



Qualification Guide

OCNLR Level 7 Diploma in Marketing

OCN London Qualification Guide

OCNLR Level 7 Diploma in Marketing
Qualification No: 610/7520/6

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 qualification	6
Who the qualification is for	7
Entry guidance	7
Progression and related qualifications	7
Structure of the qualifications	8
Rules of combination	8
Units	9
Assessment and Quality Assurance	44
Assessment process	44
Devising assessments	44
Marking assessment activities	44
Grading	45
Standardisation	45
Learning with particular requirements	46
Requirements for tutor/assessors	46

General Information

This qualification guide contains details of everything you need to know about the **OCNLR Level 7 Diploma in 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 quality assurance that are particular to the qualifications. The guide should be used by all involved in the delivery and assessment of the qualifications.

The Account Manager 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 Account Manager 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 7 Diploma in Marketing** has been developed to develop technical competence in marketing from a strategic perspective whilst also understanding that the management of people is intrinsic to any progressive role. There is an emphasis on applied learning preparing learners for industry and management progression that is transferrable between industries and levels of role.

The **OCNLR Level 7 Diploma in Marketing** is regulated by Ofqual, the qualifications regulator for England, and is registered on the Regulated Qualifications Framework (RQF).

The **OCNLR Level 7 Diploma in Marketing** has been developed in partnership with UK Awards.

Qualification details

The **OCNLR Level 7 Diploma in Marketing** is available at Level 7 only.

Level 7 Diploma

- Qualification Number: 610/7520/6
- Qualification credit value: 120
- Operational start date: 01 June 2026
- Review date: 01 June 2028
- Total Qualification Time (TQT): 1200 hours
- Guided Learning Hours (GLH): 600 hours

Purpose of the qualification

The **OCNLR Level 7 Diploma in Marketing** aims to develop learners' advanced knowledge, understanding and strategic capabilities in marketing within contemporary organisational contexts.

The qualification provides learners with the opportunity to explore key areas of strategic marketing practice, including leadership and management of marketing teams, marketing strategy and planning, international marketing, marketing communications, innovation in marketing, and consumer behaviour.

Learners will develop the ability to analyse complex marketing environments, evaluate strategic marketing options and justify evidence-based marketing decisions. The qualification supports the development of strategic thinking and professional judgement required for senior marketing roles within a range of organisational settings.

The qualification is designed to support progression into strategic marketing and leadership positions, as well as further academic study at postgraduate level.

Who the qualification is for

The OCNLR Level 7 Diploma in Marketing is suitable for learners who wish to develop advanced marketing knowledge and strategic marketing management skills.

It may be appropriate for:

- individuals currently working in marketing or related business roles who wish to progress into more senior or strategic positions
- experienced professionals seeking to develop or formalise their strategic marketing expertise
- learners who have completed Level 6 qualifications in marketing, business or related subjects and wish to progress to a higher level of study
- individuals responsible for developing or implementing marketing strategy within their organisation.

The qualification is relevant to learners working in a wide range of sectors where strategic marketing knowledge and skills are required.

Entry guidance

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

There are no specific prior qualifications required; however, learners are likely to benefit from having:

- a Level 6 qualification in marketing, business management or a related subject, or
- relevant professional experience in a marketing or business environment.

Learners should also have an appropriate level of English language and communication skills in order to complete the analytical and written assessment tasks required at Level 7.

Centres are responsible for ensuring that learners are able to meet the demands of the qualification.

Progression and related qualifications

The OCNLR Level 7 Diploma in Marketing supports progression to further professional and academic study, as well as career advancement in marketing and related fields.

Learners may progress to:

- postgraduate qualifications such as Master's degrees in Marketing, Digital Marketing, Marketing Strategy or Business Administration (MBA)
- specialist professional development programmes in marketing leadership, digital marketing or international marketing
- senior marketing roles, including marketing manager, marketing strategist, brand manager or marketing consultant.

The qualification may also support progression to other Level 7 qualifications in business, leadership or management, depending on learners' career aspirations.

Structure of the qualification

Rules of combination for achievement

The OCNLR Level 7 Diploma in Marketing comprises 6 mandatory units. Learners must achieve 120 credits in total.

Qualification units

Ofqual Unit No.	OCNLR Unit Code	Unit title	Level	Credit Value	GLH
Mandatory					
A/652/1841	BA1/7/LQ/001	Strategic Leadership in Marketing	7	20	100
D/652/1842	BA1/7/LQ/002	Strategic Marketing Analysis and Planning	7	20	100
F/652/1843	BA1/7/LQ/003	Global Marketing Strategy	7	20	100
H/652/1844	BA1/7/LQ/004	Integrated Marketing Communications Strategy	7	20	100
J/652/1845	BA1/7/LQ/005	Innovation in Strategic Marketing	7	20	100
K/652/1846	BA5/7/LQ/001	Consumer Insight for Strategic Marketing	7	20	100

Unit Title: Strategic Leadership in Marketing	
Level:	Level 7
Credit Value:	20
GLH:	100
OCNLR Unit Code:	BA1/7/LQ/001
Ofqual Unit Reference Number:	A/652/1841

This unit has 4 learning outcomes

Introduction and aim
<p>Marketing functions operate within complex organisational environments and require effective leadership and collaboration to deliver strategic objectives. Marketing professionals must understand how marketing contributes to organisational performance, how marketing teams are structured, and how leadership influences team effectiveness and strategic decision-making.</p> <p>This unit aims to develop learners' understanding of the role of marketing within organisational strategy and the leadership capabilities required to manage marketing teams effectively. Learners will explore the structure and functions of marketing teams, analyse their own leadership capabilities, and design collaborative activities that support the identification of market opportunities.</p>

Learning outcomes	
On successful completion of the unit, the learner will:	
L01	Understand how Marketing contributes to organisational objectives.
L02	Understand the roles and skills required within a marketing team.
L03	Critically reflect on own leadership capabilities and development needs.
L04	Be able to design collaborative activities to identify marketing opportunities.

Indicative content	
L01	<ul style="list-style-type: none"> • Role of marketing within organisations • Alignment between marketing strategy and organisational objectives • Relationship between marketing and other organisational functions (finance, HR, operations) • Contribution of marketing to organisational performance and competitive positioning
L02	<ul style="list-style-type: none"> • Structure and functions of marketing teams • Key marketing roles (e.g. brand management, digital marketing, market research, communications) • Skills required within marketing teams (analytical, strategic, digital, creative, leadership) • Alternative organisational structures for marketing teams
L03	<ul style="list-style-type: none"> • Leadership theories and frameworks (e.g. transformational, authentic, distributed and servant leadership; emotional intelligence; Goleman, Northouse) • Self-assessment and reflective practice • Identification of leadership strengths and development needs • Professional development planning
L04	<ul style="list-style-type: none"> • Team collaboration and creativity in marketing • Techniques for identifying market opportunities (brainstorming, workshops, innovation sessions) • Facilitating collaborative problem solving • Evaluating the effectiveness of team-based market opportunity identification

Assessment criteria		
L01 Understand how marketing contributes to organisational objectives.		
<p>Pass 1: Analyse how the marketing function contributes to organisational objectives.</p> <p>Pass 2: Assess how marketing interacts with other organisational functions such as finance, operations and human resources.</p>	<p>Merit: Appraise alternative organisational approaches to structuring the marketing function, assessing the implications for strategic effectiveness.</p>	<p>Distinction: Critically evaluate how the marketing function supports organisational strategy and propose justified recommendations for strengthening alignment with business objectives.</p>

L02 Understand the roles and skills required within a marketing team.		
<p>Pass 1: Analyse the roles required within a marketing team to support organisational marketing objectives.</p> <p>Pass 2: Assess the knowledge and skills required for different marketing roles within an organisation.</p>	<p>Merit: Appraise alternative marketing team structures, assessing how each supports the delivery of organisational objectives.</p>	<p>Distinction: Critically evaluate marketing team structures in relation to the external market environment and justify the most appropriate structure for delivering marketing strategy in light of longer-term opportunities and threats.</p>
L03 Critically reflect on own leadership capabilities and development needs.		
<p>Pass 1: Analyse personal leadership capabilities using recognised self-assessment or leadership frameworks.</p> <p>Pass 2: Assess personal strengths and development needs in relation to leadership roles in marketing.</p>	<p>Merit: Synthesise evidence from self-assessment and leadership frameworks, taking account of organisational strengths and weaknesses, to propose a coherent approach to developing and applying personal leadership capability within the organisation.</p>	<p>Distinction: Critically evaluate personal leadership development options and justify a professional development plan aligned with marketing leadership roles and longer-term market opportunities and threats.</p>
L04 Be able to design collaborative activities to identify marketing opportunities.		
<p>Pass 1: Develop a collaborative team activity designed to identify potential marketing opportunities.</p> <p>Pass 2: Assess how the activity supports the identification of new market opportunities.</p>	<p>Merit: Appraise alternative approaches to collaborative market opportunity identification, including scenario planning techniques, assessing their suitability for different organisational contexts.</p>	<p>Distinction: Critically evaluate collaborative approaches to identifying market opportunities and justify the most effective approach, with reference to relevant stakeholders and their role in shaping organisational direction.</p>

Learning resources

Recommended

Tuten, T. L. (2022). *Principles of Marketing for a Digital Age*. 2nd Edition. London. Sage
Kotler, P., Roy, S., Chakrabarti, S., Saha, D. and Mazumber, R. (2024) *Perspectives in Marketing, Innovation and Strategy*. London. Routledge

Egan, J. (2022) *Marketing Communications*. 4th Edition. London. Sage

Doole, I., Lowe, R. and Kenyon, A. (2022) *International Marketing Strategy: Analysis, Development, and Implementation*. 9th Edition. London. Cengage

Barkas, L. A. and Dixon-Todd, Y. (2024) *Marketing Skills in Practice: Developing a Successful Marketing Career*. London. Routledge

Northouse, P. G. (2022) *Leadership: Theory and Practice*. 9th Edition. London. Sage

Goleman, D. (2020) *Emotional Intelligence: 25th Anniversary Edition*. London. Bloomsbury

Reference

American Marketing Association (2024) *Journal of Marketing*, SAGE Publications Inc. [Journal of Marketing | SAGE Publications Inc](#)

Ingenta Connect. (2024) *Journal of Digital & Social Media Marketing*. Henry Stewart Publications. <https://www.henrystewartpublications.com/jdsm>

Business Perspectives (2024) *Innovative Marketing*, LLC Consulting Publishing Company. <https://www.businessperspectives.org/index.php/journals/innovative-marketing>

Wiley. (2024) *Journal of Consumer Behaviour*. John Wiley & Sons Limited. <https://onlinelibrary.wiley.com/journal/14791838>

WARC (2024) *Marketing Management and Leadership*, WARC. <https://www.warc.com/topics/marketing-management/marketing-management>

Learning Activities		
Guided learning hours Comprising of:		100
Lectures/lessons Classroom-based activity in large groups	20	
Seminars/tutorials Classroom-based activity in small groups	28	
Practical laboratories sessions Laboratory-based activity in specialist spaces		
Project work Project-based activity in simulated work environments either in groups or as individuals	28	
Assessment portfolio development Supervised development of assessment portfolio	24	
Independent learning hours Includes additional reading, research, and unsupervised assessment portfolio development		100
Total learning hours		200

Assessment

The grid below provides suggestions for the types of assessment activities that can be used with the unit attached to provide evidence for the learner’s portfolio. Please refer to the OCN London Assessment Guidance document for definitions of each activity and the expectations for assessment practice and evidence for moderation.

Case Study	✓	Project	✓
Written question & answer/test/exam		Role play/simulation	
Essay		Practical demonstration	✓
Report	✓	Group discussion	
Oral question and answer	✓	Performance/exhibition	
Written description	✓	Production of artefact	
Reflective log/diary	✓	Practice file	

Unit Title: Strategic Marketing Analysis and Planning

Level:	Level 7
Credit Value:	20
GLH:	100
OCNLR Unit Code:	BA1/7/LQ/002
Ofqual Unit Reference Number:	D/652/1842

This unit has 4 learning outcomes

Introduction and aim

Strategic marketing requires organisations to analyse complex market environments and develop marketing strategies that support organisational objectives. Effective marketing planning depends on the ability to interpret market data, assess organisational capabilities, and make evidence-based strategic decisions.

This unit aims to develop learners' ability to analyse marketing environments and apply strategic marketing planning processes. Learners will examine the role of marketing strategy within organisations, conduct strategic marketing analysis, and develop strategic marketing plans that respond to organisational priorities and market conditions.

Learning outcomes

On successful completion of the unit, the learner will:

L01	Understand the strategic role of marketing within organisations.
L02	Be able to conduct strategic marketing analysis.
L03	Understand the marketing planning process.
L04	Be able to develop strategic marketing plans.

Indicative content	
L01	<ul style="list-style-type: none"> • Strategic role of marketing in organisations • Marketing and competitive advantage • Marketing's contribution to organisational performance • Strategic alignment between marketing and business strategy
L02	<ul style="list-style-type: none"> • Internal analysis (resources, capabilities, organisational strengths and weaknesses) • External analysis (market trends, competitors, macro-environment) • Strategic analysis frameworks (e.g. SWOT, PESTLE, competitor analysis) • Interpreting market intelligence, research findings and marketing analytics data • Marketing research methods (e.g. primary and secondary research design, qualitative and quantitative approaches, surveys, interviews, focus groups, observational and experimental methods)
L03	<ul style="list-style-type: none"> • Stages of marketing planning • Strategic marketing objectives • Resource allocation and marketing priorities • Monitoring and evaluation of marketing plans
L04	<ul style="list-style-type: none"> • Developing marketing strategies • Target markets and positioning • Marketing objectives and performance indicators • Strategic decision-making in marketing planning • Marketing analytics and data-driven strategy development • Ethical and sustainability considerations in marketing strategy (e.g. data ethics, responsible use of AI, consumer privacy, greenwashing, corporate social responsibility)

Assessment criteria		
L01 Understand the strategic role of marketing within organisations.		
<p>Pass 1: Analyse the role of marketing in supporting organisational objectives.</p> <p>Pass 2: Assess how marketing contributes to competitive positioning and organisational performance.</p>	<p>Merit: Recommend strategic marketing approaches based on a reasoned assessment of their relative strengths and effectiveness in different organisational contexts.</p>	<p>Distinction: Critically evaluate strategic marketing options and formulate justified recommendations for strengthening organisational competitiveness.</p>
L02 Be able to conduct strategic marketing analysis.		
<p>Pass 1: Analyse internal organisational factors influencing marketing strategy.</p> <p>Pass 2: Analyse external market environments using recognised strategic analysis frameworks.</p>	<p>Merit: Synthesise findings from multiple market analysis sources and assess their implications for marketing strategy development.</p>	<p>Distinction: Critically evaluate strategic market analysis outputs, incorporating short, medium and long-term market planning horizons, and justify strategic priorities for marketing decision making.</p>
L03 Understand the marketing planning process.		
<p>Pass 1: Analyse the stages involved in the marketing planning process.</p> <p>Pass 2: Assess how marketing planning supports organisational objectives.</p>	<p>Merit: Appraise alternative marketing planning approaches, assessing their suitability for achieving both marketing and broader organisational objectives.</p>	<p>Distinction: Critically evaluate marketing planning approaches, including contingency planning and plan review mechanisms, and justify improvements to strengthen strategic alignment with organisational objectives.</p>
L04 Be able to develop strategic marketing plans.		
<p>Pass 1: Develop a strategic marketing plan informed by organisational objectives and marketing analysis.</p> <p>Pass 2: Assess how the proposed marketing strategy aligns with market analysis and organisational priorities.</p>	<p>Merit: Evaluate alternative marketing strategies, assessing their suitability for achieving both marketing and wider organisational objectives.</p>	<p>Distinction: Critically evaluate marketing strategy options, incorporating contingency planning, and justify a coherent strategic marketing plan aligned with organisational objectives.</p>

Learning resources

Recommended

Chaffey, D. and Ellis-Chadwick, F. (2022). *Digital Marketing: Strategy, Implementation and Practice*. 8th Edition. Harlow. Pearson

Tuten, T. L. (2022). *Principles of Marketing for a Digital Age*. 2nd Edition. London. Sage
Kotler, P., Roy, S., Chakrabarti, S., Saha, D. and Mazumber, R. (2024) *Perspectives in Marketing, Innovation and Strategy*. London. Routledge

Egan, J. (2022) *Marketing Communications*. 4th Edition. London. Sage

Doole, I., Lowe, R. and Kenyon, A. (2022) *International Marketing Strategy: Analysis, Development, and Implementation*. 9th Edition. London. Cengage

Sethna, Z. (2023) *Consumer Behaviour*. London. Sage

Barkas, L. A. and Dixon-Todd, Y. (2024) *Marketing Skills in Practice: Developing a Successful Marketing Career*. London. Routledge

Reference

American Marketing Association (2024) *Journal of Marketing*, SAGE Publications Inc. [Journal of Marketing | SAGE Publications Inc](#)

Ingenta Connect. (2024) *Journal of Digital & Social Media Marketing*. Henry Stewart Publications. <https://www.henrystewartpublications.com/jdsm>

Business Perspectives (2024) *Innovative Marketing*, LLC Consulting Publishing Company. <https://www.businessperspectives.org/index.php/journals/innovative-marketing>

Wiley. (2024) *Journal of Consumer Behaviour*. John Wiley & Sons Limited. <https://onlinelibrary.wiley.com/journal/14791838>

WARC (2024) *Marketing Management and Leadership*, WARC. <https://www.warc.com/topics/marketing-management/marketing-management>

Learning Activities		
Guided learning hours Comprising of:		100
Lectures/lessons Classroom-based activity in large groups	20	
Seminars/tutorials Classroom-based activity in small groups	28	
Practical laboratories sessions Laboratory-based activity in specialist spaces		
Project work Project-based activity in simulated work environments either in groups or as individuals	28	
Assessment portfolio development Supervised development of assessment portfolio	24	
Independent learning hours Includes additional reading, research, and unsupervised assessment portfolio development		100
Total learning hours		200

Assessment

The grid below provides suggestions for the types of assessment activities that can be used with the unit attached to provide evidence for the learner’s portfolio. Please refer to the OCN London Assessment Guidance document for definitions of each activity and the expectations for assessment practice and evidence for moderation.

Case Study	✓	Project	✓
Written question & answer/test/exam		Role play/simulation	
Essay		Practical demonstration	✓
Report	✓	Group discussion	
Oral question and answer	✓	Performance/exhibition	
Written description	✓	Production of artefact	
Reflective log/diary		Practice file	

Unit Title: Global Marketing Strategy	
Level:	Level 7
Credit Value:	20
GLH:	100
OCNLR Unit Code:	BA1/7/LQ/003
Ofqual Unit Reference Number:	F/652/1843

This unit has 4 learning outcomes

Introduction and aim
<p>Globalisation has increased opportunities for organisations to expand into international markets. However, entering international markets requires careful analysis of market conditions, cultural differences, and strategic market entry options.</p> <p>This unit aims to develop learners' understanding of international marketing environments and the strategic decisions involved in global market development. Learners will analyse international markets, evaluate market entry strategies, and develop marketing strategies that respond to global market conditions.</p>

Learning outcomes	
On successful completion of the unit, the learner will:	
L01	Understand International Marketing environments.
L02	Understand international market entry strategies.
L03	Understand cultural and behavioural influences in international markets.
L04	Be able to develop international marketing strategies.

Indicative content	
L01	<ul style="list-style-type: none"> • Characteristics of international markets • Global economic and political influences on marketing • Cultural and social influences on consumer behaviour • Market research in international contexts
L02	<ul style="list-style-type: none"> • Market entry strategies (exporting, licensing, joint ventures, direct investment) • Risk and opportunity in international expansion • Strategic considerations in market entry decisions • Organisational capability and international expansion (e.g. Uppsala model, born-global theory)
L03	<ul style="list-style-type: none"> • Cultural differences in consumer behaviour (e.g. Hofstede's cultural dimensions, Trompenaars) • Language and communication considerations • Social and behavioural influences on purchasing behaviour • Adapting marketing strategies to different cultural contexts
L04	<ul style="list-style-type: none"> • Developing marketing strategies for international markets • Adaptation vs standardisation of marketing strategies • Marketing mix considerations in global markets • Strategic decision-making in international marketing

Assessment criteria		
L01 Understand international marketing environments.		
<p>Pass 1: Analyse international market environments using recognised market analysis frameworks.</p> <p>Pass 2: Assess the implications of economic, political and cultural factors for marketing strategy.</p>	<p>Merit: Assess the strategic potential of alternative international market opportunities, drawing reasoned conclusions about their viability with reference to pace of change and levels of economic development in different markets.</p>	<p>Distinction: Critically evaluate international market opportunities and justify the selection of priority markets.</p>
L02 Understand international market entry strategies.		
<p>Pass 1: Analyse the characteristics and implications of a selected international market entry strategy.</p> <p>Pass 2: Assess the suitability of the strategy in relation to organisational capability and market conditions.</p>	<p>Merit: Appraise alternative international market entry strategies, weighing their advantages and limitations in relation to organisational capability.</p>	<p>Distinction: Critically evaluate international market entry options, demonstrating application to a chosen industry sector, and justify the most appropriate strategy.</p>
L03 Understand cultural and behavioural influences in international markets.		
<p>Pass 1: Analyse cultural, linguistic and behavioural differences between international markets.</p> <p>Pass 2: Assess how these differences influence marketing decision making.</p>	<p>Merit: Synthesise evidence on cultural and behavioural differences across international markets and assess their implications for marketing strategy, demonstrating application within a chosen industry sector.</p>	<p>Distinction: Critically evaluate cultural and behavioural influences in international markets and justify strategic responses for building sustainable marketing strategies in dynamic international environments.</p>
L04 Be able to develop international marketing strategies.		
<p>Pass 1: Develop an international marketing</p>	<p>Merit: Evaluate alternative international</p>	<p>Distinction: Critically evaluate international marketing</p>

<p>strategy based on market analysis and organisational objectives. Pass 2: Assess how the proposed marketing mix responds to international market characteristics.</p>	<p>marketing strategies, assessing their effectiveness in meeting organisational objectives in global markets with reference to short, medium and long-term decision-making horizons.</p>	<p>strategies and justify a coherent approach to global market development.</p>
--	---	---

Learning resources

Recommended

Chaffey, D. and Ellis-Chadwick, F. (2022). *Digital Marketing: Strategy, Implementation and Practice*. 8th Edition. Harlow. Pearson

Tuten, T. L. (2022). *Principles of Marketing for a Digital Age*. 2nd Edition. London. Sage

Kotler, P., Roy, S., Chakrabarti, S., Saha, D. and Mazumber, R. (2024) *Perspectives in Marketing, Innovation and Strategy*. London. Routledge

Egan, J. (2022) *Marketing Communications*. 4th Edition. London. Sage

Doole, I., Lowe, R. and Kenyon, A. (2022) *International Marketing Strategy: Analysis, Development, and Implementation*. 9th Edition. London. Cengage

Sethna, Z. (2023) *Consumer Behaviour*. London. Sage

Barkas, L. A. and Dixon-Todd, Y. (2024) *Marketing Skills in Practice: Developing a Successful Marketing Career*. London. Routledge

Hollensen, S. (2022) *Global Marketing*. 8th Edition. Harlow. Pearson

Reference

American Marketing Association (2024) *Journal of Marketing*, SAGE Publications Inc. [Journal of Marketing | SAGE Publications Inc](https://www.sagepub.com/journalsPermissions.nav)

Ingenta Connect. (2024) *Journal of Digital & Social Media Marketing*. Henry Stewart Publications. <https://www.henrystewartpublications.com/jdsm>

Business Perspectives (2024) Innovative Marketing, LLC Consulting Publishing Company. <https://www.businessperspectives.org/index.php/journals/innovative-marketing>

Wiley. (2024) Journal of Consumer Behaviour. John Wiley & Sons Limited. <https://onlinelibrary.wiley.com/journal/14791838>

WARC (2024) Marketing Management and Leadership, WARC. <https://www.warc.com/topics/marketing-management/marketing-management>

Learning Activities		
Guided learning hours Comprising of:		100
Lectures/lessons Classroom-based activity in large groups	20	
Seminars/tutorials Classroom-based activity in small groups	28	
Practical laboratories sessions Laboratory-based activity in specialist spaces		
Project work Project-based activity in simulated work environments either in groups or as individuals	28	
Assessment portfolio development Supervised development of assessment portfolio	24	
Independent learning hours Includes additional reading, research, and unsupervised assessment portfolio development		100
Total learning hours		200

Assessment

The grid below provides suggestions for the types of assessment activities that can be used with the unit attached to provide evidence for the learner’s portfolio. Please refer to the OCN London Assessment Guidance document for definitions of each activity and the expectations for assessment practice and evidence for moderation.

Case Study	✓	Project	✓
Written question & answer/test/exam		Role play/simulation	
Essay		Practical demonstration	✓
Report	✓	Group discussion	
Oral question and answer	✓	Performance/exhibition	
Written description	✓	Production of artefact	
Reflective log/diary		Practice file	

Unit Title: Integrated Marketing Communications Strategy	
Level:	Level 7
Credit Value:	20
GLH:	100
OCNLR Unit Code:	BA1/7/LQ/004
Ofqual Unit Reference Number:	H/652/1844

This unit has 4 learning outcomes

Introduction and aim
<p>Marketing communications play a crucial role in communicating value to customers and building brand relationships. Modern marketing requires integrated communication strategies that coordinate multiple communication channels to deliver consistent messages to target audiences.</p> <p>This unit aims to develop learners' understanding of integrated marketing communications and the strategic use of communication channels. Learners will analyse communication strategies, evaluate communication tools and channels, and develop integrated communication strategies aligned with marketing objectives.</p>

Learning outcomes	
On successful completion of the unit, the learner will:	
L01	Understand integrated marketing communications.
L02	Understand marketing communication channels and tools.
L03	Understand marketing communication planning.
L04	Be able to develop marketing communication strategies.

Indicative content	
L01	<ul style="list-style-type: none"> Principles of integrated marketing communications Role of communications in marketing strategy Consistency and coordination across communication channels Brand messaging and communication effectiveness
L02	<ul style="list-style-type: none"> Traditional communication channels (advertising, PR, events) Digital communication channels (social media, digital advertising, content marketing, influencer marketing, SEO/SEM, marketing automation) Selection of communication channels Measuring communication effectiveness
L03	<ul style="list-style-type: none"> Communication objectives Audience identification and targeting Communication planning processes Budgeting and scheduling
L04	<ul style="list-style-type: none"> Development of communication strategies Integration of communication channels Strategic communication planning Evaluation and improvement of communication strategies Customer journey mapping and brand touchpoint management

Assessment criteria		
L01 Understand integrated marketing communications.		
<p>Pass 1: Analyse the principles of integrated marketing communications, including the role of customer journey mapping in supporting channel integration.</p> <p>Pass 2: Assess how integrated marketing communications support marketing objectives.</p>	<p>Merit: Appraise alternative integrated communication strategies, assessing their alignment with marketing objectives and brand positioning.</p>	<p>Distinction: Critically evaluate integrated communication strategies and justify improvements.</p>
L02 Understand marketing communication channels and tools.		
<p>Pass 1: Analyse marketing communication channels used within marketing campaigns.</p>	<p>Merit: Assess the effectiveness of alternative communication</p>	<p>Distinction: Critically evaluate communication channel strategies and justify recommendations for</p>

Pass 2: Assess how communication channels contribute to marketing objectives.	channels, including digital and traditional media, in achieving marketing objectives.	improving campaign effectiveness.
L03 Understand marketing communication planning.		
Pass 1: Analyse the stages involved in marketing communication planning. Pass 2: Assess how communication planning contributes to marketing objectives.	Merit: Synthesise evidence from alternative communication planning approaches, assessing their contribution to integrated marketing effectiveness in light of both corporate and strategic marketing objectives.	Distinction: Critically evaluate communication planning processes in relation to corporate and strategic marketing objectives and justify improvements to strengthen integration and effectiveness.
L04 Be able to develop marketing communication strategies.		
Pass 1: Develop a marketing communication strategy aligned with marketing objectives, incorporating analysis of the customer journey and key brand touchpoints. Pass 2: Assess how the strategy responds to audience characteristics and market context.	Merit: Evaluate alternative communication strategies, assessing their potential to deliver measurable outcomes against marketing objectives.	Distinction: Critically evaluate communication strategy options and justify a coherent communication approach.

Learning resources

Recommended

Chaffey, D. and Ellis-Chadwick, F. (2022). *Digital Marketing: Strategy, Implementation and Practice*. 8th Edition. Harlow. Pearson

Egan, J. (2022) *Marketing Communications*. 4th Edition. London. Sage

Doole, I., Lowe, R. and Kenyon, A. (2022) *International Marketing Strategy: Analysis, Development, and Implementation*. 9th Edition. London. Cengage

Barkas, L. A. and Dixon-Todd, Y. (2024) *Marketing Skills in Practice: Developing a Successful Marketing Career*. London. Routledge

Reference

American Marketing Association (2024) *Journal of Marketing*, SAGE Publications Inc. [Journal of Marketing | SAGE Publications Inc](#)

Ingenta Connect. (2024) *Journal of Digital & Social Media Marketing*. Henry Stewart Publications. <https://www.henrystewartpublications.com/jdsm>

Business Perspectives (2024) *Innovative Marketing*, LLC Consulting Publishing Company. <https://www.businessperspectives.org/index.php/journals/innovative-marketing>

Wiley. (2024) *Journal of Consumer Behaviour*. John Wiley & Sons Limited. <https://onlinelibrary.wiley.com/journal/14791838>

WARC (2024) *Marketing Management and Leadership*, WARC. <https://www.warc.com/topics/marketing-management/marketing-management>

Learning Activities

Learning Activities		
Guided learning hours Comprising of:		100
Lectures/lessons Classroom-based activity in large groups	20	
Seminars/tutorials Classroom-based activity in small groups	28	
Practical laboratories sessions Laboratory-based activity in specialist spaces		
Project work Project-based activity in simulated work environments either in groups or as individuals	28	
Assessment portfolio development Supervised development of assessment portfolio	24	
Independent learning hours Includes additional reading, research, and unsupervised assessment portfolio development		100
Total learning hours		200

Assessment

The grid below provides suggestions for the types of assessment activities that can be used with the unit attached to provide evidence for the learner’s portfolio. Please refer to the OCN London Assessment Guidance document for definitions of each activity and the expectations for assessment practice and evidence for moderation.

Case Study	✓	Project	✓
Written question & answer/test/exam		Role play/simulation	
Essay		Practical demonstration	✓
Report	✓	Group discussion	
Oral question and answer	✓	Performance/exhibition	
Written description	✓	Production of artefact	✓
Reflective log/diary		Practice file	

Unit Title: Innovation in Strategic Marketing

Level:	Level 7
Credit Value:	20
GLH:	100
OCNLR Unit Code:	BA1/7/LQ/005
Ofqual Unit Reference Number:	J/652/1845

This unit has 4 learning outcomes

Introduction and aim

Innovation plays a vital role in enabling organisations to remain competitive and respond to changing market conditions. Marketing innovation involves developing new ideas, approaches, and strategies that enhance value for customers and strengthen organisational competitiveness.

This unit aims to develop learners' understanding of the role of innovation in marketing strategy and organisational development. Learners will explore innovation processes, analyse examples of marketing innovation, and develop innovative marketing initiatives that respond to market opportunities.

Learning outcomes

On successful completion of the unit, the learner:

L01	Understand the role of innovation in marketing strategy.
L02	Understand innovation processes within organisations.
L03	Understand innovation in marketing practice.
L04	Be able to develop innovative marketing solutions.

Indicative content	
L01	<ul style="list-style-type: none"> • Innovation in marketing strategy • Innovation and competitive advantage • Strategic marketing innovation • Responding to changing markets through innovation, including sustainability-driven and purpose-led marketing innovation • Ethical considerations in marketing innovation (e.g. responsible AI, data privacy, transparency, avoiding greenwashing)
L02	<ul style="list-style-type: none"> • Innovation management processes • Organisational structures supporting innovation • Factors influencing innovation success • Risk and opportunity in innovation
L03	<ul style="list-style-type: none"> • Examples of marketing innovation • Emerging marketing technologies and practices (e.g. AI and machine learning in marketing, MarTech platforms, predictive analytics, AR/VR marketing, programmatic advertising) • Innovation in digital marketing • Evaluating innovative marketing approaches
L04	<ul style="list-style-type: none"> • Identifying opportunities for innovation • Creative problem-solving approaches • Developing innovative marketing initiatives • Evaluating and implementing marketing innovation

Assessment criteria		
L01 Understand the role of innovation in marketing strategy.		
<p>Pass 1: Analyse the role of innovation in marketing strategy, including different types of innovation such as new product development, adaptation of existing offerings, and development of new solutions for existing markets.</p> <p>Pass 2: Assess how innovation contributes to competitiveness and differentiation.</p>	<p>Merit: Assess the effectiveness of alternative innovation strategies in contributing to sustainable competitive advantage.</p>	<p>Distinction: Critically evaluate innovation strategies and justify recommendations for achieving sustainable competitive advantage.</p>
L02 Understand innovation processes within organisations.		
<p>Pass 1: Analyse organisational innovation processes used to develop marketing initiatives.</p> <p>Pass 2: Assess factors influencing innovation effectiveness.</p>	<p>Merit: Appraise alternative innovation management approaches, including competitive innovation analysis and prediction in relation to market conditions, assessing the factors that influence their effectiveness within organisations.</p>	<p>Distinction: Critically evaluate innovation management practices and justify improvements.</p>
L03 Understand innovation in marketing practice.		
<p>Pass 1: Analyse examples of innovation within marketing practice.</p> <p>Pass 2: Assess how innovative approaches influence marketing performance.</p>	<p>Merit: Synthesise evidence from examples of innovation within marketing practice and assess their potential impact on marketing performance and competitiveness.</p>	<p>Distinction: Critically evaluate innovation practices and justify improvements.</p>

L04 Be able to develop innovative marketing solutions.		
<p>Pass 1: Develop a marketing initiative incorporating innovative approaches.</p> <p>Pass 2: Assess how the innovation responds to market opportunities.</p>	<p>Merit: Construct and evaluate alternative innovative marketing solutions, using scenario planning to identify strategic options such as developing a new offer or refining costs on an existing offer in response to market conditions, assessing their strategic potential and feasibility for implementation.</p>	<p>Distinction: Critically evaluate innovation options, taking account of corporate and market-related limitations to innovation, and justify the most effective solution.</p>

Learning resources
<p>Recommended</p> <p>Chaffey, D. and Ellis-Chadwick, F. (2022). <i>Digital Marketing: Strategy, Implementation and Practice</i>. 8th Edition. Harlow. Pearson</p> <p>Tuten, T. L. (2022). <i>Principles of Marketing for a Digital Age</i>. 2nd Edition. London. Sage</p> <p>Kotler, P., Roy, S., Chakrabarti, S., Saha, D. and Mazumber, R. (2024) <i>Perspectives in Marketing, Innovation and Strategy</i>. London. Routledge</p> <p>Egan, J. (2022) <i>Marketing Communications</i>. 4th Edition. London. Sage</p> <p>Doole, I., Lowe, R. and Kenyon, A. (2022) <i>International Marketing Strategy: Analysis, Development, and Implementation</i>. 9th Edition. London. Cengage</p> <p>Sethna, Z. (2023) <i>Consumer Behaviour</i>. London. Sage</p> <p>Barkas, L. A. and Dixon-Todd, Y. (2024) <i>Marketing Skills in Practice: Developing a Successful Marketing Career</i>. London. Routledge</p> <p>Tidd, J. and Bessant, J. (2021) <i>Managing Innovation: Integrating Technological, Market and Organizational Change</i>. 7th Edition. Chichester. Wiley</p> <p>Reference</p>

American Marketing Association (2024) Journal of Marketing, SAGE Publications Inc. [Journal of Marketing | SAGE Publications Inc](#)

Ingenta Connect. (2024) Journal of Digital & Social Media Marketing. Henry Stewart Publications. <https://www.henrystewartpublications.com/jdsm>

Business Perspectives (2024) Innovative Marketing, LLC Consulting Publishing Company. <https://www.businessperspectives.org/index.php/journals/innovative-marketing>

Wiley. (2024) Journal of Consumer Behaviour. John Wiley & Sons Limited. <https://onlinelibrary.wiley.com/journal/14791838>

WARC (2024) Marketing Management and Leadership, WARC. <https://www.warc.com/topics/marketing-management/marketing-management>

Learning Activities

Guided learning hours		
Comprising of:		100
Lectures/lessons Classroom-based activity in large groups	20	
Seminars/tutorials Classroom-based activity in small groups	28	
Practical laboratories sessions Laboratory-based activity in specialist spaces		
Project work Project-based activity in simulated work environments either in groups or as individuals	28	
Assessment portfolio development Supervised development of assessment portfolio	24	
Independent learning hours		
Includes additional reading, research, and unsupervised assessment portfolio development		100
Total learning hours		200

Assessment

The grid below provides suggestions for the types of assessment activities that can be used with the unit attached to provide evidence for the learner’s portfolio. Please refer to the OCN London Assessment Guidance document for definitions of each activity and the expectations for assessment practice and evidence for moderation.

Case Study	✓	Project	✓
Written question & answer/test/exam		Role play/simulation	
Essay		Practical demonstration	✓
Report	✓	Group discussion	
Oral question and answer	✓	Performance/exhibition	
Written description	✓	Production of artefact	
Reflective log/diary		Practice file	

Unit Title: Consumer Insight for Strategic Marketing

Level:	Level 7
Credit Value:	20
GLH:	100
OCNLR Unit Code:	BA5/7/LQ/001
Ofqual Unit Reference Number:	K/652/1846

This unit has 4 learning outcomes

Introduction and aim

Understanding consumer behaviour is fundamental to effective marketing strategy. Organisations must analyse consumer motivations, decision-making processes and behavioural influences in order to develop marketing strategies that meet consumer needs and create value.

This unit aims to develop learners' understanding of consumer behaviour and the application of consumer insight in marketing decision-making. Learners will analyse consumer behaviour theories, examine factors influencing consumer behaviour, and apply consumer insight to support strategic marketing decisions.

Learning outcomes

On successful completion of the unit, the learner:

L01	Understand theories of consumer behaviour.
L02	Understand consumer decision-making processes.
L03	Understand influences on consumer behaviour.
L04	Be able to apply consumer insight to marketing strategy.

Indicative content	
L01	<ul style="list-style-type: none"> • Key theories and models of consumer behaviour • Psychological perspectives on consumer behaviour • Behavioural models in marketing decision making • Application of consumer behaviour theories in marketing • Behavioural economics and its application to marketing (e.g. Kahneman, Thaler, nudge theory)
L02	<ul style="list-style-type: none"> • Consumer decision-making models • Stages of the purchasing process • Information search and evaluation of alternatives • Factors influencing consumer decisions
L03	<ul style="list-style-type: none"> • Psychological influences (motivation, perception, attitudes) • Social influences (family, culture, reference groups) • Cultural influences on consumer behaviour • Behavioural segmentation • Digital consumer behaviour (e.g. online decision journeys, social proof in digital environments) • CRM, customer experience management and customer lifetime value
L04	<ul style="list-style-type: none"> • Using consumer insight in marketing strategy • Segmentation, targeting and positioning • Customer value creation • Strategic responses to consumer behaviour insights • Using marketing research to generate and validate consumer insight (e.g. qualitative and quantitative research design, data collection and analysis)

Assessment criteria		
L01 Understand theories of consumer behaviour.		
<p>Pass 1: Analyse consumer behaviour theories relevant to marketing.</p> <p>Pass 2: Assess the implications of consumer behaviour theories for marketing strategy.</p>	<p>Merit: Appraise alternative consumer behaviour models, assessing their usefulness for explaining purchasing behaviour in different market contexts.</p>	<p>Distinction: Critically evaluate consumer behaviour theories and justify their implications for marketing strategy.</p>
L02 Understand consumer decision-making processes.		
<p>Pass 1: Analyse consumer decision-making processes using recognised models.</p> <p>Pass 2: Assess factors influencing consumer decision making in different market contexts.</p>	<p>Merit: Synthesise evidence from different consumer decision-making models, linking findings to organisational activities such as new product development or adaptation of existing offerings, and assess their usefulness in explaining purchasing behaviour across market contexts.</p>	<p>Distinction: Critically evaluate complex consumer decision-making patterns and justify strategic marketing responses.</p>
L03 Understand influences on consumer behaviour.		
<p>Pass 1: Analyse psychological, social and cultural influences on consumer behaviour.</p> <p>Pass 2: Assess how these factors affect marketing decision making.</p>	<p>Merit: Assess the relative influence of psychological, social and cultural factors on consumer behaviour, drawing reasoned conclusions about their significance in different market contexts and the implications for marketing strategy and organisational activity.</p>	<p>Distinction: Critically evaluate behavioural influences and justify integrated strategic marketing responses, taking account of potential organisational and consumer-related outcomes.</p>
L04 Be able to apply consumer insight to marketing strategy.		
<p>Pass 1: Apply consumer behaviour analysis to</p>	<p>Merit: Evaluate alternative marketing</p>	<p>Distinction: Critically evaluate strategic marketing options</p>

<p>inform marketing strategy. Pass 2: Assess how consumer insight supports segmentation and targeting decisions.</p>	<p>responses to consumer insight across different markets, assessing their effectiveness in enhancing segmentation, targeting and positioning.</p>	<p>informed by consumer insight across different markets and justify recommendations to enhance customer value, demonstrating understanding that marketing approaches cannot be applied uniformly across different consumer segments and contexts.</p>
---	--	--

Learning resources

Recommended

Chaffey, D. and Ellis-Chadwick, F. (2022). *Digital Marketing: Strategy, Implementation and Practice*. 8th Edition. Harlow. Pearson

Tuten, T. L. (2022). *Principles of Marketing for a Digital Age*. 2nd Edition. London. Sage

Kotler, P., Roy, S., Chakrabarti, S., Saha, D. and Mazumber, R. (2024) *Perspectives in Marketing, Innovation and Strategy*. London. Routledge

Egan, J. (2022) *Marketing Communications*. 4th Edition. London. Sage

Sethna, Z. (2023) *Consumer Behaviour*. London. Sage

Reference

American Marketing Association (2024) *Journal of Marketing*, SAGE Publications Inc. [Journal of Marketing | SAGE Publications Inc](https://www.sagepub.com/journals/10.1177/00131644241281111)

Ingenta Connect. (2024) *Journal of Digital & Social Media Marketing*. Henry Stewart Publications. <https://www.henrystewartpublications.com/jdsm>

Business Perspectives (2024) *Innovative Marketing*, LLC Consulting Publishing Company. <https://www.businessperspectives.org/index.php/journals/innovative-marketing>

Wiley. (2024) *Journal of Consumer Behaviour*. John Wiley & Sons Limited. <https://onlinelibrary.wiley.com/journal/14791838>

WARC (2024) *Marketing Management and Leadership*, WARC. <https://www.warc.com/topics/marketing-management/marketing-management>

Learning Activities		
Guided learning hours Comprising of:		100
Lectures/lessons Classroom-based activity in large groups	20	
Seminars/tutorials Classroom-based activity in small groups	28	
Practical laboratories sessions Laboratory-based activity in specialist spaces		
Project work Project-based activity in simulated work environments either in groups or as individuals	28	
Assessment portfolio development Supervised development of assessment portfolio	24	
Independent learning hours Includes additional reading, research, and unsupervised assessment portfolio development		100
Total learning hours		200

Assessment

The grid below provides suggestions for the types of assessment activities that can be used with the unit attached to provide evidence for the learner’s portfolio. Please refer to the OCN London Assessment Guidance document for definitions of each activity and the expectations for assessment practice and evidence for moderation.

Case Study	✓	Project	✓
Written question & answer/test/exam		Role play/simulation	
Essay	✓	Practical demonstration	✓
Report	✓	Group discussion	
Oral question and answer	✓	Performance/exhibition	
Written description	✓	Production of artefact	
Reflective log/diary		Practice file	

Assessment and Quality Assurance

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 quality assured at the centre;
- the portfolios of assessed evidence will be externally quality assured by an OCN London External Quality Assurer.

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 Quality Assurer before use to ensure that they are fit for purpose. Centre-devised assessments will be scrutinised by the External Quality Assurer 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 tutor/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 graded, Pass, Merit, Distinction.

Grading

For each unit, an assessment grid is provided that sets out the assessment criteria in order to achieve a grade of pass, merit, and distinction. The criteria are cumulative, so to achieve a merit grade a learner must satisfy the criteria for both a pass and for a merit. Similarly, to achieve a distinction grade a learner must satisfy, pass, merit, and distinction criteria.

The grade outcome for a unit will be determined as follows:

- To achieve a **pass** grade in a unit, a pass must be attained for all learning outcomes.
- To achieve a **merit** grade in a unit, a merit must be attained for all learning outcomes.
- To achieve a **distinction** grade in a unit, a distinction must be attained for all learning outcomes.

It is advised that learners who either fail to make a final submission of their portfolio, or whose submission does not meet the criteria for a pass, should be offered a further opportunity to:

- Repeating the unit
- Rework an element of their portfolio

For the diploma to be awarded, a pass grade must be achieved in all units. The grade outcome for the diploma will be based on the predominant outcome for each of the units.

For qualifications with six units, the grade outcome for the diploma will be determined as follows:

- To achieve a **pass** grade in the diploma, a pass must be attained for units.
- To achieve a **merit** grade in the diploma, a merit must be attained in at least three units.
- To achieve a **distinction** grade in the diploma, a distinction must be attained in at least three units, with all other units being graded merit.

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 qualification 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 Quality Assurers.

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

Tutors and assessors of this qualification are expected to hold, as a minimum, a Level 7 qualification (e.g. a Master's degree) in marketing, business, or a related discipline, or an equivalent qualification.

They should also have relevant occupational experience in marketing, or a closely related professional field.

In addition, tutors/assessors should have:

- Experience of delivering and/or assessing at Level 7 or equivalent
- An understanding of quality assurance processes and assessment practices
- A commitment to maintaining current knowledge of developments within the field

Centres should ensure that all staff involved in delivery and assessment are suitably qualified and experienced.

(Contact OCN London for advice on the suitability of specific qualifications or experience if required.)

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.



OCN London

70 Gracechurch Street, London, EC3V 0HR

www.ocnlondon.org.uk

enquiries@ocnlondon.org.uk

020 7278 5511