Management	Due to the nature of the unit, apprentices will be engaging with customers and developing relationships with such people. Some of those may be minors or vulnerable people so safeguarding information will be provided at the start of the unit. There may also be an e-learning course to provide evidence of obtaining this information.	Due to the nature of the unit, apprentices will be engaging with customers and developing relationships with such people. Some of those people may seem to draw towards ideological extremes. Apprentices will be provided with information on how to navigate these delicate issues. There may also be an e-learning course to provide evidence of obtaining this information.	
Digital Campaigns			<p><b>Democracy:</b> Encouraging collaborative decision-making and discussions in campaign planning.</p> <p><b>Rule of Law:</b> Understanding digital marketing regulations, compliance, and ethical advertising standards.</p> <p><b>Respect and Tolerance:</b> Promoting inclusivity, responsible messaging, and culturally sensitive marketing.</p> <p><b>Individual Liberty:</b> Ensuring respect for consumer rights, privacy, and ethical use of personal data in digital marketing.</p>
Content Creation			<p><i>Democracy:</i> Content that is created will be considerate of differing ideologies and enable content to be shared and commented on by others in their workplace team.</p>

			<p><i>Rule of Law:</i> ASA and GDPR regulations will be taught and followed in this unit.</p> <p><i>Respect and Tolerance:</i> The content created by the apprentices will be respectful of different backgrounds and demographics.</p> <p><i>Individual Liberty:</i> Privacy and confidentiality will be taught in this unit and that should come out in their assessments.</p>
Work-based project (40-credits)	As the apprentice may be targeting vulnerable adults or minors, there will a session and discussion on how to navigate these challenging areas.	Apprentices will also be informed of how to approach those having perceived to be extreme ideologies and how to navigate this.	<p><i>Democracy:</i> Encouraging collaborative decision-making and discussions for the production of a work-based project. The project will require input from different people within their workplace team.</p> <p><i>Rule of Law:</i> The apprentice must ensure to abide by the rules and regulations associated with data management. This will form part of the content for the unit including a focus on GDPR.</p> <p><i>Respect and Tolerance:</i> The project that is developed must consider tolerance and respect for workplace employees, and target customers. Apprentices will be informed of how to ensure respect and tolerance is upheld and the assessment outcomes will be checked for this.</p> <p><i>Individual Liberty:</i> Apprentices will be informed of how to ensure privacy and confidentiality of individuals being targeted for marketing practices.</p>
Branding and Integrated Communication	As the apprentice may be targeting vulnerable adults or minors, it is necessary to have a component of the course focused on marketing to minors and vulnerable adults. An external speaker may be brought in to lead on this discussion.	Due to the need to promote branding and communications to the general public, sections of that general public may be susceptible to extreme ideologies. Combined with the discussion on safeguarding, the unit discussion will cover the Prevent programme and what	<p><i>Democracy:</i> Encouraging collaborative decision-making and discussions for the production of a branding and communications plan.</p> <p><i>Rule of Law:</i> When promoting or communicating to customers, it is important to understand the rules and regulations of what can't and shouldn't be promoted online. As communications is a</p>



		needs to be considered when promoting to these particular individuals.	<p>central component to this unit, the laws surrounding communication will be covered.</p> <p><i>Respect and Tolerance:</i> The unit will cover how to respect people through communication and be tolerant of difference, paying particular attention to any communications that could be deemed as offensive.</p> <p><i>Individual Liberty:</i> Apprentices will be taught how to respect people's privacy and ensure aggregation of analysis wherever possible to ensure anonymity and confidentiality.</p>
EPA Work-based project & ePortfolio			<p><b>British Values:</b></p> <p><i>Democracy:</i> Encouraging collaborative decision-making and discussions for the production of a work-based project. The project will require input from different people within their workplace team.</p> <p><i>Rule of Law:</i> The apprentice must ensure to abide by the rules and regulations associated with data management. This will form part of the content for the unit including a focus on GDPR.</p> <p><i>Respect and Tolerance:</i> The project that is developed must consider tolerance and respect for workplace employees, and target customers. Apprentices will be informed of how to ensure respect and tolerance is upheld and the assessment outcomes will be checked for this.</p> <p><i>Individual Liberty:</i> Apprentices will be informed of how to ensure privacy and confidentiality of individuals being targeted for marketing practices.</p>

## INDICATIVE TIMELINE FOR DELIVERY OF ACTIVE LEARNING

This is an indicative timeline of when apprentices might typically undertake activities to develop the Knowledge, Skills and Behaviours described in the apprenticeship standard. For day release delivery models there must be activity planned for each calendar month. For Block or Front-Loaded delivery models the requirement is activity every 3 calendar months. This schedule will be used after approval to build the programme in Bud, BU's apprenticeship management system.

Start Month	End Month	Unit / Activity Name	Year/Level in Prog	Taught OTJ Hours	Non-Taught OTJ Hours	KSB	Qualification Learning Outcomes
September (1)	October (2)	Principles in Marketing	1 - L4	22	32	K3, K4, S2, S9, S13, S14	A1, A5, B1, D1,
November (3)	December (4)	Emerging Technologies in Marketing	1 - L4	22	32	K1, S5, S8, S15, B1, B6	B3, B5, D5, D2,
January (5)	February (6)	Fundamentals of Digital Marketing	1 - L4	22	32	K6, K8, S1, S7, B4, B7	A6, B4, C3, C4
March (7)	April (8)	Customer Experience (CX) and Relationship Management	1 - L4	22	32	K5, K12 S4, S11, S12	A2, A4, B2, B6,
May (9)	June (10)	Digital Campaigns	1 - L4	22	32	K2, K7, K9, K10, S3, S6, S10	C1, C2, C5, C6
June (10)	July (11)	E-Commerce Development	1 - L4	22	32	K11, K13, K14, B2, B3, B5	A3, D3, D4, D6
August (12)	August (12)	The planned activities for August, in line with the requirements of the standard of 'needing activities planned for every month', are as follows: <ul style="list-style-type: none"> <li>• Annual personal and professional reviews with employers</li> <li>• Discussions on contemporary marketing issues</li> <li>• Pre-reading of reading lists and discussions on reading</li> <li>• Q+A on unit specifications for the upcoming level</li> <li>• Collating of evidence to contribute towards their Mahara ePortfolio</li> </ul>	1 – L4		NA	B1, B2, B3, B4, B5, B6, B7	NA
September (1)	October (2)	Marketing in Action	2 - L5	22	32	K4, S2, S7, K5, S12	A1, B1, D3

November (3)	December (4)	Data-Driven Marketing	2 - L5	22	32	K1, K8, K9, S10, S14, B5, B7	A2, A3, B2, B5, C3, C6, D1, D4
January (5)	February (6)	Content Creation	2 - L5	22	32	B4, K11, K7, S3, K12, S4	A4, C5, D6
March (7)	April (8)	Social Media and Search Engine Marketing	2 - L5	22	32	K6, S8, K14, K2, S11	A6, B3, C1, C4
April (8)	July (11)	Work-based project (40-credits)	2 - L5	15	93	K3, S9, S13, S1, S5, S15, B1, B6, K13, B2, B3, K10, S6	A5, B4, B6, C2, D2, D5
August (12)	August (12)	The planned activities for August, in line with the requirements of the standard of 'needing activities planned for every month', are as follows: <ul style="list-style-type: none"> <li>• Annual personal and professional reviews with employers.</li> <li>• Discussions on contemporary marketing issues</li> <li>• Pre-reading of reading lists and discussions on reading</li> <li>• Q+A on unit specifications for the upcoming level</li> <li>• Collating of evidence to contribute towards their Mahara e-Portfolio</li> </ul>	1 – L4	NA	NA	B1, B2, B3, B4, B5, B6, B7	NA
September (1)	October (2)	Advanced Data Analytics in Marketing	3 - L6	22	32	B5, S10, S12, S5, S15, S6	A4, A5, B1, B4, B5, D4,
November (3)	December (4)	Digital and Influencer Marketing in Practice	3 - L6	22	32	B4, K11, S3, K12, K14, K2, B6	A3, C1, C5,
January (5)	February (6)	Marketing Strategy	3 - L6	22	32	K5, K6, K7, S1, S13, B1, B2	A1, A6, B2, B3, D1, D2, D3
March (7)	April (8)	Branding and Integrated Communication	3 - L6	22	32	S4, K4, S2, S7, K3, B3, K10	A2, B6, D5,
April (8)	July (11)	EPA Work-based project & e-Portfolio (0 credits)	3 - L6	15	93	K1, K8, K9, S8, S9, S11, S14, B7	C3, C4, C6, D6

August (12)	August (12)	<p>The planned activities for August, in line with the requirements of the standard of 'needing activities planned for every month', are as follows:</p> <ul style="list-style-type: none"> <li>• Annual personal and professional reviews with employers.</li> <li>• Discussions on contemporary marketing issues</li> <li>• Pre-reading of reading lists and discussions on reading</li> <li>• Q+A on unit specifications for the upcoming level</li> <li>• Collating of evidence to contribute towards their Mahara ePortfolio</li> </ul>	1 – L4	NA	NA	B1, B2, B3, B4, B5, B6, B7	NA
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# INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES APPRENTICES TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES

## BSc (Hons) Digital Marketing Apprenticeship LEVEL 4 INTENDED PROGRAMME OUTCOMES (ILOs)

<p><b>A: Subject knowledge and understanding</b></p> <p>This level provides opportunities for apprentices to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable apprentices to achieve and to demonstrate the level's learning outcomes:</p>
<p>A1. Explain the key principles of digital marketing, including SEO, PPC, content marketing, and social media.</p> <p>A2. Describe customer segmentation and audience targeting in digital marketing campaigns.</p> <p>A3. Understand the role of digital analytics and basic performance metrics (CTR, CPC, impressions).</p> <p>A4. Outline key digital marketing tools (Google Ads, Meta Business Suite, Google Analytics).</p> <p>A5. Recognise the legal, ethical, and regulatory frameworks for online marketing and data privacy.</p> <p>A6. Understand the fundamentals of marketing strategy and the role of digital marketing within the broader business context.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (A1-A6)</li> <li>• seminars (A1-A6)</li> <li>• directed reading (A1-A6)</li> <li>• use of the VLE (A1-A6)</li> <li>• practice-based learning (A1-A6)</li> <li>• Workshops (A1-A6)</li> <li>• Case studies (A1-A6)</li> <li>• Industry speakers (A1-A6)</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Reports (A1-A6)</li> <li>• Presentations (A1-A6)</li> <li>• Interview (A1-A6)</li> <li>• Practical assessments (A1-A6)</li> </ul>
<p><b>B: Intellectual skills</b></p> <p>This level provides opportunities for apprentices to:</p>	<p>The following learning and teaching and assessment strategies and methods enable apprentices to achieve and to demonstrate the level's outcomes:</p>
<p>B1. Identify marketing objectives and align them with appropriate digital marketing strategies.</p> <p>B2. Analyse basic campaign data and draw conclusions on effectiveness.</p> <p>B3. Recognise and differentiate between digital channels based on their strengths and limitations.</p> <p>B4. Evaluate digital content in terms of engagement and brand alignment.</p> <p>B5. Develop problem-solving approaches for common digital marketing challenges.</p> <p>B6. Demonstrate basic critical thinking when assessing marketing strategies.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• lectures (B1-B6)</li> <li>• seminars (B1-B6)</li> <li>• directed reading (B1-B6)</li> <li>• use of the VLE (B1-B6)</li> <li>• practice-based learning (B1-B6)</li> <li>• Workshops (B1-B6)</li> <li>• Case studies (B1-B6)</li> <li>• Industry speakers (B1-B6)</li> </ul> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• practical assessment (B1-B6)</li> <li>• presentation (B1-B6)</li> <li>• group work (B1-B6)</li> <li>• Interview (B1-B6)</li> </ul>

<b>C: Practical skills</b>  This level provides opportunities for apprentices to:	The following learning and teaching and assessment strategies and methods enable apprentices to achieve and to demonstrate the level's learning outcomes:
C1. Use social media management tools to schedule and publish content. C2. Set up and monitor basic Google Ads or social media campaigns. C3. Conduct keyword research for SEO and PPC campaigns. C4. Create and edit digital marketing assets (images, copy, and basic videos). C5. Use Google Analytics or similar tools to generate performance reports. C6. Implement A/B testing to optimise marketing content.	Learning and teaching strategies and methods: <ul style="list-style-type: none"> <li>lectures (C1-C3)</li> <li>seminars (C1-C6)</li> <li>directed reading (C1-C6)</li> <li>use of the VLE (C1-C6)</li> <li>practice-based learning (C1-C6)</li> <li>Workshops (C1-C6)</li> </ul> Assessment strategies and methods: <ul style="list-style-type: none"> <li>practical assessment (C1-C6)</li> <li>presentation (C1-C6)</li> <li>group work (C1-C6)</li> </ul>
<b>D: Transferable skills</b>  This level provides opportunities for apprentices to:	The following learning and teaching and assessment strategies and methods enable apprentices to achieve and to demonstrate the level's learning outcomes:
D1. Communicate marketing ideas clearly in written and verbal formats. D2. Manage time effectively to meet deadlines for marketing tasks. D3. Work collaboratively in a digital marketing team. D4. Use critical thinking to assess marketing trends. D5. Demonstrate adaptability in a fast-paced digital environment. D6. Show awareness of customer-centric marketing approaches.	Learning and teaching strategies and methods: <ul style="list-style-type: none"> <li>lectures (D1-D6)</li> <li>seminars (D1-D6)</li> <li>directed reading (D1-D6)</li> <li>use of the VLE (D1-D6)</li> <li>workshops (D1-D6)</li> </ul> Assessment strategies and methods: <ul style="list-style-type: none"> <li>Reports (D1-D6)</li> <li>Presentations (D1-D6)</li> <li>Interview (D1-D6)</li> <li>Practical assessments (D1-D6)</li> </ul>

**BSc (Hons) Digital Marketing Apprenticeship**  
**LEVEL 5 INTENDED PROGRAMME OUTCOMES (ILOs)**

<p><b>A: Knowledge and understanding</b></p> <p>This level provides opportunities for apprentices to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable apprentices to achieve and to demonstrate the level's learning outcomes:</p>
<p>A1. Explain advanced digital marketing strategies, including omnichannel marketing and customer journey mapping.</p> <p>A2. Demonstrate knowledge of marketing automation tools and CRM systems.</p> <p>A3. Analyse customer insights and data to inform marketing decisions.</p> <p>A4. Understand the importance of UX (User Experience) in digital campaigns.</p> <p>A5. Describe the principles of conversion rate optimisation (CRO).</p> <p>A6. Explain advanced social media engagement strategies and influencer marketing principles.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• lectures (A1-A6)</li> <li>• seminars (A1-A6)</li> <li>• directed reading (A1-A6)</li> <li>• use of the VLE (A1-A6)</li> <li>• practice-based learning (A1-A6)</li> <li>• Workshops (A1-A6)</li> <li>• Case studies (A1-A6)</li> <li>• Industry speakers (A1-A6)</li> </ul>
	<p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• Reports (A1-A6)</li> <li>• Presentations (A1-A6)</li> <li>• Interview (A1-A6)</li> <li>• Practical assessments (A1-A6)</li> </ul>
<p><b>B: Intellectual skills</b></p> <p>This level provides opportunities for apprentices to:</p>	<p>The following learning and teaching and assessment strategies and methods enable apprentices to achieve and to demonstrate the level's learning outcomes:</p>
<p>B1. Critically evaluate the effectiveness of different digital marketing strategies.</p> <p>B2. Analyse digital marketing trends and predict future developments.</p> <p>B3. Interpret customer data to improve targeting and messaging.</p> <p>B4. Develop strategic recommendations based on campaign performance data.</p> <p>B5. Compare the impact of organic vs paid digital strategies.</p> <p>B6. Identify potential risks and opportunities in digital marketing campaigns.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• lectures (B1-B6)</li> <li>• seminars (B1-B6)</li> <li>• directed reading (B1-B6)</li> <li>• use of the VLE (B1-B6)</li> <li>• practice-based learning (B1-B6)</li> <li>• Workshops (B1-B6)</li> <li>• Case studies (B1-B6)</li> <li>• Industry speakers (B1-B6)</li> </ul>
	<p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• practical assessment (B1-B6)</li> <li>• presentation (B1-B6)</li> <li>• group work (B1-B6)</li> <li>• Interview (B1-B6)</li> </ul>

<b>C: Practical skills</b>  This level provides opportunities for apprentices to:	The following learning and teaching and assessment strategies and methods enable apprentices to achieve and to demonstrate the level's learning outcomes:
C1. Implement and manage multi-channel digital marketing campaigns. C2. Use marketing automation tools to segment audiences and personalise messaging. C3. Conduct competitor analysis using digital marketing tools. C4. Design and execute content marketing plans aligned with SEO strategies. C5. Develop and implement influencer marketing campaigns. C6. Use advanced analytics tools to track and optimise digital performance.	Learning and teaching strategies and methods: <ul style="list-style-type: none"> <li>• lectures (C1-C6)</li> <li>• seminars (C1-C6)</li> <li>• directed reading (C1-C6)</li> <li>• use of the VLE (C1-C6)</li> <li>• practice-based learning (C1-C6)</li> <li>• Workshops (C1-C6)</li> </ul>
	Assessment strategies and methods: <ul style="list-style-type: none"> <li>• practical assessment (C1-C6)</li> <li>• presentation (C1-C6)</li> <li>• group work (C1-C6)</li> </ul>
<b>D: Transferable skills</b>  This level provides opportunities for apprentices to:	The following learning and teaching and assessment strategies and methods enable apprentices to achieve and to demonstrate the level's learning outcomes:
D1. Present data-driven insights and marketing recommendations to stakeholders. D2. Manage projects efficiently using digital collaboration tools (e.g., Trello, Asana). D3. Work independently and take initiative in marketing projects. D4. Apply problem-solving skills to improve marketing performance. D5. Demonstrate leadership in digital marketing team environments. D6. Adapt to new marketing technologies and platforms.	Learning and teaching strategies and methods: <ul style="list-style-type: none"> <li>• lectures (D1-D6)</li> <li>• seminars (D1-D6)</li> <li>• directed reading (D1-D6)</li> <li>• use of the VLE (D1-D6)</li> <li>• workshops (D1-D6)</li> </ul>
	Assessment strategies and methods: <ul style="list-style-type: none"> <li>• Reports (D1-D6)</li> <li>• Presentations (D1-D6)</li> <li>• Interview (D1-D6)</li> <li>• Practical assessments (D1-D6)</li> </ul>



## BSc (Hons) Digital Marketing Apprenticeship

### LEVEL 6 INTENDED PROGRAMME OUTCOMES (ILOs)

<p><b>A: Knowledge and understanding</b></p> <p>This level provides opportunities for apprentices to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable apprentices to achieve and to demonstrate the level's learning outcomes:</p>
<p>A1. Critically analyse the role of digital marketing in business growth and transformation.</p> <p>A2. Evaluate digital marketing models and frameworks to inform strategic decision-making.</p> <p>A3. Develop integrated digital marketing strategies that align with business objectives.</p> <p>A4. Assess emerging technologies (AI, blockchain, AR/VR) and their impact on digital marketing.</p> <p>A5. Examine international and cross-cultural digital marketing strategies.</p> <p>A6. Develop innovative approaches to customer engagement and retention.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• lectures (A1-A6)</li> <li>• seminars (A1-A6)</li> <li>• directed reading (A1-A6)</li> <li>• use of the VLE (A1-A6)</li> <li>• practice-based learning (A1-A6)</li> <li>• Workshops (A1-A6)</li> <li>• Case studies (A1-A6)</li> <li>• Industry speakers (A1-A6)</li> </ul>
	<p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• Reports (A1-A6)</li> <li>• Presentations (A1-A6)</li> <li>• Interview (A1-A6)</li> <li>• Practical assessments (A1-A6)</li> </ul>
<p><b>B: Intellectual skills</b></p> <p>This level provides opportunities for apprentices to:</p>	<p>The following learning and teaching and assessment strategies and methods enable apprentices to achieve and to demonstrate the level's learning outcomes:</p>
<p>B1. Evaluate the ethical implications of data usage and digital marketing practices.</p> <p>B2. Apply strategic thinking to develop long-term digital marketing plans.</p> <p>B3. Analyse complex marketing data sets to drive business intelligence.</p> <p>B4. Develop digital transformation strategies for businesses.</p> <p>B5. Solve marketing problems using evidence-based decision-making.</p> <p>B6. Critique existing digital marketing campaigns and propose advanced optimisation strategies.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> <li>• lectures (B1-B6)</li> <li>• seminars (B1-B6)</li> <li>• directed reading (B1-B6)</li> <li>• use of the VLE (B1-B6)</li> <li>• practice-based learning (B1-B6)</li> <li>• Workshops (B1-B6)</li> <li>• Case studies (B1-B6)</li> <li>• Industry speakers (B1-B6)</li> </ul>
	<p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> <li>• practical assessment (B1-B6)</li> <li>• presentation (B1-B6)</li> <li>• group work (B1-B6)</li> <li>• Interview (B1-B6)</li> </ul>

<b>C: Practical skills</b>  This level provides opportunities for apprentices to:	The following learning and teaching and assessment strategies and methods enable apprentices to achieve and to demonstrate the level's learning outcomes:
C1. Develop and execute high-budget digital marketing campaigns with ROI tracking. C2. Implement AI-driven marketing automation and predictive analytics. C3. Lead the development of a digital marketing strategy for a real business or organisation. C4. Manage cross-functional marketing teams and external agencies. C5. Apply advanced UX and CRO techniques to optimise digital experiences. C6. Conduct advanced A/B and multivariate testing for campaign optimisation.	Learning and teaching strategies and methods: <ul style="list-style-type: none"> <li>lectures (C1-C6)</li> <li>seminars (C1-C6)</li> <li>directed reading (C1-C6)</li> <li>use of the VLE (C1-C6)</li> <li>practice-based learning (C1-C6)</li> <li>Workshops (C1-C6)</li> </ul> Assessment strategies and methods: <ul style="list-style-type: none"> <li>practical assessment (C1-C6)</li> <li>presentation (C1-C6)</li> <li>group work (C1-C6)</li> </ul>
<b>D: Transferable skills</b>  This level provides opportunities for apprentices to:	The following learning and teaching and assessment strategies and methods enable apprentices to achieve and to demonstrate the level's learning outcomes:
D1. Lead digital marketing teams and projects with strategic vision. D2. Communicate complex digital marketing insights to senior stakeholders. D3. Demonstrate entrepreneurial thinking and innovation in marketing. D4. Adapt digital marketing strategies for global markets and diverse audiences. D5. Engage in continuous professional development and thought leadership in digital marketing. D6. Drive organisational change through digital transformation initiatives.	Learning and teaching strategies and methods: <ul style="list-style-type: none"> <li>lectures (D1-D6)</li> <li>seminars (D1-D6)</li> <li>directed reading (D1-D6)</li> <li>use of the VLE (D1-D6)</li> <li>workshops (D1-D6)</li> </ul> Assessment strategies and methods: <ul style="list-style-type: none"> <li>Reports (D1-D6)</li> <li>Presentations (D1-D6)</li> <li>Interview (D1-D6)</li> <li>Practical assessments (D1-D6)</li> </ul>

## ADMISSION REGULATIONS

Entry requirements for this course are available on the university website: [Courses | Bournemouth University](#)

The admissions regulations for this programme are the University's Standard Undergraduate Admissions regulations and are available on this page:

<https://intranetsp.bournemouth.ac.uk/pandptest/3A-standard-admissions-regulations.pdf>

With the following additional requirements set out by professional and statutory bodies:

- The requirement to satisfy criminal conviction checks with the Disclosure and Barring Service at an enhanced level. See policy [3E-admissions-policy-and-procedure-for-applicants-with-a-criminal-record.pdf \(bournemouth.ac.uk\)](#)
- English/Maths requirements:
  - GCSE English Language or English Literature and Mathematics grade 4 (or grade C in the old grading system).
  - Other Level 2 equivalent qualifications must meet the acceptable qualifications for English and maths requirements for apprenticeships defined by the Education and Skills Funding Agency (ESFA) at level 2 and above.
- International applicants must offer evidence of qualifications in written and spoken English. Acceptable qualifications are: IELTS (academic) 7.0 (with a minimum of 6.5 in each of four categories) or direct equivalent.
- UK nationals/residents or those with dual citizenship, who do not have English as their first language, will not require IELTS and will be assessed at interview with regard their ability to effectively communicate in English.
- Consideration will be given to applicants with substantive and relevant work experience.

## PROGRESSION ROUTES

Recognition arrangements provide formally approved entry or progression routes through which apprentices are eligible to apply for a place on a programme leading to a BU award. Recognition does not guarantee entry onto the BU receiving programme only eligibility to apply. In some cases, additional entry criteria such as a Merit classification from the feeder programme may also apply. Please see the [recognition register](#) for a full list of approved Recognition arrangements and agreed entry criteria.

## ASSESSMENT REGULATIONS

The regulations for this programme are the University's Standard Undergraduate Assessment Regulations (<https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-undergraduate.pdf>) with the following approved exceptions to clauses 6.1, and 12.13 align the programme with the requirements of the IfATE Digital Marketer apprenticeship standard (<https://www.instituteforapprenticeships.org/apprenticeship-standards/st0481-v1-0>):

Pass Mark (section 6.1): Where a unit contains an assessment element, defined as practice assessment, a pass will be awarded where each separate practice element is not less than 40%. Where a practice element has separate components, a fail in any one component will result in a mark of 0% being awarded for that element. Apprentices are required to pass all units and all assessments comprised within.

Provision for failed candidates (section 12.3): Apprentices will only be allowed one reassessment or repeat attempt.

The maximum time taken to complete a reassessment or repeated unit is 6 months, otherwise the entire EPA must be completed in full.

The maximum time taken to complete a reassessment or repeated unit is 6 months, otherwise the entire EPA must be completed in full.

## **BU OFF-THE-JOB TRAINING DELIVERY**

Delivery for this programme is by DAY RELEASE. There will be 6 hours of Off-the-job training per week, allowing for statutory holidays.

## **APPROVED SUB-CONTRACTORS**

NA