



OCNLR LEVEL 4 QUALIFICATIONS IN DIGITAL MARKETING

OCN London's suite of Level 4 qualifications in Digital Marketing aim to develop learners' knowledge and practical understanding of digital marketing to **apply in the workplace**, and to support their **career progression**. With a wide range of topics to choose from, learners get introduced to all the digital disciplines available to current and aspiring marketers today.

The suite of qualifications consists of **ten single-unit Awards**, a **Certificate** and a **Diploma**. 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'.



**OCNLR Level 4 Award in Essentials of Digital Marketing (5 credits/ 20 GLH)**

Understand key benefits of digital marketing and the developments in digital technology.

**OCNLR Level 4 Award in Digital Analytics (5 credits/ 20 GLH)**

Understand a range of quantitative indicators and reports that can be used to evaluate online presence.

**OCNLR Level 4 Award in Digital Marketing Planning (5 credits/ 20 GLH)**

Learn how digital marketing plans can be controlled and measured.

**OCNLR Level 4 Award in Search Engine Marketing (5 credits/ 20 GLH)**

Learn the key success factors for Search Engine Optimisation (SEO).

**OCNLR Level 4 Award in Marketing Fundamentals (5 credits/ 20 GLH)**

Understand how internal and external marketing environments can be examined.

**OCNLR Level 4 Award in Social Media Marketing (5 credits/ 20 GLH)**

Understand the social media channels available to organisations and learn how social media campaigns can be planned and executed.

**OCNLR Level 4 Award in Online Customer Experience (5 credits/ 20 GLH)**

Learn how to monitor and measure the online customer experience.

**OCNLR Level 4 Award in Email Marketing Essentials (5 credits/ 20 GLH)**

Learn the key stages of planning email marketing campaigns and understand how to build and segment an email database.

**OCNLR Level 4 Award in Digital Advertising (5 credits/ 20 GLH)**

Understand the role digital advertising plays in the communications mix.

**OCNLR Level 4 Certificate in Digital Marketing (25 credits/ 100 GLH)**

Mandatory Units: Digital Analytics, Digital Marketing Planning, Marketing Fundamentals, Online Customer Experience, The Essentials of Digital Marketing.

**OCNLR Level 4 Award in Content Marketing (5 credits/ 20 GLH)**

Understand the role of content marketing across the online user journey.

**OCNLR Level 4 Diploma in Digital Marketing (40 credits/ 160 GLH)**

Comprised of eight units to be taken from five mandatory and five optional units.

