

# OCN LONDON

## QUALIFICATION GUIDE

Level 4 Qualifications in Digital Marketing



# OCN London Qualification Guide

OCNLR Level 4 Diploma in Digital Marketing  
Qualification No: 603/0949/0

OCNLR Level 4 Certificate in Digital Marketing  
Qualification No: 603/0950/7

Level 4 Award in Content Marketing  
Qualification No: 603/0951/9

OCNLR Level 4 Award in Digital Advertising  
Qualification No: 603/0952/0

OCNLR Level 4 Award in Digital Analytics  
Qualification No: 603/0953/2

OCNLR Level 4 Award in Digital Marketing Planning  
Qualification No: 603/0954/4

OCNLR Level 4 Award in Email Marketing Essentials  
Qualification No: 603/0955/6

OCNLR Level 4 Award in the Essentials of Digital Marketing  
Qualification No: 603/0960/X

OCNLR Level 4 Award in Marketing Fundamentals  
Qualification No: 603/0956/8

OCNLR Level 4 Award in Online Customer Experience  
Qualification No: 603/0957/X

OCNLR Level 4 Award in Search Engine Marketing  
Qualification No: 603/0958/1

OCNLR Level 4 Award in Social Media Marketing  
Qualification No: 603/0959/3

OCN London aims to support learning and widening opportunities by recognising achievement through credit-based courses and qualifications, promoting high standards of excellence and inclusiveness.

We are proud of our long-term role and unique history in providing innovative learning solutions for a wide range of learners and particularly those who have not previously benefitted from education.

At the heart of what OCN London offers is:

- a commitment to inclusive credit-based learning;
- the creative use of credit with responsive, demand-led qualification development;
- high quality service and support;
- respect for and encouragement of diversity – in learners and learning approaches, partners and settings;
- the development of people, capacity and resources that will ensure effective business partnerships.

### **To navigate within this Qualification Guide**

To locate a section in this electronic guide, click on the heading in the table of contents, on page 4. To return to the contents page, click again on any major heading within the document. Users can of course also scroll through pages in the usual way.

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## General Information

This qualification guide contains details of everything you need to know about the [OCNLR Level 4 Qualifications in Digital Marketing](#). It makes reference to the curriculum areas covered, identifies the learners for whom the qualifications have been developed and specifies the rules of combination for achievement of the qualifications. The guide also covers important aspects of assessment and moderation that are particular to the qualifications. The guide should be used by all involved in the delivery and assessment of the qualifications.

The Curriculum and Relationship Development Manager (CRDM) for your Centre will provide support and advice on how to seek approval to offer these qualifications. Please contact the main switchboard for the name of your CRDM if you do not already know it. If you are not yet an OCN London Approved Centre but wish to use these qualifications, please contact the administrative team at OCN London for details of the Centre Approval application process.

## Qualification Overview

The **OCNLR Level 4 Qualifications in Digital Marketing** are professional qualifications which offer practising and aspiring marketers flexible routes into the knowledge and understanding relevant to digital marketing, enabling them to apply this in the workplace and equip them for a successful professional career.

The suite of qualifications consists of a Diploma, Certificate and ten single-unit Awards. This provides complete flexibility for learners to achieve their qualification(s), either as a substantial programme of study from the outset, or as ‘bite-sized chunks’.

The **OCNLR Level 4 Diploma in Digital Marketing** comprises eight units to be taken from five mandatory and five optional units.

The **OCNLR Level 4 Certificate in Digital Marketing** comprises the five units that are mandatory in the Diploma.

In addition, each of the individual **OCNLR Level 4 Awards** can be achieved as stand-alone qualifications in their own right, which allows complete flexibility for tailored programmes to suit individual circumstances.<sup>1</sup>

The **OCNLR Level 4 Qualifications in Digital Marketing** are regulated by Ofqual, the qualifications regulator for England, and are registered on the Regulated Qualifications Framework (RQF).

### Purpose of the qualifications

The purpose of the OCNLR Level 4 Qualifications in Digital Marketing is to develop learners’ knowledge and understanding of digital marketing to apply in the workplace and to support their continuous professional development.

### Who the qualifications are for

The **OCNLR Level 4 Qualifications in Digital Marketing** are suitable for learners who want to gain knowledge and understanding of digital marketing to apply in the workplace. They are suitable for learners who:

- Are looking to move into digital marketing;
- Are wishing to demonstrate proficiency within digital marketing;
- Are wanting to understand digital marketing planning and implementation;
- Wish to understand more about maximising return and value from digital marketing techniques.

<sup>1</sup> Within the limits of the ‘Rules of Combination’ – see Structure of the Qualifications.

## Qualification details

The [OCNLR Level 4 Qualifications in Digital Marketing](#) are available at Level 4 only.

Qualification	Qualification number	Credit value	Operational start date	Review date	TQT	GLH
<a href="#">OCNLR Level 4 Diploma in Digital Marketing</a>	603/0949/0	40	1 February 2017	1 February 2025	400	160
<a href="#">OCNLR Level 4 Certificate in Digital Marketing</a>	603/0950/7	25	1 February 2017	1 February 2025	250	100
<a href="#">OCNLR Level 4 Award in Content Marketing</a>	603/0951/9	5	1 February 2017	1 February 2025	50	20
<a href="#">OCNLR Level 4 Award in Digital Advertising</a>	603/0952/0	5	1 February 2017	1 February 2025	50	20
<a href="#">OCNLR Level 4 Award in Digital Analytics</a>	603/0953/2	5	1 February 2017	1 February 2025	50	20
<a href="#">OCNLR Level 4 Award in Digital Marketing Planning</a>	603/0954/4	5	1 February 2017	1 February 2025	50	20
<a href="#">OCNLR Level 4 Award in Email Marketing Essentials</a>	603/0955/6	5	1 February 2017	1 February 2025	50	20
<a href="#">OCNLR Level 4 Award in the Essentials of Digital Marketing</a>	603/0960/X	5	1 February 2017	1 February 2025	50	20
<a href="#">OCNLR Level 4 Award in Marketing Fundamentals</a>	603/0956/8	5	1 February 2017	1 February 2025	50	20
<a href="#">OCNLR Level 4 Award in Online Customer Experience</a>	603/0957/X	5	1 February 2017	1 February 2025	50	20
<a href="#">OCNLR Level 4 Award in Search Engine Marketing</a>	603/0958/1	5	1 February 2017	1 February 2025	50	20
<a href="#">OCNLR Level 4 Award in Social Media Marketing</a>	603/0959/3	5	1 February 2017	1 February 2025	50	20

## Entry guidance

The minimum age for access to the qualification is 18 years.

There are no formal requirements for entry onto OCNLR Level 4 Qualifications in Digital Marketing and although some work experience may be useful, it is not essential. A level 3 qualification may also be useful.

## Additional information

Learners who have achieved relevant professional and/or academic qualifications may be exempt from equivalent units of study previously achieved in other qualifications. Qualifications that may be eligible for exemptions are listed in Appendix A.

Any units previously studied must have been achieved within the previous three years to be considered as exemptions.

### Progression and related qualifications

Learners who achieve the [OCNLR Level 4 Diploma in Digital Marketing](#) can continue their professional studies in marketing/digital marketing at a higher level.

Learners who achieve the [OCNLR Level 4 Certificate in Digital Marketing](#) can progress to the Diploma.

The [OCNLR Level 4 Awards](#) can be built up into the [OCNLR Level 4 Diploma/Certificate in Digital Marketing](#) or can be used as stand-alone qualifications for continuing professional development.



## Structure of the Qualifications

### Rules of combination for achievement

The [OCNLR Level 4 Diploma in Digital Marketing](#) comprises of 5 mandatory units and 5 optional vocational units. In order to achieve the Diploma learners must achieve 40 credits (8 units) at Level 4.

The [OCNLR Level 4 Certificate in Digital Marketing](#) comprises of 5 mandatory units. In order to achieve the Certificate learners must achieve 25 credits (5 units) at Level 4.

The following are single-unit Awards. Learners must achieve 5 credits at Level 4 to achieve each Award.

- [OCNLR Level 4 Award in Content Marketing](#)
- [OCNLR Level 4 Award in Digital Advertising](#)
- [OCNLR Level 4 Award in Digital Analytics](#)
- [OCNLR Level 4 Award in Digital Marketing Planning](#)
- [OCNLR Level 4 Award in Email Marketing Essentials](#)
- [OCNLR Level 4 Awards in the Essentials of Digital Marketing](#)
- [OCNLR Level 4 Award in Marketing Fundamentals](#)
- [OCNLR Level 4 Award in Online Customer Experience](#)
- [OCNLR Level 4 Award in Search Engine Marketing](#)
- [OCNLR Level 4 Award in Social Media Marketing](#)

## OCNLR Level 4 Diploma in Digital Marketing

### Qualification units

Ofqual Unit Reference Number	OCNLR Unit Code	Unit Title	Level	Credit Value	GLH
<b>Mandatory</b>					
<a href="#">F/615/4401</a>	BA1/4/LQ/010	Digital Analytics	4	5	20
<a href="#">J/615/4402</a>	BA1/4/LQ/001	Digital Marketing Planning	4	5	20
<a href="#">R/615/4404</a>	BA1/4/LQ/003	Marketing Fundamentals	4	5	20
<a href="#">Y/615/4405</a>	BA1/4/LQ/004	Online Customer Experience	4	5	20
<a href="#">K/615/4408</a>	BA1/4/LQ/007	The Essentials of Digital Marketing	4	5	20
<b>Optional Group 1</b>					
<a href="#">T/615/4380</a>	BA1/4/LQ/008	Content Marketing	4	5	20
<a href="#">A/615/4381</a>	BA1/4/LQ/009	Digital Advertising	4	5	20
<a href="#">L/615/4403</a>	BA1/4/LQ/002	Email Marketing Essentials	4	5	20
<a href="#">D/615/4406</a>	BA1/4/LQ/005	Search Engine Marketing	4	5	20
<a href="#">H/615/4407</a>	BA1/4/LQ/006	Social Media Marketing	4	5	20

*For unit content please click the Ofqual Unit Reference Number*

## OCNLR Level 4 Certificate in Digital Marketing

### Qualification units

Ofqual Unit Reference Number	OCNLR Unit Code	Unit Title	Level	Credit Value	GLH
<b>Mandatory</b>					
<a href="#">F/615/4401</a>	BA1/4/LQ/010	Digital Analytics	4	5	20
<a href="#">J/615/4402</a>	BA1/4/LQ/001	Digital Marketing Planning	4	5	20
<a href="#">R/615/4404</a>	BA1/4/LQ/003	Marketing Fundamentals	4	5	20
<a href="#">Y/615/4405</a>	BA1/4/LQ/004	Online Customer Experience	4	5	20
<a href="#">K/615/4408</a>	BA1/4/LQ/007	The Essentials of Digital Marketing	4	5	20

## OCNLR Level 4 Awards in Digital Marketing

Ofqual Unit Reference Number	OCNLR Unit Code	Unit Title	Level	Credit Value	GLH
<b>Mandatory</b>					
<a href="#">T/615/4380</a>	BA1/4/LQ/008	Content Marketing	4	5	20

Ofqual Unit Reference Number	OCNLR Unit Code	Unit Title	Level	Credit Value	GLH
<b>Mandatory</b>					
<a href="#">A/615/4381</a>	BA1/4/LQ/009	Digital Advertising	4	5	20

Ofqual Unit Reference Number	OCNLR Unit Code	Unit Title	Level	Credit Value	GLH
<b>Mandatory</b>					
<a href="#">F/615/4401</a>	BA1/4/LQ/010	Digital Analytics	4	5	20

Ofqual Unit Reference Number	OCNLR Unit Code	Unit Title	Level	Credit Value	GLH
<b>Mandatory</b>					
<a href="#">J/615/4402</a>	BA1/4/LQ/001	Digital Marketing Planning	4	5	20

Ofqual Unit Reference Number	OCNLR Unit Code	Unit Title	Level	Credit Value	GLH
<b>Mandatory</b>					
<a href="#">L/615/4403</a>	BA1/4/LQ/002	Email Marketing Essentials	4	5	20

Ofqual Unit Reference Number	OCNLR Unit Code	Unit Title	Level	Credit Value	GLH
<b>Mandatory</b>					
<a href="#">R/615/4404</a>	BA1/4/LQ/003	Marketing Fundamentals	4	5	20

Ofqual Unit Reference Number	OCNLR Unit Code	Unit Title	Level	Credit Value	GLH
<b>Mandatory</b>					
<a href="#">Y/615/4405</a>	BA1/4/LQ/004	Online Customer Experience	4	5	20

Ofqual Unit Reference Number	OCNLR Unit Code	Unit Title	Level	Credit Value	GLH
<b>Mandatory</b>					
<a href="#">D/615/4406</a>	BA1/4/LQ/005	Search Engine Marketing	4	5	20

Ofqual Unit Reference Number	OCNLR Unit Code	Unit Title	Level	Credit Value	GLH
<b>Mandatory</b>					
<a href="#">H/615/4407</a>	BA1/4/LQ/006	Social Media Marketing	4	5	20

Ofqual Unit Reference Number	OCNLR Unit Code	Unit Title	Level	Credit Value	GLH
<b>Mandatory</b>					
<a href="#">K/615/4408</a>	BA1/4/LQ/007	The Essentials of Digital Marketing	4	5	20

*For Unit Content please click the Ofqual Unit Reference Number*

## Assessment and Moderation

### Assessment process

The assessment process for these qualifications is as follows:

- the learners are assessed through activities that are internally set by tutor/assessors;
- the activities must be designed to enable learners to meet the assessment criteria of the unit;
- learners' portfolios of assessed evidence must be internally moderated at the Centre;
- the portfolios of assessed evidence will be externally moderated by an OCN London External Moderator.

There is no additional external assessment for these qualifications.

### Devising assessments

Each unit has a supplementary page with suggestions for the types of assessment activities that can be used to assess learners against the unit. Tutor/assessors should refer to this page before devising assessment tasks.

OCN London assessment guidance relevant to the units in the qualifications is in the [OCNLR Assessment Guidance and Ofqual Level Descriptors](#) section of this qualification guide. The guidance includes a general description of the activity and the type of evidence that is appropriate. The activity or activities set must enable the learners to meet the standards detailed in the assessment criteria. Please contact OCN London for further guidance on devising appropriate assessments.

Centre-devised assessments should be scrutinised by the Internal Moderator before use to ensure that they are fit for purpose. Centre-devised assessments will be scrutinised by the External Moderator to ensure reliability and validity of assessment.

### Marking assessment activities

Each activity must be marked against the identified assessment criteria in the unit and judged to be either achieved or not achieved.

Tutor/assessors need to ensure that the work in a learner's portfolio is:

- authentic – it is the result of the learner's own performance or activity;
- sufficient – enabling the assessor to make a consistent and reliable judgement;
- adequate – appropriate to the level.

Where a series of activities are set, learners must demonstrate the achievement of the required standard identified in the assessment criteria in all activities. All the assessment criteria in a unit must be met before the unit is deemed achieved.

The unit achievement is not graded. Units are either achieved or not achieved.

## Standardisation

Standardisation is a process that promotes consistency in the understanding and application of standards in relation to assessment. It:

- compares assessment judgements from different tutor/assessors
- promotes consistent judgements by different tutor/assessors;
- identifies good practice in assessment;
- promotes the sharing of good practice in assessment between Centre staff.

Standardisation events should be held periodically within Centres to ensure consistent and effective assessment practice. Standardisation events may also be held by OCN London and it is a requirement that each Centre offering units from the qualifications must contribute assessment materials and learners' evidence for standardisation, if requested.

OCN London will notify Centres of the required sample for standardisation purposes and assessment materials, learners' evidence and tutor/assessor feedback may be collected by External Moderators.

## Learners with particular requirements

If learners have particular requirements the Centre should refer to the [Access to Fair Assessment Policy and Procedure](#) which gives clear guidance on the reasonable adjustments and arrangements that can be made to take account of disability or learning difficulty, without compromising the achievement of the assessment criteria.

## Requirements for tutor/assessors

### To be sufficiently competent

In addition to being qualified to make assessment decisions, each tutor/assessor must be capable of carrying out the full requirements within the competency of the units they are assessing. This competence should be maintained annually through clearly demonstrable continuing learning and professional development.

Expert witnesses can be used where they have suitable expertise for specialist areas. The use of expert witnesses should be determined and agreed by the tutor/assessor.

### To be sufficiently knowledgeable

Each tutor/assessor should possess relevant knowledge and understanding of the subject and so be able to make robust and reliable assessment decisions in relation to the subject.

## **OCNLR Assessment Guidance and Ofqual Level Descriptors**

For OCN London's Assessment Guidance and Ofqual's Level Descriptors relevant to these qualifications, please click on the link(s) below.

**[Level 4 Assessment Guidance and Ofqual's Level Descriptors](#)**



## Appendix A

### Exemptions

#### OCNLR Level 4 Diploma in Digital Marketing (QAN 603/0949/0) and OCNLR Level 4 Certificate in Digital Marketing (QAN 603/0950/7)

##### Unit exemptions

Exemptions may apply where they have been achieved within three years prior to undertaking the relevant the OCNLR Level 4 Diploma/Certificate in Digital Marketing unit. Contact OCN London for enquiries about exemptions.

Unit to be exempted		Qualification to have achieved	
Ofqual unit number	Unit title	Professional qualification	Academic qualification
K/615/4408	The Essentials of Digital Marketing	CAM Award in Digital Marketing Essentials	Degree qualifications including a digital marketing introductory course such as 'digital marketing fundamentals' or 'digital marketing principles'.
		CAM Diploma in Digital Marketing	
		CAM Diploma in Managing Digital Media	
		CAM Diploma in Digital Campaign Planning	
		CAM Diploma in Mobile Marketing	
		CAM Diploma in Digital Media and Branding	
		CAM Diploma in Digital Metrics and Analytics	
		CIM Certificate in Professional Marketing (Digital Marketing)	
		CIM Award in Digital Marketing (Level 4)	
		CIM Diploma in Professional Marketing (Digital Strategy)	
		CIM Award in Digital Strategy (Level 6)	
R/615/4404	Marketing Fundamentals	CAM Award in Marketing and Consumer Behaviour	Degree qualifications including a marketing introductory unit such as 'principles of marketing' and 'marketing fundamentals'.
		CAM Diploma in Marketing Communications	
		CAM Diploma in Digital Marketing	
		CAM Diploma in Managing Digital Media	Marketing degrees.
		CAM Diploma in Digital Campaign Planning	Business degrees with marketing.
		CAM Diploma in Mobile Marketing	

		CAM Diploma in Digital Media and Branding	
		CAM Diploma in Digital Metrics and Analytics	
		CAM Diploma in Marketing Communications	
		CIM Certificate in Professional Marketing	
		CIM Award in Marketing (Level 4)	
		CIM Diploma in Professional Marketing	
		CIM Award in Strategic Marketing (Level 6)	
J/615/4402	Digital Marketing Planning	CAM Award in Digital Marketing Planning	Degree qualifications including a digital marketing planning introductory unit.
		CAM Diploma in Digital Marketing	
		CIM Certificate in Professional Marketing (Digital Marketing)	Marketing degrees with digital marketing planning.
		CIM Award in Digital Marketing (Level 4)	Business degrees with digital marketing planning.
		CIM Diploma in Professional Marketing (Digital Strategy)	
		CIM Award in Digital Strategy (Level 6)	
F/615/4401	Digital Analytics	CAM Award in Web Analytics and Social Media	
		CAM Diploma in Digital Metrics and Analytics	
A/615/4381	Digital Advertising	Squared Online	

## OCN London

OCN London is a well-established national awarding organisation with over 25 years' experience in accrediting learning. We are a not-for-profit organisation with charitable status, dedicated to widening participation in learning and training, social inclusion and employability. We are also a market leader in the recognition of achievement through credit-based units and qualifications. Based in London, we work with Centres both across the UK and abroad, offering national qualifications and accredited programmes.

Our mission is to provide opportunities for people from across society to benefit from learning, particularly those who have not previously benefitted from education.

### Why work with us?

- We are agile and responsive. This means you will get a personal service with direct access to a named contact and a quick turnaround.
- We pride ourselves on our close relationships with Centres. The people we work with see us as a trusted partner, not just a supplier.
- We want to help you get the best from your learners and employees.
- We have a reputation for high quality. The OCN London brand carries national recognition and kudos.
- We are flexible and recognise the importance of accommodating the needs of different learners and different learning styles.
- We offer exceptional value for money. Just ask the people we work with.
- We are committed to the belief that learning can change lives.

OCN London is regulated by Ofqual and the Quality Assurance Agency for Higher Education.

If you would like to deliver any of these qualifications, please contact our Curriculum Development Team on **020 7689 5867**.

For further information call **020 7278 5511**. E: [enquiries@ocnlondon.org.uk](mailto:enquiries@ocnlondon.org.uk)

Or visit our website: [www.ocnlondon.org.uk](http://www.ocnlondon.org.uk)



#### 📍 OCN London,

15 Angel Gate, 326 City Road, London EC1V 2SF

🌐 [www.ocnlondon.org.uk](http://www.ocnlondon.org.uk)

✉ [enquiries@ocnlondon.org.uk](mailto:enquiries@ocnlondon.org.uk)

☎ 020 7278 5511