

Qualification Guide

OCNLR 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

OCNLR 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 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.

Contents

	Page
General Information	5
Qualification Overview	6
Qualification details	6
Purpose of the qualifications	9
Who the qualifications are for	9
Entry guidance	9
Additional information	9
Progression and related qualifications	9
Structure of the qualifications	10
Rules of Combination	10
Qualification units	11
Assessment and Moderation	14
Assessment process	14
Devising assessments	14
Marking assessment activities	14
Standardisation	14
Learning with particular requirements	15
Requirements for tutor/assessors	15
Appendix A	16
Exemptions	16
Unit Exemptions	16

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 and identifies the learners for whom the qualification has been developed. The guide also covers important aspects of assessment and moderation that are particular to the qualification. The guide should be used by all involved in the delivery and assessment of the qualification. The Account Manager for your Centre will provide support and advice on how to seek approval to offer the qualification.

If you are not yet an OCN London Approved Centre but wish to use these qualifications, then please contact us on enquiries@ocnlondon.org.uk for details of the Centre Approval application process.

Qualification Overview

The **OCNLR Level 4 Qualifications in Digital Marketing** have been developed to 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, which allows complete flexibility for tailored programmes to suit individual circumstances.

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). It is not a licence to practise.

Qualification details

This qualification is available at this level only.

Level 4 Award in Content Marketing

- Qualification Number: 603/0951/9
- Qualification credit value: 5
- Operational start date: 1st February 2017
- Review date: 30th January 2027
- Total Qualification Time (TQT): 50
- Guided Learning Hours (GLH): 20

Assessment requirements: internally assessed, internally and externally moderated.

Level 4 Award in Digital Advertising

- Qualification Number: 603/0952/0
- Qualification credit value: 5
- Operational start date: 1st February 2017
- Review date: 30th January 2027

- Total Qualification Time (TQT): 50
- Guided Learning Hours (GLH): 20

Assessment requirements: internally assessed, internally and externally moderated.

Level 4 Award in Digital Analytics

- Qualification Number: 603/0953/2
- Qualification credit value: 5
- Operational start date: 1st February 2017
- Review date: 30th January 2027
- Total Qualification Time (TQT): 50
- Guided Learning Hours (GLH): 20

Assessment requirements: internally assessed, internally and externally moderated.

Level 4 Award in Digital Marketing Planning

- Qualification Number: 603/0954/4
- Qualification credit value: 5
- Operational start date: 1st February 2017
- Review date: 30th January 2027
- Total Qualification Time (TQT): 50
- Guided Learning Hours (GLH): 20

Assessment requirements: internally assessed, internally and externally moderated.

Level 4 Award in the Essentials of Digital Marketing

- Qualification Number: 603/0960/X
- Qualification credit value: 5
- Operational start date: 1st February 2017
- Review date: 30th January 2027
- Total Qualification Time (TQT): 50
- Guided Learning Hours (GLH): 20

Assessment requirements: internally assessed, internally and externally moderated.

Level 4 Award in Marketing Fundamentals

- Qualification Number: 603/0956/8
- Qualification credit value: 5
- Operational start date: 1st February 2017
- Review date: 30th January 2027
- Total Qualification Time (TQT): 50
- Guided Learning Hours (GLH): 20

Assessment requirements: internally assessed, internally and externally moderated.

Level 4 Award in Online Customer Experience

- Qualification Number: 603/0957/X

- Qualification credit value: 5
- Operational start date: 1st February 2017
- Review date: 30th January 2027
- Total Qualification Time (TQT): 50
- Guided Learning Hours (GLH): 20

Assessment requirements: internally assessed, internally and externally moderated.

Level 4 Award in Search Engine Marketing

- Qualification Number: 603/0958/1
- Qualification credit value: 5
- Operational start date: 1st February 2017
- Review date: 30th January 2027
- Total Qualification Time (TQT): 50
- Guided Learning Hours (GLH): 20

Assessment requirements: internally assessed, internally and externally moderated.

Level 4 Award in Social Media Marketing

- Qualification Number: 603/0959/3
- Qualification credit value: 5
- Operational start date: 1st February 2017
- Review date: 30th January 2027
- Total Qualification Time (TQT): 50
- Guided Learning Hours (GLH): 20

Assessment requirements: internally assessed, internally and externally moderated.

Level 4 Certificate in Digital Marketing

- Qualification Number: 603/0950/7
- Qualification credit value: 25
- Operational start date: 1st February 2017
- Review date: 30th January 2027
- Total Qualification Time (TQT): 250
- Guided Learning Hours (GLH): 100
- Assessment requirements: internally assessed, internally and externally moderated

Level 4 Diploma in Digital Marketing

- Qualification Number: 603/0949/0
- Qualification credit value: 40
- Operational start date: 1st February 2017
- Review date: 30th January 2027
- Total Qualification Time (TQT): 400
- Guided Learning Hours (GLH): 160
- Assessment requirements: internally assessed, internally and externally moderated

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.

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 Award in Content Marketing** comprises a mandatory unit. Learners must achieve 5 credits in total.

- 5 credits must be taken from the mandatory units

The **OCNLR Level 4 Award in Digital Marketing** comprises a mandatory unit. Learners must achieve 5 credits in total.

5 credits must be taken from the mandatory units

The **OCNLR Level 4 Award in Digital Analytics** comprises a mandatory unit. Learners must achieve 5 credits in total.

- 5 credits must be taken from the mandatory units

The **OCNLR Level 4 Award in Digital Marketing Planning** comprises a mandatory unit. Learners must achieve 5 credits in total.

- 5 credits must be taken from the mandatory units

The **OCNLR Level 4 Award in Essentials in Digital Marketing** comprises a mandatory unit. Learners must achieve 5 credits in total.

- 5 credits must be taken from the mandatory units

The **OCNLR Level 4 Award in Digital Marketing Fundamentals** comprises a mandatory unit. Learners must achieve 5 credits in total.

- 5 credits must be taken from the mandatory units

The **OCNLR Level 4 Award in Online Customer Experience** comprises a mandatory unit. Learners must achieve 5 credits in total.

- 5 credits must be taken from the mandatory units

The **OCNLR Level 4 Award in Search Engine Marketing** comprises a mandatory unit. Learners must achieve 5 credits in total.

- 5 credits must be taken from the mandatory units

The **OCNLR Level 4 Award in Social Media Marketing** comprises a mandatory unit. Learners must achieve 5 credits in total.

- 5 credits must be taken from the mandatory units

The **OCNLR Level 4 Certificate in Digital Marketing** qualification comprises mandatory units. Learners must achieve 25 credits in total.

- 25 credits must be taken from the mandatory units

The **OCNLR Level 4 Diploma in Digital Marketing** qualification comprises mandatory and optional units. Learners must achieve 40 credits in total.

- 25 credits must be taken from the mandatory units
- The remaining credits must be taken from option Group 1

Qualification units

OCNLR Level 4 Diploma in Digital Marketing

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

OCNLR Level 4 Certificate in Digital Marketing

Ofqual Unit Reference Number	OCNLR Unit Code	Unit Title	Level	Credit Value	GLH
Mandatory					
F/615/4401	BA1/4/LQ/010	Digital Analytics	4	5	20
J/615/4402	BA1/4/LQ/001	Digital Marketing Planning	4	5	20
R/615/4404	BA1/4/LQ/003	Marketing Fundamentals	4	5	20
Y/615/4405	BA1/4/LQ/004	Online Customer Experience	4	5	20

K/615/4408	BA1/4/LQ/007	The Essentials of Digital Marketing	4	5	20
----------------------------	--------------	-------------------------------------	---	---	----

OCNLR Level 4 Award in Content Marketing

Ofqual Unit Reference Number	OCNLR Unit Code	Unit Title	Level	Credit Value	GLH
Mandatory					
T/615/4380	BA1/4/LQ/008	Content Marketing	4	5	20

OCNLR Level 4 Award in Digital Advertising

Ofqual Unit Reference Number	OCNLR Unit Code	Unit Title	Level	Credit Value	GLH
Mandatory					
A/615/4381	BA1/4/LQ/009	Digital Advertising	4	5	20

OCNLR Level 4 Award in Digital Analytics

Ofqual Unit Reference Number	OCNLR Unit Code	Unit Title	Level	Credit Value	GLH
Mandatory					
F/615/4401	BA1/4/LQ/010	Digital Analytics	4	5	20

OCNLR Level 4 Award in Digital Marketing Planning

Ofqual Unit Reference Number	OCNLR Unit Code	Unit Title	Level	Credit Value	GLH
Mandatory					
J/615/4402	BA1/4/LQ/001	Digital Marketing Planning	4	5	20

OCNLR Level 4 Award in the Essentials of Digital Marketing

Ofqual Unit Reference Number	OCNLR Unit Code	Unit Title	Level	Credit Value	GLH
Mandatory					

K/615/4408	BA1/4/LQ/007	The Essentials of Digital Marketing	4	5	20
----------------------------	--------------	-------------------------------------	---	---	----

OCNLR Level 4 Award in Marketing Fundamentals

Ofqual Unit Reference Number	OCNLR Unit Code	Unit Title	Level	Credit Value	GLH
Mandatory					
R/615/4404	BA1/4/LQ/003	Marketing Fundamentals	4	5	20

OCNLR Level 4 Award in Online Customer Experience

Ofqual Unit Reference Number	OCNLR Unit Code	Unit Title	Level	Credit Value	GLH
Mandatory					
Y/615/4405	BA1/4/LQ/004	Online Customer Experience	4	5	20

OCNLR Level 4 Award in Search Engine Marketing

Ofqual Unit Reference Number	OCNLR Unit Code	Unit Title	Level	Credit Value	GLH
Mandatory					
D/615/4406	BA1/4/LQ/005	Search Engine Marketing	4	5	20

OCNLR Level 4 Award in Social Media Marketing

Ofqual Unit Reference Number	OCNLR Unit Code	Unit Title	Level	Credit Value	GLH
Mandatory					
H/615/4407	BA1/4/LQ/006	Social Media Marketing	4	5	20

Assessment and Moderation

Assessment process

The assessment process for these qualifications are 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 information on the types of assessment activities that can (indicated as 'Optional' or 'O') and/or must (indicated as 'Prescribed' or 'P') be used to assess learners against the unit. Tutor assessors must always refer to this page before devising assessment tasks.

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.

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 of 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 these 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 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 can be found on our website at: [Access to Fair Assessment Policy and Procedure](#) and 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 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 assessor.

To be sufficiently knowledgeable

Each 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.

Appendix A

Exemptions

OCNLR Level 4 Diploma in Digital Marketing (QAN 603/0949/0)

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**

24 Angel Gate, 326 City Road, London EC1V 2PT

💻 www.ocnlondon.org.uk

✉ enquiries@ocnlondon.org.uk

☎ 020 7278 5511