



Qualification Specification for:

**OCN NI Level 4 Award in Social Media and
Digital Marketing**

➤ **Qualification No: 603/6643/6**

Qualification Regulation Information

OCN NI level 4 Award in Social Media and Digital Marketing

Qualification Number: 603/6643/6

Operational start date: 01 October 2020

Operational end date: 30 September 2025

Certification end date: 30 September 2029

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.

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Foreword

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

→ **OCN NI Level 4 Award in Social Media and 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.

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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.

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.

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).

For further information about the RQF see:

<https://www.ocnni.org.uk/blog/regulated-qualifications-framework-rqf/>

Qualification Features

Sector Subject Area

15.4 Marketing and sales

[NOS - Marketing](#)

Qualification Aim

The OCN NI Level 4 Award in Social Media and Digital Marketing qualification aims to develop knowledge and skills in the use of internet and communications technologies for marketing activities and manage the use of social media within organisations. With the increased use of communications technologies many companies are taking advantage of social media and digital marketing approaches to promote and market their products and services.

Qualification Objectives

The objectives of the OCN NI Level 4 Award in Social Media and Digital Marketing qualification are to enable learners to:

- understand the use of social media and the associated risks
- understand how digital marketing and social media may be integrated into business planning
- be able to use a digital marketing strategy to develop a digital marketing plan
- understand the use of websites for marketing and
- be able to use social media for marketing and promotion

Grading

Grading for this qualification is pass/fail.

Qualification Target Group

This qualification is targeted at learners who wish to increase 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 4 Award in Social Media and Digital Marketing will allow learners to progress into further learning in social media and digital marketing or related areas and/or into employment.

Entry Requirements

There are no specific entry requirements for this qualification however an understanding and appreciation of the use of information technology in business would be necessary. Learners must be at least 18 years old to complete the qualification.

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 the qualification 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
- Tutor
- Assessor
- Internal Verifier

*Note: A person cannot be an internal verifier for their own assessments.

Tutors

Tutors delivering the qualifications 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, qualified to at least one level higher than the qualification
- have a minimum of one year's experience in the area they are assessing
- 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 centre 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 qualifications.

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

In order to achieve the OCN NI level 4 Award in Social Media and Digital Marketing learners must successfully complete the one unit – 8 credits.

Total Qualification Time (TQT) for this qualification: 80 hours
 Guided Learning Hours (GLH) for this qualification: 48 hours

| Unit Reference Number | OCN NI Unit Code | Unit Title | TQT | Credit Value | GLH | Level |
|----------------------------|------------------|------------------------------------|-----|--------------|-----|-------|
| M/618/4686 | CBE982 | Social Media and Digital Marketing | 80 | 8 | 48 | Four |

Unit Details

| Title | Social Media and Digital Marketing |
|--|---|
| Level | Four |
| Credit Value | 8 |
| Guided Learning Hours (GLH) | 48 |
| OCN NI Unit Code | CBE982 |
| Unit Reference No | M/618/4686 |
| <i>Unit purpose and aim(s):</i> This unit will enable the learner to understand the use of social media and digital marketing within businesses. | |
| Learning Outcomes | Assessment Criteria |
| 1. Understand the use of social media and the associated risks. | 1.1. Critically compare the positive and negative aspects of using social media within own personal and professional life. 1.2. Evaluate the risks associated with using social media and how these may be minimised. |
| 2. Understand how digital marketing and social media may be integrated into business planning. | 2.1. Explain what is meant by the following identifying the key features of each: a) marketing and marketing plans b) customer relationship management c) online and offline marketing channels d) online presence 2.2. Explain using examples how digital marketing and social media may be integrated within a business's overall marketing and customer relationship management plans. 2.3. Research and evaluate examples of best practice in the integration of online and offline marketing channels to enhance marketing effectiveness. |
| 3. Be able to use a digital marketing strategy to develop a digital marketing plan. | 3.1. Research the key elements of a digital marketing strategy and a digital marketing plan. 3.2. Explain why and how customer relationship management and competitor analysis should be integrated within a digital marketing strategy. 3.3. Explain what is meant by e-commerce and how this may impact on a business's digital marketing plan. 3.4. Develop a digital marketing plan for a given business using a digital marketing strategy including: a) budget b) resources required c) channels d) customer interaction e) customer demand analysis f) competitor analysis g) influencer analysis h) return on investment metrics |

| | |
|--|---|
| <p>4. Understand the use of websites for marketing.</p> | <p>4.1. Explain what is meant by Search Engine Optimisation (SEO) and how it may be used to enhance marketing activities.</p> <p>4.2. Research and critically compare at least one example of good practice and at least one example of bad practice in static and mobile website design from potential customer and marketing perspectives.</p> <p>4.3. Explain how the use of different online and offline marketing channels can drive traffic to websites.</p> |
| <p>5. Be able to use social media for marketing and promotion.</p> | <p>5.1. Research and critically compare how various social media sites may be used by businesses and organisations to market and promote products, services, brand and events and develop customer relationships.</p> <p>5.2. Evaluate the potential risks to a business of using social media for marketing or promotion.</p> <p>5.3. Research and analyse factors that should be considered when planning a social media campaign including:</p> <ul style="list-style-type: none"> a) alignment with digital and overall marketing plans b) mobile or non-mobile platforms c) nature of campaign d) nature of product, service or event e) target market <p>5.4. Develop and implement a social media marketing and promotional campaign for a given product, service, brand, or event.</p> |

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 | <p>A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes</p> <p>OR</p> <p>A collection of documents containing work that shows the learner's progression through the course</p> | <p>Learner notes/written work</p> <p>Learner log/diary</p> <p>Peer notes</p> <p>Record of observation</p> <p>Record of discussion</p> |
| Practical demonstration/assignment | <p>A practical demonstration of a skill/situation selected by the tutor or by learners, to enable learners to practise and apply skills and knowledge</p> | <p>Record of observation</p> <p>Learner notes/written work</p> <p>Learner log</p> |

| | | |
|--------------|--|--|
| 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 |
| E-assessment | The use of information technology to assess learners' work | Electronic portfolio E-tests |

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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