



Access to HE Diploma Specification

Access to HE Diploma (Digital Marketing and Social Media)

DIPLOMA OVERVIEW

The Level 3 Access to HE Diploma is a nationally recognised qualification regulated by the Quality Assurance Agency for Higher Education (QAA) which is designed to provide preparation for study in higher education (HE) in the UK for adults returning to education.

In order to gain the Access to HE Diploma, learners must achieve a total of 60 credits. Of these 60 credits, 45 credits must be achieved at Level 3 from graded subject specific units. Graded units can be awarded at Pass, Merit or Distinction. The remaining 15 credits must be achieved at Level 2 or Level 3 from study skills units which are ungraded.

Diploma details:

Diploma title: Access to HE Diploma (Digital Marketing and Social Media)

Learning aim code: 40012591

Validation start date: 1st August 2021

Validation end date: 31st July 2026

SSA sector code:

- 9 – Arts, Media and Publishing
- 9.3 – Media and Communication

DIPLOMA AIMS

The Access to HE Diploma (Digital Marketing and Social Media) offers adult returners a coherent, integrated and supported year of study through which they will gain the knowledge, awareness, skills and confidence necessary for successful undergraduate studying in the intended progression routes for this Diploma. The course aims to provide a balance of essential study skills with specialist subject knowledge to enable the students to be prepared for the academic and practical rigours of undergraduate study around Digital Marketing and Social Media. It must however be noted that the Access to HE Diploma does not provide guaranteed entry to UK Higher Education Institutions.

Its primary aims are:

- To provide HE progression opportunities for adults who, because of social, educational or individual circumstances, do not have the necessary qualifications;
- To give learners a general introduction to the basic concepts, methods, and key areas of knowledge within the core disciplines taken and offer a coherent and stimulating framework within which they can broaden their intellectual outlook and make connections between subject areas;
- To help learners to develop and consolidate the various skills required to enable them to cope successfully with the demands of undergraduate study and to become independent, self-directed learners;
- To establish a positive and supportive learning environment within which learners can build their confidence through successful learning and the sharing of their experience;
- To provide the personal and educational support needed if learners are to pursue their aims within the framework of the course.

TARGET LEARNERS

- Adults who, because of social, educational or individual circumstances, were unable to participate in or benefit from initial education.

- Adults from groups under-represented in higher education.
- Adults seeking a change of direction because of unemployment or lack of career opportunities in their previous field and who have a demonstrable interest in entering a profession within the Digital Marketing and Social Media field.

POTENTIAL PROGRESSION ROUTES

Learners primarily progress to Higher Education study in areas related to Digital Marketing and Social Media. These may include some of the following areas of Degree level study: Digital Marketing, Communications, Business Marketing, Business Management, Marketing with Digital Communication, Digital Media and Communications, Digital Media, Advertising and Digital Marketing, Fashion Communication, Web Media Management and a wide range of combined and related degrees.

PROGRESSION AGREEMENTS

OCN London works with local universities to develop progression agreements that benefit all its providers and learners. The following agreements are in place:

- London South Bank University (Partnership agreement)
- Goldsmiths, University of London (Progression agreement)
- St Mary's University, Twickenham (Progression agreement)
- The Institute of Banking and Finance (Progression agreement)
- University of East London (Partnership agreement)

Further information about each agreement can be found [here](#) on the OCN London website.

ENTRY GUIDANCE

There are no centrally specified formal requirements for qualifications on entry; however there is usually the expectation that the learner will have literacy, communication skills and numeracy at Level 2 or above.

GUIDED LEARNING HOURS

The Access to HE Diploma represents 600 notional Guided Learning Hours (GLH) with courses generally delivered in 450 GLH. This may vary between centres and may depend on whether the course is being delivered through blended learning. It is expected a centre delivering the course will clearly outline the intended delivery in terms of total hours and how this is broken down weekly over the period of study.

DIPLOMA RESOURCES

The minimum required resources for this Diploma include:

- Access to IT facilities with specialist software as appropriate.
- Access to learning resources and online facilities.
- Access to VLE or other system, such as Microsoft Teams, Google Classroom.
- Access to resources for specialist learner support and reasonable adjustments.
- The same level of facilities and resources should be available at each site where the Diploma is delivered.

STAFFING REQUIREMENTS

- Staff delivering, assessing or internally moderating on the Access to HE course must have the professional competence and level of subject expertise necessary to deliver and assess the units available on the Diploma. They should be qualified at Level 4 or above in the named subject, or in a discipline that includes the subject. For example,

a tutor with a Social Science degree may be able to teach both Psychology and Sociology.

- Staff should have or be working towards a teaching qualification.
- Staff should have knowledge and understanding of the Access to HE Diploma, including QAA regulations, AVA assessment regulations, the QAA Grading Scheme and the Rules of Combination.
- New staff should be inducted to ensure that they have sufficient information to deliver, assess or internally moderate on the Diploma competently.
- It is desirable that teachers have personal practice experience.

ASSESSMENT

Assessment Mechanisms

The Access to HE Diploma assessment mechanism incorporates:

- Assessment tasks which are designed and set by the Centre
- Internal assessment of learner work
- Internal and external moderation of assessment.

There are no additional external assessments for this Diploma.

Recommended Methods of Assessment

The recommended assessment methods for this Diploma should include a variety of methods which take into consideration the target learners for this Diploma and the appropriateness for the units being assessed. Assessment methods should be valid, reliable, and inclusive and assure equity.

The following assessment methods could be used to assess the units within this Diploma. Please note, it is expected that at least part of one unit is assessed by formal examination taken under timed conditions.

- Blog
- Case studies
- Oral presentation
- Practical tasks/demonstrations
- Question and answer (written and oral)
- Tests/exams with seen or unseen papers
- Tutor observation
- Worksheets
- Written assignments
- Written essays/reports

This is not an exhaustive list and other methods could be selected with agreement from either OCN London or the Centre Moderator.

RULES OF COMBINATION

To be awarded the Access to Higher Education Diploma (Digital Marketing and Social Media) learners must achieve a total of 60 credits comprising of:				
Credits required from graded academic subject content units at Level 3				45
Credits required from ungraded units at Level 3 or Level 2				15
Total Credits required				60
Learners must also meet the following Rules of Combination:				
Rule: Units in	Status	Mandatory Credits (see below)	From Optional Credits	Total Credits
Study Skills	Ungraded	3 @ L3	12 @ L2 or L3	15
Subject Specific Units	Graded	6 @ L3	39 @ L3	45

ADDITIONAL INFORMATION

Recognition of Prior Learning (RPL)

Overall, the total proportion of credits awarded or exempted through either credit transfer and/or recognition of prior learning must not exceed 30 credits (that is 50 per cent of the credits required for the achievement of the Diploma).

Barred Combinations of Units

Where unit content between units overlaps by more than 25% of the learning outcomes this would represent an excluded combination of units.

Information on barred combinations for this Diploma can be found on page 6.

APPROVED UNITS

Mandatory Units

Unit ID	Unit Name	Level	Credits
CBB803	Sourcing and Reading Information (ungraded)	L3	3
CBA786	Extended Project (graded)	L3	6

Study Skills (ungraded)

Unit ID	Unit Name	Level	Credits
CBA785	Examination Skills: Preparing for and Succeeding in an Examination	L3	3
BPM044	Further Statistics and Probability	L2	3
CBA851	Note-taking and Note-making	L3	3
CBB392	Preparation for Higher Education	L3	3
CBB804	Report Writing	L3	3
BPM059	Statistics and Probability	L2	3
CBA788	Using Information Technology	L3	3
CBA854	Using the Internet for Researching Information	L3	3
CBA855	Writing and Delivering Seminar Papers	L3	3
CBA856	Writing Standard English	L3	3

Subject Specific Units (graded)

The Business Context			
Unit ID	Unit Name	Level	Credits
CBB253	Business Communication and Information Management	L3	6
CBB336	Business Organisations and Structure	L3	3

Digital Marketing			
Unit ID	Unit Name	Level	Credits
CBB464	Digital Marketing	L3	3
CBA995	Digital Marketing Metrics and Analytics	L3	6
CBB345	Introduction to Market Research	L3	3
CBB346	Marketing Strategy	L3	3

Web Design			
Unit ID	Unit Name	Level	Credits
CBB463	Content Management Systems	L3	6
CBB431	Digital Images - Manipulation and Output	L3	3
CBB443	Web Authoring Software	L3	3
CBB444	Website Design and Creation	L3	6
CBB481	Web Security	L3	3
CBB482	Website Optimisation	L3	6

Social Media			
Unit ID	Unit Name	Level	Credits
CBB506	Introduction to Media Communications	L3	3
CBA679	Introduction to Social Media	L3	6
CBA996	Principles of Social Media Advertising and Promotion	L3	3
CBB507	Understanding Social Media Technologies	L3	3
CBB478	Video Making	L3	3

BARRED COMBINATIONS

There are no barred combinations of units within this Diploma.

GUIDANCE AND SUPPORT MATERIALS:

OCN London devised assignment briefs are available for the following units:

Study Skills

Examination Skills – Preparing for and Succeeding in an Examination
Sourcing and Reading Information
Note-taking and Note-making
Preparation for Higher Education
Report Writing
Writing and Delivering Seminar Papers
Writing Standard English

Subject Specific Units

Business Communication and Information Management
Business Organisations and Structure
Extended Project
Web Design and Creation

Online Learning Materials

The following online support materials are available:

Extended Project
Sourcing and Reading Information
Note-taking and Note-making
Preparation for Higher Education
Writing Standard English

These online learning materials can be used as part of your teaching or an induction to the course. It is expected that the learners will still receive teaching on these topics and assignments must be set for them by their tutor and assessed by the centre.

The courses can be accessed via the OCN London website or incorporated into your own VLE or online delivery systems. If you have any queries, please contact Sarah Francis (sarah@ocnlondon.org.uk)

All OCN London devised assignment briefs can be found in the [Access Centre Area](#) on the OCN London website (login required).

Further resources and guidance including tutor guidance documents, marketing materials, forms, templates and checklists can be found in the above area of the website (login may be required).

If you are interested in delivering this Diploma, please contact Michelle Wood (Access to HE Development Co-ordinator) at michelle@ocnlondon.org.uk.