Degree Apprenticeships: Technical Specification Guide
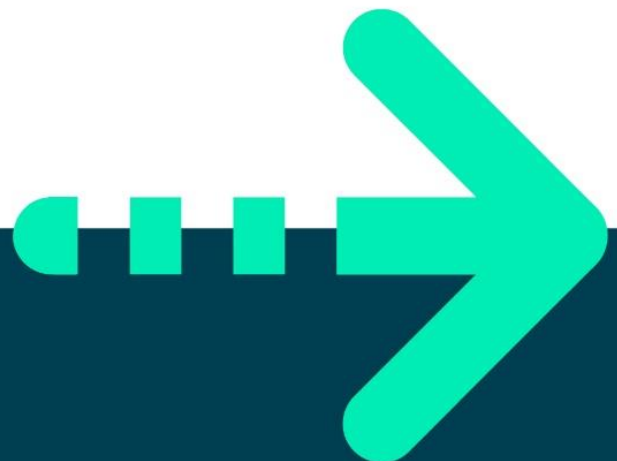
Digital Marketer L6

Last updated: 12 January 2024

Contents

1. About this guide

Digital Marketer L6 is one of QA's portfolio of degree apprenticeships.

To help prepare and support you on your digital learning journey, this guide outlines the different technologies used to deliver our apprenticeship, with guidance on what you need to do to ensure you can access them as and when you need to during your programme.

Please pass this document on to your IT department so they can ensure all the required websites are allow-listed and accessible from within your organisation, and all the technologies listed are available to you.

2. Technical Requirements

1. Internet connectivity

2. Internet browser

3. Webcam

4. Enabled microphone (laptop/desktop)

As part of your digital learning journey, our degree apprenticeships require you to connect with key contacts such as your Skills Coach via web conferencing.

3. Key Technologies & Digital Platforms

There are two types of link included below.

    a.   Those marked [D] should work via any modern web browser.

    b.   Those <u>not</u> marked [D] are used as integration links between platforms and will not work by clicking the link on its own.

c. For those links marked [D]

Using a laptop/pc build provided by your organisation:

    1.   Click on the link(s) marked [D], or copy and paste them into your web browser address bar.

    2.   Can you successfully reach the intended page?

    3.   If no, please raise this with your internal IT team.

d. For those links not marked [D], or with additional information

Pass these links on to your internal IT team, who will be able to confirm whether or not they will function correctly.

NOTE: for any data location marked with an asterisk (*), data passed to these platforms is pseudonymised.

Platform	Description	Data Location	URL(s)	Blocking Implications
WebEx	WebEx is QA's main tool for video conferencing, online meetings and screen share. You will have your sign-up and programme launch sessions, as well as ongoing reviews, via WebEx.	UK	https://www.webex.com [D]	You will not be able to communicate live with key delivery staff.
Microsoft Teams	MS Teams is an alternative means of video conferencing, if Webex is not permitted in your organisation. If you will be unable to use Webex, please let us know before sign-up.	UK	https://teams.microsoft.com [D]	
BKSB	BKSB is an online platform for assessing your English and Maths functional skills. You will be required to take a functional skills assessment as part of your application process.	Republic of Ireland	https://www.bksblive2.co.uk [D] https://bksbcloudfront.bksblive.co.uk/test/test.txt [D] https://cdn.bksb.co.uk/test/test.txt [D] https://www.services.bksb-demo.co.uk (advised by BKSB)	You will not be able to complete the application process on signing up to your apprenticeship.
Solent Online Learning (SOL)	SOL is the virtual learning environment that our university partner uses in the delivery of the academic content for this programme.	UK	https://learn.solent.ac.uk/ [D]	Vital content for your degree apprenticeship will not be available.
Canvas	Canvas is the virtual learning environment that QA uses in the delivery of certain parts of this programme.	UK	https://canvas.qa.com [D]	Vital content for your degree apprenticeship will not be available.
Zendesk Chat	This is a live chat tool used by QA to provide you with real time, live support.	EU	https://static.zdassets.com (requested by Zendesk)	You will not have access to real-time, live support.

Cloud Academy	Cloud Academy is QA's own enterprise digital skills platform, providing Learning Paths, hands-on labs and technical skills assessments. It may be used in any IT / technical programme involving coding.	USA*	https://app.qa.com [D]	You will not have access to content and labs that may support you in completing your degree apprenticeship.
QA Employer Dashboard	This enables your employers to track and download information on your progress, including training, off-the-job hours and End Point Assessment.	UK	https://employerdashboard.qa.com [D]	Your employers will not be able to gain access to your progress information and other key data.
Labs on Demand	Used to remote onto your PC (which is set up in classroom) Generic user login will be provided for use during classroom events. The content is destroyed immediately after.	USA	https://lod.one/TestLab	
GoToMyPC	Used to host virtual machines in the cloud. You will need to provide your own Microsoft account and Training key (provided by QA).		https://www.gotomypc.com/members/login.tmpl connectiontest@qa.com Password: AxdE@S$p5b Note these credentials are tied to a QA instance, the details may change https://support.logmeininc.com/gotomypc/help/what-are-the-optimal-firewall-configurations-1110617141	

4. Websites

Category	URL(s)	
Safeguarding	https://www.bbc.co.uk https://podcasts.apple.com https://open.spotify.com https://www.citizensadvice.org.uk https://www.apprenticeextra.co.uk https://www.childrenssociety.org.uk https://www.nationaldebtline.org https://www.moneyadviceservice.org.uk https://www.moneysavingexpert.com https://www.gov.uk https://www.victimsupport.org.uk https://www.mind.org.uk	https://www.ltai.info/videos/ https://educateagainsthate.com https://www.safecampuscommunities.ac.uk https://www.crosstheline.co.uk https://act.campaign.gov.uk https://homeofficemedia.blog.gov.uk https://www.remploy.co.uk https://youngminds.org.uk https://www.childline.org.uk https://www.themix.org.uk https://www.samaritans.org https://www.refuge.org.uk
General (likely sites)	https://www.youtube.com	https://www.instituteforapprenticeships.org

5. Email Domains

Domain	Description
qa.com	Throughout your apprenticeship, you and your line manager will need to be able to receive emails from various teams within QA.
instructure.com	Canvas (an Instructure.com platform) may send out notifications for new activity, depending on your profile settings.

NOTE: Detailed documentation on data and storage available on request.

6. Software

For all programmes, we recommend that you should have access to the standard MS Office suite, or an equivalent that is able to run macros. You will also need a recognised, up-to-date browser.

7. Programme-specific requirements

a. Technologies and Platforms

Platform name	Description/ Use Case	URL
Facebook	Leading social network, used as an audience research tool	www.facebook.com
X	Leading social network, used as an audience research tool	www.twitter.com
LinkedIn	Leading social network, used as an audience research tool	www.linkedin.com
Miro	Collaborative working tool used in group tasks during workshops	https://miro.com/
Kahoot	Quiz tool used for formative assessment of learning	https://kahoot.com/
Google Workspace	Docs, Forms, and Slides are used as tools to facilitate collaboration during workshops	https://workspace.google.com/

b. Websites

Website name	Description/ Use Case	URL
Solent Library Catalogue	Accessing ebooks for module reading	https://catalogue.solent.ac.uk/discovery/search?vid=44SSU_INST:VU1
Solent LibGuide	Selection of databases	https://libguides.solent.ac.uk/

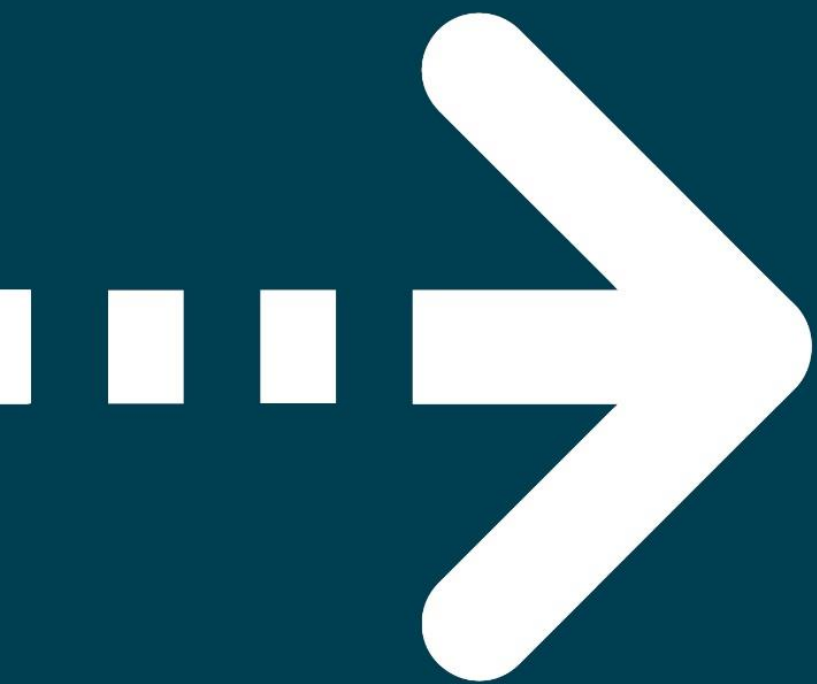|	used for academic and industry research	
ProQuest	Database of electronic journals for academic research (access provided via Solent)	https://www.proquest.com/
WARC	Database of industry reports and case studies, used for research purposes (access provided via Solent)	https://www.warc.com/
Mintel	Database of industry reports and case studies, used for research purposes (access provided via Solent)	https://clients.mintel.com/
Emerald	Database of electronic journals for academic research (access provided via Solent)	https://www.emerald.com/
TGI Snapshot	Extensive consumer survey data, used for market analysis (access provided via Solent)	https://www.tgiconsumeranalysis.com/
Statista	Database of insights for industry research (access provided via Solent)	https://www.statista.com/

c. Software

Name	Description/ Use Case	URL
GIMP	Open-source image editing tool used to teach design principles (can be accessed through QA's LOD platform if this cannot be installed on a learners' computer)	https://www.gimp.org/
Scribus	Open-source desktop publishing software used to teach design principles (can be accessed through QA's LOD platform if this cannot be installed on a learners' computer)	https://sourceforge.net/projects/scribus/
Power BI	Industry-leading data analysis tool, used to analyse data from marketing campaigns and to inform business decisions (can be accessed through QA's LOD platform if this cannot be installed on a learners' computer)	https://powerbi.microsoft.com/

8. Version Control

1.0   12/1/2024   Document created