



for a
better
tomorrow

MAYOR OF LONDON

Skills Bootcamp in Digital Marketing Learner Journey.

Week 1-3

Marketing principles

- Learn about the marketing mix, customer relationship marketing, segmentation, digital and social media strategies
- Complete two mock exam papers in preparation for your Marketing Principles exam

Week 4 & 5

Project week & revision/exam week

- Design, build and implement a project using a range of marketing techniques
- Attend revision workshops and 1:1 support sessions with your tutor in preparation for your exam
- Sit your Marketing Principles exam

Week 6-9

Practical coding & Google analytics

- Learn how to write HTML, CSS and JavaScript to build your own website
- Introduction to Google Analytics
- Complete GA4 certification

Week 10

Content creation

- Learn how to create a range of content using graphic design and video editing tools (Canva & Adobe Software)

Week 11 & 12

Present your final project & employability support

- Share your final project with your peers
- Employability support in preparation for employer interviews

Accredited qualifications:

- Level 3 Certificate in Marketing Principles

