



for a  
better  
tomorrow

MAYOR OF LONDON

## Skills Bootcamp in Pathway to Apprenticeship Learner Journey.

\*The Skills Bootcamp in Pathway to Apprenticeship is the same as the Skills Bootcamp in Digital Marketing but it allows you to transition directly into a Content Creator or Multi-Channel Marketer Apprenticeship.

### 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

