Qualification Specification for:

OCN NI Level 2 Award in Digital Marketing
  ➢ **Qualification No: 601/1788/6**

Qualification Regulation Information

OCN NI Level 2 Award in Digital Marketing
Qualification Number: 601/1788/6

Operational start date: 01 December 2013
Operational end date: 30 June 2025
Certification end date: 30 June 2027

Qualification operational start and end dates indicate the lifecycle of a regulated qualification. The operational end date is the last date by which learners can be registered on a qualification and the certification end date is the last date by which learners can claim their certificate.

All OCN NI regulated qualifications are published to the Register of Regulated Qualifications (**http://register.ofqual.gov.uk/**). This site shows the qualifications and awarding organisations regulated by CCEA Regulation and Ofqual.

OCN NI Contact Details

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Foreword

This document explains OCN NI's requirements for the delivery and assessment of the following regulated qualification:

$\rightarrow$ **OCN NI Level 2 Award in Digital Marketing**

This specification sets out:

- Qualification features
- Centre requirements for delivering and assessing the qualification
- The structure and content of the qualification
- Unit details
- Assessment requirements for the qualification
- OCN NI's quality assurance arrangements for the qualification
- Administration

OCN NI will notify centres in writing of any major changes to this specification. We will also publish changes on our website at **www.ocnni.org.uk**

This specification is provided online, so the version available on our website is the most up to date publication. It is important to note that copies of the specification that have been downloaded and printed may be different from this authoritative online version.

Contents

About Regulation

OCN NI
Open College Network Northern Ireland (OCN NI) is a regulated Awarding Organisation based in Northern Ireland. OCN NI is regulated by CCEA Regulation to develop and award professional and technical (vocational) qualifications from Entry Level up to and including Level 5 across all sector areas. In addition, OCN NI is regulated by Ofqual to award similar qualification types in England.

The Regulated Qualifications Framework: an overview

The Regulated Qualifications Framework (RQF) was introduced on 1st October 2015: the RQF provides a single framework for all regulated qualifications.

Qualification Level
The level indicates the difficulty and complexity of the knowledge and skills associated with any qualification. There are eight levels (Levels 1-8) supported by three 'entry' levels (Entry 1-3).

Qualification Size
Size refers to the estimated total amount of time it could typically take to study and be assessed for a qualification. Size is expressed in terms of Total Qualification Time (TQT), and the part of that time typically spent being taught or supervised, rather than studying alone, is known as Guided Learning Hours (GLH).

Qualification Summary

The OCN NI Digital Marketing qualification aims to develop knowledge and skills in the use of internet and communications technologies for marketing activities. With the increased use of communications technologies many companies are taking advantage of digital marketing strategies to promote and market their products and services. This qualification will enable learners to develop an understanding of internet and communications technologies, including search engine optimisation and the use of mobile and internet technologies for marketing applications.

Sector Subject Area
6.2   ICT for users

Qualification Target Group
This qualification is targeted at learners who wish to enhance their existing ICT skills and employers who wish to develop the skills of their staff in the use of internet and communications technologies, including social media, to market products and services.

Progression Opportunities
The OCN NI Level 2 Award in Digital Marketing qualification enables progression into further learning in digital marketing or related areas and/or into employment.

Entry Requirements
There are no formal restrictions on entry however learners must be at least 14 years of age.

Grading
Grading for this qualification is pass/fail.

Qualification Support
A Qualification Support pack is available for OCN NI centres within the login area of the OCN NI website (https://www.ocnni.org.uk/my-account/), which includes additional support for teachers, eg planning and assessment templates, guides to best practice, etc.

Delivery Languages
This qualification is available in English only at this time. If you wish to offer this qualification in Welsh or Irish (Gaeilge) then please contact OCN NI who will review demand and provide as appropriate.

Centre Requirements for Delivering the Qualification

Centre Recognition and Qualification Approval

New and existing OCN NI recognised centres must apply for and be granted approval to deliver these qualifications prior to the commencement of delivery.

Centre Staffing

Centres are required to have the following roles in place as a minimum, although a member of staff may hold more than one role*:

- Centre contact
- Programme co-ordinator
- Assessor
- Internal Verifier

*Note: A person cannot be an internal verifier for any evidence they have assessed.

Centres must ensure that staff delivering, assessing and internally verifying qualifications are both qualified to teach in Northern Ireland and competent to do so.

Tutors

Tutors delivering the qualification should be occupationally competent, qualified to at least one level higher than the qualification and have a minimum of one year's relevant experience.

Assessors

The qualifications are assessed within the centre and are subject to OCN NI's quality assurance processes. Units are achieved through internally set, internally assessed, and internally verified evidence.

Assessors must:

- be occupationally competent in the subject area and qualified to at least one level higher than the qualification
- have a minimum of one year's relevant experience
- have direct or related relevant experience in assessment
- assess all assessment tasks and activities

Internal Verification

OCN NI qualifications must be scrutinised through the centre's internal quality assurance processes as part of the recognised centre agreement with OCN NI. The centre must appoint an experienced and trained internal verifier whose responsibility is to act as the internal quality monitor for the verification of the delivery and assessment of the qualifications.

The centre must agree a working model for internal verification with OCN NI prior to delivery of the qualification.

Internal Verifiers must:
- have at least one year's occupational experience in the areas they are internally verifying
- attend OCN NI's internal verifier training if not already completed

Internal verifiers are required to:
- support tutors and assessors
- sample assessments according to the centre's sampling strategy
- ensure tasks are appropriate to the level being assessed
- maintain up-to-date records supporting the verification of assessment and learner achievement

Structure and Content

OCN NI Level 2 Award in Digital Marketing

In order to achieve the qualification, learners must successfully complete all four units for a total of 7 credits.

Total Qualification Time (TQT) for this qualification: 70 hours
Guided Learning Hours (GLH) for this qualification: 48 hours

Unit Reference Number	OCN NI Unit Code	Unit Title	TQT	Credit Value	Level
Group A (Mandatory Group)					
F/505/7155	CAX169	Search Engine Optimisation	20	2	Two
J/505/7156	CAX167	Using Mobile Technologies to Market Products and Services	20	2	Two
T/505/7153	CAX170	Using Social Media to Market Products and Services	20	2	Two
A/505/7154	CAX234	Using Technology to Develop Online Interaction with Customers	10	1	Two

Unit Details

Title	Search Engine Optimisation
Level	Two
Credit Value	2
Guided Learning Hours (GLH)	14
OCN NI Unit Code	CAX169
Unit Reference No	F/505/7155

Unit purpose and aim(s): This unit will enable learners to develop an understanding of search engine optimisation.

Learning Outcomes	Assessment Criteria
1. Understand the principles of Search Engine Optimisation (SEO).	1.1. Describe how search engines rank websites. 1.2. Illustrate the advantages of using SEO to develop an online presence for a business. 1.3. Describe the impact of at least four off page and at least four on page factors on SEO. 1.4. Summarise two recent changes in technology that have impacted on SEO.
2. Understand how to develop SEO friendly websites.	2.1. Describe how to design an SEO friendly website including: a) keyword research b) building links c) use of analytic tools d) device responsive e) security f) site trust 2.2. Assess areas for improvement on a sample site using appropriate analytical tools to inform assessment.
3. Understand how to include SEO friendly content.	3.1. Describe the importance for the following in developing SEO friendly content: a) Headings b) Meta tags c) Titles d) Body text e) Permalinks f) Alt Text g) Redirects h) Favicons 3.2. Demonstrate keyword research.
4. Be able to assess how SEO friendly a website is for marketing.	4.1. Assess how effective a website is in promoting products and services of a particular industry sector from an SEO perspective. 4.2. Assess the above website from the perspective of how user-friendly it is and how it may be improved from a UX point of view.

Assessment Guidance

The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.

Assessment Method	Definition	Possible Content
Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion
Practical demonstration/assignment	A practical demonstration of a skill/situation selected by the tutor or by learners, to enable learners to practise and apply skills and knowledge	Record of observation Learner notes/written work Learner log
Coursework	Research or projects that count towards a learner's final outcome and demonstrate the skills and/or knowledge gained throughout the course	Record of observation Learner notes/written work Tutor notes/record Learner log/diary

Title	Using Mobile Technologies to Market Products and Services
Level	Two
Credit Value	2
Guided Learning Hours (GLH)	14
OCN NI Unit Code	CAX167
Unit Reference No	J/505/7156

Unit purpose and aim(s): This unit will enable learners to understand and be able to demonstrate the use of mobile technologies to market products and services.

Learning Outcomes	Assessment Criteria
1. Understand the use of mobile technologies to market products and services.	1.1. Describe the use of mobile technologies to market products and services. 1.2. Describe how mobile technologies can be used to build brand awareness. 1.3. Assess how mobile technologies can be used to market the products and/or services of a specific industry sector.
2. Be able to demonstrate the use of mobile technologies to market products and services.	2.1. Demonstrate the use of at least four mobile technologies to market products and services.

Assessment Guidance

The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.

Assessment Method	Definition	Possible Content
Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion
Practical demonstration/assignment	A practical demonstration of a skill/situation selected by the tutor or by learners, to enable learners to practise and apply skills and knowledge	Record of observation Learner notes/written work Learner log
Coursework	Research or projects that count towards a learner's final outcome and demonstrate the skills and/or knowledge gained throughout the course	Record of observation Learner notes/written work Tutor notes/record Learner log/diary

Title	Using Social Media to Market Products and Services
Level	Two
Credit Value	2
Guided Learning Hours (GLH)	12
OCN NI Unit Code	CAX170
Unit Reference No	T/505/7153

Unit purpose and aim(s): This unit will enable learners to understand and be able to demonstrate the use of social media to market products and services.

Learning Outcomes	Assessment Criteria
1. Understand the use of social media to market products and services.	1.1. Name three different social media platforms and describe how their functions are designed for different target audiences. 1.2. Describe the use of social media to market products and services. 1.3. Describe how social media can be used to build brand awareness. 1.4. Describe how social media can be used to market the products and/or services of a specific industry sector.
2. Be able to demonstrate the use of social media to market products and services.	2.1. Demonstrate and compare the use of three commonly used social media platforms for marketing purposes.

Assessment Guidance

The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.

Assessment Method	Definition	Possible Content
Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion
Practical demonstration/assignment	A practical demonstration of a skill/situation selected by the tutor or by learners, to enable learners to practise and apply skills and knowledge	Record of observation Learner notes/written work Learner log
Coursework	Research or projects that count towards a learner's final outcome and demonstrate the skills and/or knowledge gained throughout the course	Record of observation Learner notes/written work Tutor notes/record Learner log/diary

Title	Using Technology to Develop Online Interaction with Customers
Level	Two
Credit Value	1
Guided Learning Hours (GLH)	8
OCN NI Unit Code	CAX234
Unit Reference No	A/505/7154

Unit purpose and aim(s): This unit will enable learners to understand the use of and be able to demonstrate the use of internet technologies when interacting with customers.

Learning Outcomes	Assessment Criteria
1. Understand the use of internet technologies to interact with customers.	1.1. Describe how an online presence can be used to interact with customers and to build brand awareness. 1.2. Describe how an online presence can be used to market the products or services of a specific industry sector.
2. Be able to demonstrate the use of internet technologies to interact with customers.	2.1. Demonstrate and compare three specific areas within an online presence that can be used for digital marketing.

Assessment Guidance

The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.

Assessment Method	Definition	Possible Content
Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion
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Quality Assurance of Centre Performance

External Verification

All OCN NI recognised centres are subject to External Verification. External verification visits and monitoring activities will be conducted annually to confirm continued compliance with the conditions of recognition, review the centre's risk rating for the qualification and to assure OCN NI of the maintenance of the integrity of the qualification.

The External Verifier will review the delivery and assessment of this qualification. This will include the review of a sample of assessment evidence and evidence of the internal verification of assessment and assessment decisions. This will form the basis of the External Verification report and will inform OCN NI's annual assessment of centre compliance and risk. The External Verifier is appointed by OCN NI.

Standardisation

As a process, standardisation is designed to ensure consistency and promote good practice in understanding and the application of standards. Standardisation events:

- make qualified statements about the level of consistency in assessment across centres delivering a qualification
- make statements on the standard of evidence that is required to meet the assessment criteria for units in a qualification
- make recommendations on assessment practice
- produce advice and guidance for the assessment of units
- identify good practice in assessment and internal verification

Centres offering units of an OCN NI qualification must attend and contribute assessment materials and learner evidence for standardisation events if requested.

OCN NI will notify centres of the nature of sample evidence required for standardisation events (this will include assessment materials, learner evidence and relevant assessor and internal verifier documentation). OCN NI will make standardisation summary reports available and correspond directly with centres regarding event outcomes.

Administration

Registration

A centre must register learners within 20 working days of commencement of a qualification.

Certification

Certificates will be issued to centres within 20 working days of receipt of correctly completed results marksheets. It is the responsibility of the centre to ensure that certificates received from OCN NI are held securely and distributed to learners promptly and securely.

Charges

OCN NI publishes all up to date qualification fees in its Fees and Invoicing Policy document. Further information can be found on the centre login area of the OCN NI website.

Equality, Fairness and Inclusion

OCN NI has considered the requirements of equalities legislation in developing the specification for these qualifications. For further information and guidance relating to access to fair assessment and the OCN NI Reasonable Adjustments and Special Considerations policies, centres should refer to the OCN NI website.

Retention of Evidence

OCN NI has published guidance for centres on the retention of evidence. Details are provided in the OCN NI Centre Handbook and can be accessed via the OCN NI website.

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