



for a
better
tomorrow

MAYOR OF LONDON

Skills Bootcamp in Digital Marketing Learner Journey.

Week 1-4

Marketing essentials

- Learn about the marketing mix, customer relationship marketing, SEO, segmentation, digital and social media strategies
- Learn about the digital marketing career ladder, job roles, salaries and transferable skills.

Week 5

Project week

- Design, build and implement a project using a range of marketing techniques
- Attend 1:1 support sessions with your tutor

Week 6-8

Practical coding

- Learn how to write HTML, CSS and JavaScript to build your own website
- Learn how to use Alt & Meta tags
- 1:1 CV building support session

Week 9

Google Analytics

- Introduction to Google Analytics, Google Ads & Google trends
- Complete GA4 certification

Week 10

Content creation

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

Week 11 & 12

Present your final project & employability support

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

