

Access to HE Diploma Guide

Digital Marketing and Social Media

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About this Access to HE Diploma guide

This Access to HE Diploma specification is intended for Tutors, Assessors, Internal Quality Assurers, Quality Managers and other staff within Gateway Qualifications Access to HE approved providers/or prospective providers.

It sets out what is required of the student in order to achieve the Access to HE Diploma. It also contains information specific to managing and delivering the Access to HE Diploma (s) including specific quality assurance requirements.

The guide should be read in conjunction with the Gateway Qualifications Access to HE Provider Handbook and other publications available on the website which contain more detailed guidance on assessment and verification practice.

In order to offer this Access to HE Diploma you must be a Gateway Qualifications recognised centre and approved to offer Access to HE Diplomas.

If your centre is not yet recognised, or diploma approved, please contact our Development Team to discuss

Telephone: 01206 911211

Email: enquiries@gatewayqualifications.org.uk

Website: <https://www.gatewayqualifications.org.uk/advice-guidance/delivering-our-qualifications/become-recognised-centre/>

Contents

About this Access to HE Diploma guide	3
1. Diploma Information.....	6
1.1 Overview of the Access to Higher Education Diploma	6
1.2 About this Diploma.....	6
1.3 Purpose	6
1.4 Aims	7
1.5 Objectives.....	7
1.6 Sector Subject Area.....	7
1.7 Target groups	7
1.8 Delivery methods.....	7
1.9 Achievement methodology.....	8
1.10 Geographical Coverage.....	8
1.11 Progression Opportunities	9
1.12 Equality, Diversity and Inclusion	9
2. Student Entry Requirements.....	10
2.1 Age.....	10
2.2 Prior Qualifications.....	10
2.3 Prior Skills/Knowledge/Understanding	10
2.4 Access to qualifications for learners with disabilities or specific needs.....	10
2.5 Additional Requirements/Guidance.....	11
2.6 Recruiting Learners with Integrity.....	11
3. Achieving the Access to HE Diploma	12
3.1 Qualification Specification.....	12
3.2 Rules of Combination	12
3.3 Additional completion requirements	18
3.4 Recognition of Prior Learning	18
4. Access to HE Units of Assessment.....	19
4.1 Unit specification	19
4.2 Academic subject content.....	19
4.3 Graded and ungraded units	19
4.4 Revisions to Access to HE Units of Assessment.....	20
5. Assessment and Quality Assurance	21
5.1 Provider Requirements	21
5.2 Staffing Requirements	21
5.3 Facilities and Resources.....	22
5.4 Assessment.....	22

5.5 Quality Assurance Requirements.....	22
5.6 Additional Requirements/Guidance.....	22
6. Unit Details	23
Mandatory Units: Graded Academic Subject Content	23
Optional Units: Graded Academic Subject Content	39
Units: Ungraded	52
7. What to do next	72
8. Gateway Qualifications	72

1. Diploma Information

1.1 Overview of the Access to Higher Education Diploma

The Access to Higher Education (HE) Diploma is a nationally recognised qualification with common requirements relating to the description of student achievement. The Diploma is:

- a level 3 qualification, regulated by the Quality Assurance Agency (QAA) for Higher Education
- a unitised qualification, based on units of assessment which are structured in accordance with the Access to HE unit specification
- a credit-based qualification, operated in accordance with the terms of the Access to HE credit specification
- a graded qualification, as determined by the Access to HE Grading Scheme

Details of the credit framework and requirements relating to the award of credit are provided within the Quality Assurance Agency Recognition Scheme for Access to Higher Education: The Access to Higher Education Diploma specification 2013.

Individual named Diplomas are identified by separate titles and are validated at by Gateway Qualifications as an Access Validating Agency (AVA) recognised by the Quality Assurance Agency for Higher Education (QAA). Each Diploma has its own approved set of units of assessment, governed by rules of combination, which are appropriate to the subject of the particular Diploma. The common grading requirements apply to all individual Diplomas.

1.2 About this Diploma

The range of units chosen for this Diploma will give a good overall view of how digital marketing and social media can support business development and promotion in the 21st century and a range of areas relevant to the business and marketing industry. Students will be able to see the links between the two areas and understand how they work together and how reliant they are on each other to ensure a company's marketing strategy is successful. The units will allow students to consider their options for further study and then progress onto business, marketing or digital marketing/social media undergraduate degrees whilst having given them a flavour of how these elements work together.

The ungraded units have been selected to provide underpinning skills which will support academic study but will also provide students with relevant skills to continue onto study in marketing, digital marketing, social media or business degrees.

1.3 Purpose

The primary purpose of Access to HE Diplomas is to provide higher education progression opportunities for adults who, because of social, education or individual circumstances, may have achieved few, if any, prior qualifications.

1.4 Aims

The qualification aims to:

- reintroduce learners to education recognising prior skills and experience and the particular needs of those returning to learn
- offer learners a responsive, supportive return to learn experience at a level appropriate for entry to HE
- develop the appropriate skills such as study skills that are necessary to enable learners to succeed in their HE career
- address issues of widening participation and social inclusion
- raise student awareness of the opportunities that a return to study and lifelong learning can bring.

1.5 Objectives

The objective of the Diploma is to enable learners to:

- satisfy the general academic requirements for entry to Higher Education
- prepare learners for HE level study generally and in subject areas appropriate to an intended HE course destination
- demonstrate appropriate levels of competence in subject specific skills and knowledge
- demonstrate practical, transferable and academic skills
- develop their confidence and ability to cope with a return to education at an advanced level
- enhance personal and career opportunities
- develop as independent and lifelong learners.

1.6 Sector Subject Area

15.4 Marketing and Sales

1.7 Target groups

- a) Adults who, because of social, educational or individual circumstances may have achieved few, if any, prior qualifications and wish to progress to HE.
- b) Adults who have gone straight into industry (perhaps following apprenticeship routes) who wish to progress to HE

1.8 Delivery methods

Delivery methods for the Access to HE Diploma (Digital Marketing and Social Media) can include:

Face to face or online. Suggested work placements as part of the programme to allow learners to widen their understanding of business and marketing, in particular digital marketing and social media, which can then influence and enhance the practical investigation unit.

Assessment methods for the Access to HE Diploma (Digital Marketing and Social Media) can include:

Essays, projects, presentations, self-evaluation, group discussions, case studies, short answer questions, worksheets, production and analysis of complex spreadsheets, data analysis, practical application of skills - website production

1.9 Achievement methodology

The Diploma will be awarded to learners who successfully achieve an approved combination of units through a Portfolio of Evidence that has been successfully verified and monitored through Gateway Qualifications' Quality Assurance process.

The qualification is therefore determined by successful achievement of all required unit assessments with no further requirement for additional/terminal assessment.

1.10 Geographical Coverage

This qualification has been approved by for delivery in England.

1.11 Progression Opportunities

Following successful completion of the Access to HE Diploma () learners may progress to the following:

Business
Marketing
Digital Marketing
Business Management
Social Media

The qualification does not provide guaranteed entry to UK higher education.

1.12 Equality, Diversity and Inclusion

It is Gateway Qualifications' aim that there shall be equal opportunities and so meet the organisation's legal responsibilities to prevent discrimination.

In accordance it is the organisation's intention that there should be no discrimination on the grounds of a protected characteristic including age, disability, gender assignment, marriage and civil partnership, pregnancy and maternity, race, religion and belief, sex, sexual orientation. It is acknowledged that this is not an exhaustive list.

2. Student Entry Requirements

2.1 Age

The course is designed to meet the needs of adults who have been out of full time education for a significant period of time and who have not achieved some or any formal qualifications. This generally would apply to learners over the age of 19.

2.2 Prior Qualifications

There is no requirement for learners to have achieved prior qualifications or units prior to undertaking this qualification.

Providers may ask learners for GCSEs as a mark of ability at Level 2 as an appropriate entry requirement to a Level 3 course. This also establishes HEI destination qualifications for Nursing, teaching etc. where these are required as part of the HEI application.

2.3 Prior Skills/Knowledge/Understanding

There is no requirement for learners to have prior skills, knowledge or understanding. However, learners would be expected to be able to demonstrate the skills and ability to study at Level 3.

2.4 Access to qualifications for learners with disabilities or specific needs

Gateway Qualifications and recognised providers have a responsibility to ensure that the process of assessment is robust and fair and allows the learner to show what they know and can do without compromising the rigour of the assessment used to evidence the criteria.

Gateway Qualification has a duty to permit a reasonable adjustment where an assessment arrangement would disadvantage a student with a disability, medical condition or learning need.

The following adaptations are examples of what may be considered for the purposes of facilitating access, as long as they do not impact on any competence standards being tested:

- adapting assessment materials
- adaptation of the physical environment for access purposes
- adaptation to equipment
- assessment material in an enlarged format or Braille
- permitting readers, signers, scribe, prompter, practical assistant
- changing or adapting the assessment method
- extra time, e.g. assignment extensions
- transcript

- use of assistive software where the software does not influence the learners' ability to demonstrate the skills, knowledge or understanding eg use of spellchecker in an English assessment
- using assistive technology
- use of CCTV, coloured overlays, low vision aids
- use of a different assessment location
- use of ICT/responses using electronic devices.

It is important to note that not all of the adjustments (as above) will be reasonable, permissible or practical in particular situations. The learner may not need, nor be allowed the same adjustment for all assessments.

Learners should be fully involved in any decisions about adjustments/adaptations. This will ensure that individual needs can be met, whilst still bearing in mind the specified assessment criteria for a particular qualification.

A reasonable adjustment for a particular learner may be unique to that individual and may not be included in the list of available access arrangements specified above.

Details on how to make adjustments for learners is set out in the Reasonable Adjustment and Special Considerations Policy and Procedures.

2.5 Additional Requirements/Guidance

Learners must have a UK address (including BFO) to be registered on an Access to HE Diploma.

2.6 Recruiting Learners with Integrity

It is vital that providers recruit with integrity. Providers must ensure that learners have the correct information and advice on their selected qualification(s) and that the qualification(s) will meet their needs.

The recruitment process must include the provider undertaking the assessment of each potential student and making justifiable and professional judgements about the student's potential to successfully complete the assessment and achieve the qualification. Such an assessment must identify, where appropriate, the support that will be made available to the learner to facilitate access to the qualification.

3. Achieving the Access to HE Diploma

3.1 Qualification Specification

The generic requirements for the Access to HE Diploma are that learners must achieve a total of 60 credits of which 45 credits must be achieved at level 3 from graded units that are concerned with academic subject and the remaining 15 credits can be achieved at level 2 or level 3 from units which are ungraded. It is recommended you include no more than 6 ungraded 'academic subject content' credits. The ungraded credits can be mandatory or optional within the Diploma. The approved Rules of Combination for this qualification are detailed below.

Where there is a selection of optional units within the permitted rules of combination, the selection of units to be used to form the Diploma course must be made before the learners are registered. Learners must be registered with Gateway Qualifications within 12 weeks of the start of the course or before application to UCAS, whichever is soonest.

3.2 Rules of Combination

The structure sets out the units required to be achieved the Access to Diploma, comprising of:

- Graded Academic mandatory units – Level 3
- Graded Academic optional units - Level 3
- Graded Research units - Level 3
- Ungraded units – Level 2/3.

Learners must achieve a total of 60 credits and meet unit group requirements.

Learners must complete a total of 60 credits of which 45 credits must be achieved at level 3 from graded units which are concerned with academic subject content and the remaining 15 credits must be achieved at level 3 from units which are ungraded.

Mandatory Units: Graded Academic Subject Content

Learners must achieve x credits from this group.

Unit Code	Unit Title	Level	Credits	Content	Grade Descriptors	Suggested Assessment Methods	Assessment Volume
QU016769	Business Innovation and Growth Using Social Media	3	6	Academic	1, 7	Short answer Qs (Timed closed book), Case Study analysis, Research notes, individual presentation, supporting materials	500 words (1 hour), 1000 words, 250 words, 10 minutes, 750 words
QU016671	Content Management System Website Creation	3	6	Academic	3, 7	Short answer Qs (Timed closed book), project, report	500 words (1 hour), website, 1500 words
QU016749	Ethical, Legal and Regulatory Requirements in Sales or Marketing	3	3	Academic	1, 7	Presentation, essay	10 minutes, 1000-words
QU016767	Principles of Key Words and Optimisation	3	3	Academic	1, 3, 7	Case study analysis, practical activities, short answer questions	500 words, practical activities, 500 words
QU007921	Research: Practical Investigation Project	3	6	Academic	2, 3, 4, 6, 7	Risk assessment, project diary, project plan, research review, report, evaluation	250 words, 500 words, 250 words, 500 words, 1250 words. 250 words
QU016746	The External Environment for Business	3	3	Academic	1, 7	Worksheets, case study analysis, group discussion	500 words, 750 words, 20 minutes
QU016759	Understanding Digital Marketing and Research	3	3	Academic	1, 7	Worksheets, individual presentation, supporting materials	750 words, 15 minutes, 250 words

Unit Code	Unit Title	Level	Credits	Content	Grade Descriptors	Suggested Assessment Methods	Assessment Volume
QU016751	Understanding Marketing Stakeholder Relationships	3	3	Academic	1, 7	Worksheets, case study analysis, report	250 words, 750 words, 1000 words
QU016736	Understand Social Media Advertising and Promotion	3	3	Academic	1, 7	Project plan, project, short answer questions	250 words, 1000 words, 250 words

Optional Graded Units:

Learners must/may achieve 9 credits from this group.

Unit Code	Unit Title	Level	Credits	Content	Grade Descriptors	Suggested Assessment Methods	Assessment Volume
QU016744	Communicate Using Digital Marketing or Sales Channels	3	3	Academic	1, 3, 7	Project	Research review 300, plan 200 words, work product (message being delivered), report 750 words
QU016765	Content Marketing	3	3	Academic	1, 3, 7	Project plan, project activities, report	250 words, project activities, 750 words
QU016753	Developing a Brand	3	3	Academic	1, 3, 7	Case study analysis, project	Promotional campaign, 1000-word report
QU016740	Imaging Software Skills	3	3	Academic	1, 3, 7	Project plan, project activities, individual presentation	250 words, project activities, 10 minutes
QU016761	Principles of Marketing on Mobile Devices	3	3	Academic	1, 7	Report plan, research review and report	200 words, 300 words, 1000 words
QU016763	Project Management	3	3	Academic	1, 3, 7	Short answer questions, project plan, research review, project activities	250 words, 250 words, 250 words, project activities 750 words
QU016755	Search Engine Marketing	3	3	Academic	1, 3, 7	Short answer questions, project plan, project activities, evaluation of project	750 words, 250 words, paid ad campaign created, 250 words
QU016742	Video Software	3	3	Academic	1, 3, 7	Short answer questions, project plan, project including production of video sequences	500 words, 250 words, 750 words and video sequences

Units: Ungraded

Learners must achieve 15 credits from this group.

Unit Code	Unit Title	Level	Credits	Content	Suggested Assessment Methods	Assessment Volume
QU018346	Academic Reading Skills	3	3	Other	Examination	1.5 hour closed book examination
QU025276	Academic Writing Skills	3	3	Other	Notes from a range of sources, Essay Plan, Essay	300 words 200 words 1,000 words
QU007486	Application of Number – Interpreting and Presenting Information	3	3	Other	2x Controlled Assessments	2x 60 minutes
QU007560	Communication – Speaking and Listening	3	3	Other	Presentation, Preparation, Group Discussion	Presentation: 5 minutes 250 word notes Discussion: 15-20 minutes
QU026150	Computer Data Protection	3	3	Other	Structured Questions, Case Study Analysis	750 words 750 words
QU025278	Developing Professional Attributes	3	3	Other	Essay, SWOT Analysis	1,000 words 300 words
QU025532	Preparation for Higher Education	3	3	Other	Analysis, UCAS Statement, Preparing for interview questions, Chart	1,500 words in total
QU027084	Presenting Information Using ICT	3	3	Other	Research Notes, Presentation Handouts,	1,500 words in total

Unit Code	Unit Title	Level	Credits	Content	Suggested Assessment Methods	Assessment Volume
					Create Presentation	
QU018360	Problem Solving in the Workplace	3	3	Other	Project	1500 words
QU028487	Promoting Wellbeing and Building Resilience	3	3	Other	Report	1500 words
QU026344	References and Reliability of Sources	3	3	Other	Literature Review - including recognised form of referencing and bibliography	1500 words
QU011467	Spreadsheets	3	3	Other	Case Study Analysis, Spreadsheet and Report	500 words 1,000 words
QU018318	Study Skills	3	3	Other	Study Plan, Worksheets, Reflective account, assignment planning	Study plan 200 words, 500 words worksheets, 500 words self-reflection, 250 words assignment plan
QU026155	Writing Reports	3	3	Other	Report Plan, Presentation of Report Plan, Report	Plan 2-3 minutes 1000 words

3.3 Additional completion requirements

Learners will probably require a pass in maths and English at Level 2 / GCSE to progress onto a degree course. Delivery providers should make learners aware of HEI course entry requirements.

3.4 Recognition of Prior Learning

Recognition of prior learning is a process that considers if a learner can meet the specified assessment requirements through knowledge, understanding or skills that they already possess and that can contribute towards the attainment of a qualification for which they are undertaking.

For further information please refer Annex C, Access to HE Diploma Specification, <https://www.accesstohe.ac.uk/AboutUs/Publications/Documents/Access-Diploma-Specification.pdf>

4. Access to HE Units of Assessment

4.1 Unit specification

A common unit specification applies to all units with Access to HE Diplomas the unit specification follows a standard template covering the following elements:

- title
- level
- credit value
- unit code
- learning outcomes
- assessment criteria
- grade descriptors
- type of unit (academic subject content or not).

The units of assessment for this Access to HE Diploma are contained within this Access to HE Diploma Guide.

4.2 Academic subject content

A unit is classified as having academic subject content, if the unit's knowledge and skills are directly related to the subject of the name of the Access to HE Diploma. Units will not meet the academic subject content requirement if they are principally concerned with personal development, generic English or mathematics, or study skills.

4.3 Graded and ungraded units

Graded units – grading operates at unit level and only applies to units which have been approved by Gateway Qualifications within a named Access to HE Diploma. Student achievement for graded units is recorded as Pass, Merit or Distinction for each unit, as set out in the QAA Access to HE Grading Scheme, 2012. Graded units will also satisfy the criteria of academic subject content.

There is a common set of broad generic grade descriptors which are used as the basis for all grading judgements on all courses:

- 1 Understanding the subject
- 2 Application of knowledge
- 3 Application of skills
- 4 Use of knowledge
- 5 Communication and presentation
- 6 Autonomy / Independence
- 7 Quality.

The seven grade descriptors are not subject specific. They can, however, through careful selection and in appropriate combinations, be used on all courses, with all units and for all

assignments. The descriptors to be used with a particular unit are selected with reference to the main aspects of student performance that need to be taken into account when grading decisions are made for that unit. They are formally assigned to the unit when it is validated.

Each of the seven grade descriptors comprises two sets of components, one which describes characteristics or qualities typical of performance at merit, and a parallel set of components which describes typical performance in the same areas at distinction. (There are no components for pass, because a pass grade is gained when a student meets the learning outcomes, but does not achieve the standard required for merit.) Some of these components are more relevant to certain subjects than others and some particular terms are also more relevant for use with particular types of assessment than others. In order to ensure the grade descriptors are relevant for specific assignments, tutors identify the components of the descriptors being used that are most relevant for the particular assignment. The selected components of the descriptors (at merit and distinction) are then included in the assignment brief(s).

The grading scheme is not based on an assumed one-to-one relationship between the grade descriptors and learning outcomes (although it is possible that in some units, because of the way the learning outcomes have been structured, something close to a one-to-one relationship may emerge). In general, however, judgements about student work in relation to grading apply across the work for a unit, whether that unit is assessed through one, or more than one, assignment.

The full Grade Descriptors can be accessed by the following link, which also provides detailed information on grading:

<http://www.accesstohe.ac.uk/AboutUs/Publications/Documents/Access-Grading-Scheme-Section-B.pdf>

4.4 Revisions to Access to HE Units of Assessment

Gateway Qualifications reserves the right to review and amend units of assessment and will issue providers notification of the changes to the units of assessment. Gateway Qualifications undertakes regular unit reviews to ensure currency of units, providers are required to use updated versions where units are replaced.

5. Assessment and Quality Assurance

5.1 Provider Requirements

Providers must be approved by Gateway Qualifications as a centre and are required to ensure that:

- the main base is in the UK
- systems are in place to ensure that only learners with a UK address (including BFO) are registered for an Access to HE Diploma
- there are clear arrangements for the day-to-day operational management and coordination of Access to HE delivery.
- there are appropriate facilities and resources at each site, and for each mode of delivery
- staff have the professional competence and skills to teach and assess necessary to teach and assess the units available on the Diploma
- arrangements are in place to provide pre-course guidance to applicants and criteria for selection and admission to Access to HE Diplomas, and are consistent with QAA requirements with respect to admissions.
<https://www.accesstohe.ac.uk/AboutUs/Publications/Documents/Guidance-admission-of-learners-AHE-07.pdf>.
- expertise and resources to provide information, advice and guidance on HE applications and progression opportunities.
- Systems for maintaining secure records of individual learners' registration and achievement
- internal moderation arrangements that meet Gateway Qualification requirements.
- arrangements for internal course monitoring and self-evaluation and feedback
- procedures and criteria for the recognition of prior learning that meet Gateway Qualifications requirements.
- quality assurance procedures relating to the delivery of provision, including transparent processes for handling appeals and complaints.

Providers should refer to the Gateway Qualifications' Access to HE Provider Handbook for further information on centre requirements.

5.2 Staffing Requirements

Providers are required to ensure that:

- staff have the professional competence and skills to teach and assess necessary to teach and assess the units available on the Diploma
- staff have expertise to provide information, advice and guidance on HE applications and progression opportunities.

5.3 Facilities and Resources

No special requirements applicable for the delivery or provider approval of the Access to HE Diploma

5.4 Assessment

Recommended assessment methods for each unit within a diploma are identified in section 3.2 [Rules of Combination](#). To provide greater flexibility for Centres to develop an assessment strategy that meets the needs of their individual learners, Centres can select an alternative assessment method for the units(s) within the diploma using the equivalence guidance published on the website.

The guidance includes the expected assessment volume for different assessment methods and should enable Centres to choose alternatives whilst ensuring that the same rigor of assessment is maintained in comparison to any other three or six credit unit.

5.5 Quality Assurance Requirements

Gateway Qualifications applies a quality assurance model to the Access to HE Diploma of:

- internal assessment and internal verification by the provider
- moderation by Gateway Qualifications comprising of centre moderation and subject moderation.

These processes are set out within Quality Assurance section of the Gateway Qualifications' Access to HE Provider Handbook.

5.6 Additional Requirements/Guidance

There are no additional requirements that Learners must satisfy in order for assessment to be undertaken and the unit/qualification to be awarded.

6. Unit Details

Mandatory Units: Graded Academic Subject Content

Access to HE Diploma Unit

Unit Code:	QU016769		
Title:	Business Innovation and Growth using Social Media		
Unit Level:	Level 3	Unit Credit:	6
Grading type:	Graded		
Grade descriptors:	<ul style="list-style-type: none"> • GD1-Understanding the subject • GD7-Quality 		
Academic subject content/other:	Academic Subject Content		
Suggested assessment details:	Refer to Assessment Grid		

This unit has 5 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Understand how the use of social media contributes to business innovation and growth.	1.1 Analyse the role of social media in business innovation and growth. 1.2 Evaluate how social media can help to build a businesses' brand and presence in the marketplace.
2 Understand the social media channels that can be used to support business innovation and growth.	2.1 Compare the benefits and limitations of different social media channels. 2.2 Explain factors an organisation would consider when identifying the most appropriate social media channel/s to use for a group of customers/particular market.
3 Understand the impact of social media on business reputation.	3.1 Analyse risks of using social media to the brand and public perception of a business. 3.2 Discuss how social media has been used ineffectively, leading to damage to the brand and/or reputation of a business.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
	<p>3.3 Analyse the importance of a business having a social media policy.</p> <p>3.4 Analyse the importance of a business having a reputation management policy.</p>
<p>4 Understand how to measure the success of using social media in business.</p>	<p>4.1 Analyse the importance of measuring the outcomes of using different social media channels in a business.</p> <p>4.2 Evaluate methods a business can use to measure the success of using different social media channels.</p>
<p>5 Be able to plan improvements in the use of social media within business.</p>	<p>5.1 Analyse the use of social media channels within a business to include:</p> <ul style="list-style-type: none"> a) how effective its impact is on the business b) feedback from others c) skills and personnel involved d) how it could be improved.

Access to HE Diploma Unit

Unit Code:	QU016771		
Title:	Content Management System Website Creation		
Unit Level:	Level 3	Unit Credit:	6
Grading type:	Graded		
Grade descriptors:	<ul style="list-style-type: none"> • GD3-Application of skills • GD7-Quality 		
Academic subject content/other:	Academic Subject Content		
Suggested assessment details:	Refer to Assessment Grid		

This unit has 4 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Be able to create a plan for the components of a Content Management System (CMS) Website.	1.1 Analyse features and functions of Content Management System (CMS) Website software. 1.2 Analyse advantages and disadvantages of different hosting options. 1.3 Justify the selection of a hosting provider. 1.4 Plan effective use of content and layout for pages on a website, using a website template. 1.5 Summarise laws, guidelines and constraints affecting the content and use of websites.
2 Be able to use CMS Software to create a Website.	2.1 Customise and populate a website template with content in relation to a plan, making effective use of programming and development techniques to enhance the website. 2.2 Include: <ul style="list-style-type: none"> a) keywords and/or keyword phrases in website meta-tags b) a blog in the website implementation c) links to social media websites in relation to a plan d) buttons to share content on the website.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
	<p>2.3 Use a range of testing methods to check that all elements and features of a website are working before registering with appropriate search engines.</p>
<p>3 Understand how to make a website accessible.</p>	<p>3.1 Summarise the legal guidelines relating to web accessibility.</p> <p>3.2 Analyse whether a website follows accessibility guidelines.</p>
<p>4 Be able to measure and improve the return on investment (ROI) of a website.</p>	<p>4.1 Analyse the importance of measuring traffic to a website.</p> <p>4.2 Evaluate methods of measuring the return on investment (ROI) of a website.</p> <p>4.3 Use selected analytic tools to effectively monitor the traffic to a website.</p> <p>4.4 Analyse the impact of bounce rate on a website.</p> <p>4.5 Justify suggestions for improvements to a website based on analytical information.</p>

Access to HE Diploma Unit

Unit Code:	QU016749		
Title:	Ethical, Legal and Regulatory Requirements in Sales or Marketing		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Graded		
Grade descriptors:	<ul style="list-style-type: none"> • GD1-Understanding the subject • GD7-Quality 		
Academic subject content/other:	Academic Subject Content		
Suggested assessment details:	Refer to Assessment Grid		

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Understand an organisation's procedures for dealing with legal, regulatory and ethical requirements relating to sales or marketing.	1.1 Evaluate an organisation's procedures for raising legal, regulatory and ethical concerns. 1.2 Analyse how the legal, regulatory and ethical requirements relate to the business of selling or marketing. 1.3 Analyse how an "ethical approach" affects organisations in the sales or marketing environment.
2 Understand the legal, regulatory and ethical limits of the sales or marketing role.	2.1 Analyse the legal, regulatory and ethical requirements relevant to the role. 2.2 Evaluate the potential consequences of not complying with legal, regulatory or ethical requirements. 2.3 Discuss the importance of working within the limits of the role, responsibilities and authority. 2.4 Analyse the importance of clarity of communication with the customer to ensure common understanding of agreements and expectations.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
<p>3 Understand how legal, regulatory and ethical limits impact on sales or marketing through digital and social media.</p>	<p>3.1 Evaluate methods of using digital or social media for marketing or sales purposes.</p> <p>3.2 Summarise specific legal, regulatory and ethical requirements relevant to this type of sales or marketing environment.</p> <p>3.3 Analyse potential consequences of not complying with legal, regulatory and ethical requirements in marketing through digital or social media.</p>

Access to HE Diploma Unit

Unit Code:	QU016767		
Title:	Principles of Keywords and Optimisation		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Graded		
Grade descriptors:	<ul style="list-style-type: none"> • GD1-Understanding the subject • GD3-Application of skills • GD7-Quality 		
Academic subject content/other:	Academic Subject Content		
Suggested assessment details:	Refer to Assessment Grid		

This unit has 4 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Understand Search Engine Optimisation (SEO).	1.1 Analyse the importance of Search Engine Optimisation (SEO) to a business. 1.2 Compare Pay-per-Click and Pay-per-Impression. 1.3 Analyse factors to be considered as part of an SEO plan.
2 Be able to plan implementation of SEO techniques.	2.1 Create a list of keywords and/or keyword phrases for a business, justifying choices made. 2.2 Create an effective link building plan for the website for a business, justifying choices made. 2.3 Analyse factors that can positively and negatively affect how a search engine ranks a website.
3 Understand Social Media Optimisation (SMO).	3.1 Analyse the importance of SMO to a business. 3.2 Analyse how search engines include different tools and channels of Social Media in their results. 3.3 Analyse the impact of keywords and/or keyword phrases when engaging with a Social Media audience.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
4 Understand how to optimise a website for mobile devices.	4.1 Analyse the importance of mobile optimisation to a business. 4.2 Evaluate methods used to optimise websites for viewing on a mobile device.

Access to HE Diploma Unit

Unit Code:	QU018310		
Title:	Research: Practical Investigation Project		
Unit Level:	Level 3	Unit Credit:	6
Grading type:	Graded		
Grade descriptors:	<ul style="list-style-type: none"> • GD2-Application of knowledge • GD3-Application of skills • GD4-Use of information • GD6-Autonomy/Independence • GD7-Quality 		
Academic subject content/other:	Academic Subject Content		
Suggested assessment details:	Refer to Assessment Grid		

This unit has 4 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Be able to plan a practical investigation project.	1.1 Identify and agree a practical investigation project, located within a knowledge domain relevant to the named Diploma. 1.2 Produce a hypothesis and clear aims for the investigation project. 1.3 Identify any ethical, practical or safety issues and how these will be managed/overcome. 1.4 Produce a risk assessment. 1.5 Maintain a record of project progress through all stages of research, development and completion.
2 Be able to undertake a practical investigation.	2.1 Carry out research from a wide range of sources. 2.2 Develop an appropriate investigation. 2.3 Identify the variables and explain how they can be controlled, where necessary. 2.4 Carry out the investigation safely, using appropriate practical skills and techniques.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
	2.5 Analyse the results of the investigation with reference to relevant theory.
3 Know how to present the project.	3.1 Present the body of work in a style appropriate to the knowledge domain with clear conclusions. 3.2 Use appropriate technical terminology fluently. 3.3 Reference all findings using a recommended style of referencing.
4 Be able to evaluate own research project.	4.1 Reflect on the design and methodology of the project. 4.2 Evaluate the body of work in relation to aims and hypothesis. 4.3 Identify recommendations for the future.

Access to HE Diploma Unit

Unit Code:	QU016746		
Title:	The External Environment for Business		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Graded		
Grade descriptors:	<ul style="list-style-type: none"> GD1-Understanding the subject GD7-Quality 		
Academic subject content/other:	Academic Subject Content		
Suggested assessment details:	Refer to Assessment Grid		

This unit has 5 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Understand the nature of external factors which affect a business.	1.1 Explain how consumer demand, rates of interest, competition and recession affect business. 1.2 Describe a range of methods used to analyse external factors impacting on a business.
2 Understand the political and legal factors which affect business.	2.1 Explain the ways in which government policies and legislation affect business.
3 Understand the social aspects of business.	3.1 Evaluate the social aspects of business including employment, cultural aspects and environmental aspects.
4 Understand how technological progress and developments affect business.	4.1 Analyse the effect of technological progress and development on business.
5 Understand how business needs to meet external change.	5.1 Evaluate the ways in which business reacts to external change.

Access to HE Diploma Unit

Unit Code:	QU016759		
Title:	Understanding Digital Marketing and Research		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Graded		
Grade descriptors:	<ul style="list-style-type: none"> • GD1-Understanding the subject • GD7-Quality 		
Academic subject content/other:	Academic Subject Content		
Suggested assessment details:	Refer to Assessment Grid		

This unit has 4 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Understand the role and requirements of digital marketing.	1.1 Evaluate the role of digital marketing within the overall marketing strategy. 1.2 Analyse the strengths and weaknesses of digital marketing for different marketing applications. 1.3 Explain the design requirements of data capture and reporting systems for digital marketing. 1.4 Analyse the importance of evaluating the impact of digital marketing activities.
2 Understand the principles of search engine optimisation (SEO).	2.1 Analyse the importance of search engine optimisation. 2.2 Explain how to calculate the cost-efficiency of SEO. 2.3 Analyse techniques used for effective SEO. 2.4 Evaluate advantages and disadvantages of creating links to other websites.
3 Understand the principles of marketing research using the internet.	3.1 Analyse the advantages and disadvantages of different data mining techniques.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
	3.2 Evaluate methods of ensuring the validity and reliability of information retrieved from the internet.
4 Understand the principles of digital marketing device and message design.	<p>4.1 Explain Customer Relationship Management (CRM) systems'</p> <p>a) use</p> <p>b) design requirements.</p> <p>4.2 Explain the characteristics of:</p> <p>a) an effective digital marketing device</p> <p>b) an effective digital response system.</p> <p>4.3 Analyse requirements, advantages and disadvantages of different tracking systems.</p>

Access to HE Diploma Unit

Unit Code:	QU016751		
Title:	Understanding Marketing Stakeholder Relationships		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Graded		
Grade descriptors:	<ul style="list-style-type: none"> • GD1-Understanding the subject • GD7-Quality 		
Academic subject content/other:	Academic Subject Content		
Suggested assessment details:	Refer to Assessment Grid		

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Understand marketing stakeholder relationships.	1.1 Explain the use of stakeholder mapping in developing ways of building relationships. 1.2 Analyse stakeholder interests and how these affect relationships and communications. 1.3 Analyse the significance of stakeholders to the achievement of the overall marketing strategy. 1.4 Analyse actual and potential synergies and conflicts between clients and other stakeholders.
2 Understand how to build and manage marketing stakeholder relationships.	2.1 Evaluate the importance of engaging stakeholders in marketing activities. 2.2 Explain the requirements of a competitor management strategy. 2.3 Analyse the importance of agreeing common objectives with clients.
3 Understand how to monitor and control marketing stakeholder relationships.	3.1 Evaluate the use of key performance indicators and success criteria in monitoring the effectiveness of stakeholder relationships.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
	<p>3.2 Analyse methods of monitoring the ongoing effectiveness of stakeholder relationships.</p> <p>3.3 Explain the importance of effective stakeholder communications and feedback system.</p> <p>3.4 Discuss the importance of reviewing the effectiveness of collaborative arrangements with stakeholders.</p>

Access to HE Diploma Unit

Unit Code:	QU016736		
Title:	Understanding Social Media Advertising and Promotion		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Graded		
Grade descriptors:	<ul style="list-style-type: none"> • GD1-Understanding the subject • GD7-Quality 		
Academic subject content/other:	Academic Subject Content		
Suggested assessment details:	Refer to Assessment Grid		

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Understand current national and international legal and organisational guidelines for a social network advertising/promotional campaign.	1.1 Explain the current national and international legal and organisational guidelines relating to the use of social network site adverts.
2 Understand the use of social networking site advertising campaigns for marketing purposes.	2.1 Explain factors to consider when creating social network site adverts. 2.2 Justify the use of social network site advertising campaigns. 2.3 Analyse why a social network advertising campaign may fail. 2.4 Evaluate methods of monitoring social network site advertising campaigns.
3 Be able to implement social networking site advertising campaigns for marketing purposes.	3.1 Plan and create parallel social network site advertising campaigns for a business. 3.2 Identify required outcomes from the social network advertising campaign. 3.3 Monitor results of social network advertising campaigns. 3.4 Implement changes required based on monitoring results.

Optional Units: Graded Academic Subject Content

Access to HE Diploma Unit

Unit Code:	QU016744		
Title:	Communicate Using Digital Marketing or Sales Channels		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Graded		
Grade descriptors:	<ul style="list-style-type: none"> • GD1-Understanding the subject • GD3-Application of skills • GD7-Quality 		
Academic subject content/other:	Academic Subject Content		
Suggested assessment details:	Refer to Assessment Grid		

This unit has 4 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Understand how to plan the use of digital media for a specific message, audience and recipient.	1.1 Analyse expected target audience and their responses to different electronic media communication methods. 1.2 Analyse the characteristics, advantages and disadvantages of different software packages used to present marketing information.
2 Be able to plan the use of digital media for a specific message, audience and purpose.	2.1 Justify and confirm the sales and marketing objectives for the digital communication, including: a) response rates b) sales generated return on investment. 2.2 Justify the choice of electronic media to communicate to the target audience in line with the sales and marketing objectives. 2.3 Agree an engaging marketing communications message appropriate for the media selected.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
<p>3 Be able to check the digital message can be accessed and/or delivered.</p>	<p>3.1 Check links, keywords and supporting attachments allow access by recipients to further information.</p> <p>3.2 Analyse risks related to delivering digital messages and take action to minimise these risks.</p> <p>3.3 Enable click-through tracking in digital messages in accordance with the plan.</p>
<p>4 Be able to monitor and evaluate the response to digital activity and take any corrective action.</p>	<p>4.1 Monitor and evaluate the responses to a digital marketing communications message against agreed criteria.</p>

Access to HE Diploma Unit

Unit Code:	QU016765		
Title:	Content Marketing		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Graded		
Grade descriptors:	<ul style="list-style-type: none"> • GD1-Understanding the subject • GD3-Application of skills • GD7-Quality 		
Academic subject content/other:	Academic Subject Content		
Suggested assessment details:	Refer to Assessment Grid		

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Understand content marketing.	1.1 Describe content marketing methods. 1.2 Explain the benefits of a content marketing campaign to a business. 1.3 Outline content marketing ideas for use in a campaign. 1.4 Explain factors to consider when creating a brief for a content marketing campaign.
2 Understand technology used in content marketing.	2.1 Explain how technical constraints influence the choice of content media types. 2.2 Explain the purpose of different types of data provided by technology to measure success.
3 Be able to run a content marketing campaign.	3.1 Source content media for a content marketing campaign. 3.2 Add content media to a web page for a content marketing campaign. 3.3 Optimise web pages for search for a content marketing campaign. 3.4 Evaluate a content marketing campaign against the aims and objectives of a brief, using data

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
	provided by technology to measure success.

Access to HE Diploma Unit

Unit Code:	QU016753		
Title:	Developing a Brand		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Graded		
Grade descriptors:	<ul style="list-style-type: none"> • GD1-Understanding the subject • GD3-Application of skills • GD7-Quality 		
Academic subject content/other:	Academic Subject Content		
Suggested assessment details:	Refer to Assessment Grid		

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Understand the constituents of the promotional mix.	1.1 Explain what is meant by promotional mix. 1.2 Assess the suitability of a promotional mix for a product or service.
2 Understand how to promote a brand to customers.	2.1 Analyse the benefits of branding. 2.2 Evaluate methods which a new business might use to establish its brand.
3 Be able to prepare promotional plans.	3.1 Design a promotional campaign for a new product or service which utilises a new or existing brand. 3.2 Create an effective plan for implementing and reviewing a promotional campaign for a product or service for a new or existing brand.

Access to HE Diploma Unit

Unit Code:	QU016740		
Title:	Imaging Software Skills		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Graded		
Grade descriptors:	<ul style="list-style-type: none"> • GD1-Understanding the subject • GD3-Application of skills • GD7-Quality 		
Academic subject content/other:	Academic Subject Content		
Suggested assessment details:	Refer to Assessment Grid		

This unit has 2 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Be able to obtain, insert and combine information for images.	1.1 Justify the choice of images for a specific purpose. 1.2 Analyse how the context affects the way images should be prepared. 1.3 Analyse copyright or other constraints which may apply to the use of own and others' images. 1.4 Obtain, insert and prepare relevant images for a specific purpose. 1.5 Use appropriate techniques to organise and combine information of different types or from different sources.
2 Be able to use imaging software tools to create, manipulate and edit images.	2.1 Analyse technical factors affecting images, explaining how to take these into account. 2.2 Select and use suitable tools and techniques efficiently to create images. 2.3 Use guidelines and dimensioning tools to enhance precision. 2.4 Select and use effective tools and techniques to: <ul style="list-style-type: none"> a) manipulate images b) edit images.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
	<p>2.5 Analyse whether images meet requirements, using IT tools, and make corrections as necessary to meet quality standards.</p>

Access to HE Diploma Unit

Unit Code:	QU016761		
Title:	Principles of Marketing on Mobile Devices		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Graded		
Grade descriptors:	<ul style="list-style-type: none"> GD1-Understanding the subject GD7-Quality 		
Academic subject content/other:	Academic Subject Content		
Suggested assessment details:	Refer to Assessment Grid		

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Know the unique aspects of mobile marketing.	1.1 Analyse the unique aspects of mobile devices. 1.2 Evaluate opportunities for mobile marketing arising from technological developments. 1.3 Analyse limitations of mobile technologies for mobile marketing.
2 Understand mobile marketing communications.	2.1 Compare apps with websites. 2.2 Compare and contrast different types of apps. 2.3 Analyse challenges of developing websites for mobile marketing. 2.4 Evaluate methods used to optimise websites for mobile marketing.
3 Understand the use of location aware apps for business.	3.1 Compare the use of different types of location aware apps for mobile marketing. 3.2 Analyse how location aware apps target consumers.

Access to HE Diploma Unit

Unit Code:	QU016763		
Title:	Project Management		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Graded		
Grade descriptors:	<ul style="list-style-type: none"> • GD1-Understanding the subject • GD3-Application of skills • GD7-Quality 		
Academic subject content/other:	Academic Subject Content		
Suggested assessment details:	Refer to Assessment Grid		

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Understand why organisations use project management.	1.1 Analyse differences between routine and project work. 1.2 Analyse key elements of project work. 1.3 Evaluate the benefits of project management to an organisation.
2 Be able to plan projects.	2.1 Define clear goals for a project. 2.2 Justify project resource requirements. 2.3 Use project planning tools effectively. 2.4 Create a project schedule. 2.5 Evaluate project communication needs. 2.6 Assess potential risks to the successful completion of a project. 2.7 Explain actions to minimise risk.
3 Understand the importance of reviewing projects at all stages.	3.1 Analyse different methods used for monitoring projects. 3.2 Justify reasons for reviewing projects during and after completion.

Access to HE Diploma Unit

Unit Code:	QU016755		
Title:	Search Engine Marketing		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Graded		
Grade descriptors:	<ul style="list-style-type: none"> • GD1-Understanding the subject • GD3-Application of skills • GD7-Quality 		
Academic subject content/other:	Academic Subject Content		
Suggested assessment details:	Refer to Assessment Grid		

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Understand how search engine marketing fits into the marketing objectives of a business.	1.1 Distinguish between organic and paid search. 1.2 Analyse the benefits of a paid search ad to a business. 1.3 Analyse factors to consider when planning a paid search marketing campaign for a business. 1.4 Summarise what is viewed as good practice when creating a paid search ad.
2 Understand the role of keywords and keyword phrases in a paid search marketing campaign.	2.1 Distinguish between 'keyword' and 'keyword phrase'. 2.2 Distinguish between 'exact' and 'broad' keyword and keyword phrases.
3 Be able to run a paid search marketing campaign.	3.1 Select and justify the choice of keyword and keyword phrases for a paid search ad to meet requirements of a brief. 3.2 Create a paid search ad to meet requirements of a brief. 3.3 Justify refinements required to an ad campaign as a result of data analysis.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
	<p>3.4 Evaluate the campaign against the aims and objectives of a brief, using data provided by technology to measure success.</p>

Access to HE Diploma Unit

Unit Code:	QU016742		
Title:	Video Software		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Graded		
Grade descriptors:	<ul style="list-style-type: none"> • GD1-Understanding the subject • GD3-Application of skills • GD7-Quality 		
Academic subject content/other:	Academic Subject Content		
Suggested assessment details:	Refer to Assessment Grid		

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Be able to use video hardware and software to capture sequences.	1.1 Determine the content needed for sequences and when to originate it. 1.2 Select and use a combination of input device and video software to: a) optimise the recording of information b) originate and develop new content for sequences. 1.3 Analyse the impact file size and file format will have, including when to use information coding and compression. 1.4 Explain how copyright constraints can affect use of information. 1.5 Store and retrieve sequences using appropriate file formats and compression, in line with local guidelines and conventions where available.
2 Be able to use video software tools and techniques to edit sequences.	2.1 Select and use video software tools and techniques to mark-up and edit sequences to achieve required effects. 2.2 Organise, combine and link information for sequences in line with any copyright constraints, including across different software.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
3 Be able to play and present video sequences.	<p>3.1 Explain the features and constraints of playback software and display devices used for different purposes.</p> <p>3.2 Present sequences effectively by exploiting the features and settings of video playback software and display device to maximise quality and meet needs.</p> <p>3.3 Evaluate the quality of sequences and explain how to respond to quality issues and problems.</p>

Units: Ungraded

Access to HE Diploma Unit

Unit Code:	QU018346		
Title:	Academic Reading Skills		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Ungraded		
Academic subject content/other:	Other		
Suggested assessment details:	Refer to Assessment Grid		

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Be able to demonstrate the use of different reading techniques.	1.1 Annotate text after using skimming, scanning and active reading techniques. 1.2 Summarise text after using skimming, scanning and active reading techniques.
2 Explain, with examples, how language used in texts can reveal assumptions and prejudice.	2.1 Identify and explain instances of opinion and bias in text. 2.2 Analyse the use of objective and emotive language in a text.
3 Demonstrate how to apply critical reading techniques to texts.	3.1 Analyse the strengths and weaknesses of an argument from at least two texts. 3.2 Critically evaluate an argument.

Access to HE Diploma Unit

Unit Code:	QU025276		
Title:	Academic Writing Skills		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Ungraded		
Academic subject content/other:	Other		
Suggested assessment details:	Refer to Assessment Grid		

This unit has 5 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Be able to record information from a range of sources.	1.1 Use note-taking skills to prioritise key points from a range of sources.
2 Be able to plan and develop a structured framework for extended writing, including an introduction, main body and conclusion.	2.1 Develop a detailed essay plan for an extended piece of writing, which organises meaning and ideas coherently and effectively. 2.2 Include detailed planning for an introduction, main body and conclusion to the essay.
3 Be able to proofread and edit own writing effectively.	3.1 Produce an essay draft which shows evidence of proofreading and editing.
4 Be able to present information and opinion in a written format, using language, style and conventions appropriate to academic writing.	4.1 Communicate with clarity and detail to convey meaning and ideas effectively. 4.2 Write following conventions of sentence structure, punctuation, paragraphing, spelling and grammar. 4.3 Use appropriate style and register which shows an awareness of audience.
5 Be able to understand and use a standard form of referencing.	5.1 Use accurately a standard form of referencing that reflects a range of sources.

Access to HE Diploma Unit

Unit Code:	QU007486		
Title:	Application of Number – Interpreting and Presenting Information		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Ungraded		
Academic subject content/other:	Other		
Suggested assessment details:	Refer to Assessment Grid		

This unit has 2 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Know how to obtain and interpret mathematical and statistical information.	1.1 Within a complex task, identify and evaluate possible sources of data, e.g. rate of change, trends, probabilities. 1.2 Justify the choice of data collection procedures giving reasons for choosing a particular sample and methods used. 1.3 Evaluate actual or possible sources of error in collecting and recording data. 1.4 Choose and justify the chosen methods of recording data. 1.5 Interpret the main characteristics of the data in relation to the task.
2 Be able to present mathematical and statistical data.	2.1 Choose and use a range of appropriate and effective techniques to present accurately, e.g. the use of probability to describe situations, the presentation and interpretation of upper and lower boundaries of results; statistical diagrams.

Access to HE Diploma Unit

Unit Code:	QU007560		
Title:	Communication – Speaking and Listening		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Ungraded		
Academic subject content/other:	Other		
Suggested assessment details:	Refer to Assessment Grid		

This unit has 2 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Give a short presentation about a straight forward subject.	1.1 Speak clearly using language, tone and style appropriately to the purpose, subject, audience and situation. 1.2 Present information in a structured sequence so that ideas and concepts are easily followed by the audience. 1.3 Use appropriate supporting material to illustrate presentation. 1.4 Respond appropriately and sensitively to questions from the audience.
2 Take part in discussions.	2.1 Give and obtain information and exchange ideas in discussion on both familiar and unfamiliar subjects. 2.2 Organise contributions to match the demands of the discussion, use vocabulary precisely, deal with sensitive issues appropriately and take account of the audience, subject, situation and purpose of the discussion and own role in it. 2.3 Take forward the discussion and create opportunities for others to contribute by asking follow up questions, listening to and interpreting other points of view

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
	<p>sensitively or inviting others to contribute their views.</p> <p>2.4 Respond appropriately to questions.</p>

Access to HE Diploma Unit

Unit Code:	QU026150		
Title:	Computer Data Protection		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Ungraded		
Academic subject content/other:	Other		
Suggested assessment details:	Refer to Assessment Grid		

This unit has 2 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Understand current UK legislation relating to the use and protection of data.	1.1 Explain the purpose of legislation related to data protection. 1.2 Evaluate current legislation relating to the use and protection of data when using computers. 1.3 Analyse examples of the application of current data protection legislation.
2 Understand the need for control of data to ensure that it is accurate and secure.	2.1 Evaluate the need for control of data to ensure that it is accurate and secure. 2.2 Use examples to examine when data should or should not be controlled.

Access to HE Diploma Unit

Unit Code:	QU025278		
Title:	Developing Professional Attributes		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Ungraded		
Academic subject content/other:	Other		
Suggested assessment details:	Refer to assessment grid.		

This unit has 4 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Understand the difference between positive and negative professional attributes.	1.1 Evaluate both positive and negative professional attributes. 1.2 Link positive attributes to the role of a professional.
2 Be able to reflect on own professional attributes and areas for development.	2.1 Produce SWOT analysis of own professional attributes. 2.2 Evaluate SWOT analysis. 2.3 Produce an individual professional development plan linked to the SWOT analysis.
3 Understand which attributes are considered important by employers in a specific sector and are valued in the workplace.	3.1 Analyse which professional attributes are valued highly by employers within a specific sector. 3.2 Analyse why these professional attributes are important in a sector specific workplace.
4 Understand the link between professional attributes and emotional intelligence.	4.1 Analyse the links between professional attributes and emotional intelligence.

Access to HE Diploma Unit

Unit Code:	QU025532		
Title:	Preparation for Higher Education		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Ungraded		
Academic subject content/other:	Other		
Suggested assessment details:	Refer to assessment grid.		

This unit has 4 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Understand how to identify opportunities for Higher Education.	1.1 Use information sources to research Higher Education courses. 1.2 Analyse processes and procedures necessary to gain entry to Higher Education. 1.3 Analyse information on Higher Education courses and make appropriate realistic choices. This can also include Higher and Degree Apprenticeships.
2 Understand the process of completing a Higher Education application form.	2.1 Complete an application form with excellent attention to detail, meeting a given deadline. 2.2 Summarise and evaluate personal experiences, achievement and goals, communicating these clearly in a personal statement.
3 Understand preparation required for the interview process.	3.1 Conduct further personal research into courses at relevant institutions in preparation for an interview. 3.2 Prepare provisional answers to anticipated questions, making excellent use of previous experience and recent study.
4 Understand the need to prepare for the transition to Higher Education.	4.1 Analyse the personal and academic qualities needed for successful study in Higher Education.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
	<p>4.2 Explain likely practical problems and barriers in moving to higher education and seek strategies for overcoming these.</p> <p>4.3 Analyse the nature of study in Higher Education.</p>

Access to HE Diploma Unit

Unit Code:	QU027084		
Title:	Presenting Information Using ICT		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Ungraded		
Academic subject content/other:	Other		
Suggested assessment details:	Refer to Assessment grid.		

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Understand ways of using ICT to present information.	1.1 Find and analyse examples of information presented through ICT. 1.2 Explain which forms of presentation suit different types of information. 1.3 Analyse examples of information presented with clear layout and style. 1.4 Explain the importance of copyright when presenting information.
2 Be able to use a range of ICT software applications to present information.	2.1 Present text information for a given purpose using a variety of features in word processing software. 2.2 Present information for a given purpose using a variety of features in spreadsheet software. 2.3 Present information for a given purpose using a variety of features in presentation software.
3 Be able to integrate ICT software to present information.	3.1 Plan how to present integrated information using a range of ICT formats. Range should include presentation, spreadsheet and word processing software. 3.2 Present information to meet a specific brief.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
	<p>3.3 Save information in a structured format so it can be found easily and justify choice.</p> <p>E.g embedding a chart produced in a spreadsheet into a document or presentation.</p>

Access to HE Diploma Unit

Unit Code:	QU018360		
Title:	Problem Solving in the Workplace		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Ungraded		
Academic subject content/other:	Other		
Suggested assessment details:	Refer to assessment grid.		

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Understand factors that may influence problem solving in the workplace.	1.1 Analyse factors which influence the choice of solution for problems.
2 Know how to solve problems in the workplace.	2.1 Analyse the nature of specific workplace problems. 2.2 Explain the actions that need to be taken to solve the workplace problems. 2.3 Analyse the potential consequences and impact of proposed actions.
3 Be able to apply solutions to workplace problems.	3.1 Select preferred solution to workplace problems. 3.2 Justify the choice of solution.

Access to HE Diploma Unit

Unit Code:	QU028487		
Title:	Promoting Wellbeing and Building Resilience		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Ungraded		
Academic subject content/other:	Other		
Suggested assessment details:	Refer to assessment grid.		

This unit has 4 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Understand the physical and psychological impact of pressure and stress on mental wellbeing.	1.1 Explain the physical and psychological impact of pressure and stress on mental wellbeing.
2. Understand the connection between mental wellbeing and resilience.	2.1 Analyse the connection between mental wellbeing and resilience.
3. Understand the factors that can improve wellbeing and build resilience.	3.1 Explain factors that can improve wellbeing. 3.2 Explain factors that can negatively affect wellbeing and how to avoid them. 3.3 Explain the behaviours associated with resilience. 3.4 Explain ways to build resilience.
4. Understand how to manage an individual's mental wellbeing and the support available to them.	4.1 Evaluate the methods for managing and maintaining mental wellbeing and building resilience. To include practical and theoretical methods such as breathing exercises to reduce stress, mindfulness techniques. 4.2 Analyse the types of support available from different sources.

Access to HE Diploma Unit

Unit Code:	QU026344		
Title:	References and Reliability of Sources		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Ungraded		
Academic subject content/other:	Other		
Suggested assessment details:	Refer to assessment grid.		

This unit has 3 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Understand the difference between primary and secondary sources.	1.1 Evaluate the difference between primary and secondary sources.
2 Understand the value of a variety of primary source materials as evidence.	2.1 Analyse primary sources for a specific context. 2.2 Evaluate the primary sources, taking into account: authorship, purpose, audience, and underlying values and beliefs.
3 Understand the uses and limitations of secondary sources.	3.1 Compare and evaluate secondary sources considering the following: use of sources, 'facts', background material, interpretation.

Access to HE Diploma Unit

Unit Code:	QU011467		
Title:	Spreadsheets		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Ungraded		
Academic subject content/other:	Other		
Suggested assessment details:	Refer to assessment grid.		

This unit has 7 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Know how to design and store a spreadsheet.	1.1 Design a spreadsheet appropriate to a user's requirements. 1.2 Create and store the spreadsheet. 1.3 Evaluate the spreadsheet in terms of meeting the user's needs.
2 Be able to retrieve and modify an existing spreadsheet.	2.1 Modify the spreadsheet design/content in response to user feedback.
3 Know how to print a spreadsheet.	3.1 Print or display whole or part spreadsheets/formulae with a variety of print layout options.
4 Be able to enhance user readability.	4.1 Use suitable formatting options for displaying text and numeric values. 4.2 Define and use conditional formatting to limit input error and give suitable messages to users.
5 Understand spreadsheet functions.	5.1 Develop a spreadsheet solution using a range of mathematical functions.
6 Understand graphical facilities.	6.1 Use an appropriate graph type. 6.2 Draw pie, bar, line graphs with appropriate labels attached.
7 Know how to use additional features within the spreadsheet environment.	7.1 Use advanced sorting, protecting and filtering facilities on a spreadsheet.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
	7.2 Analyse data using pivot tables.

Access to HE Diploma Unit

Unit Code:	QU018318		
Title:	Study Skills		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Ungraded		
Academic subject content/other:	Other		
Suggested assessment details:	Refer to assessment grid.		

This unit has 5 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Know how to manage and organise study time.	1.1 Produce, revise and evaluate a personal schedule of study that accommodates own time constraints. 1.2 Where necessary, prioritise and reschedule study plan explaining changes. 1.3 Prioritise and meet assignment deadlines, negotiating new deadlines if needed. 1.4 Devise a strategy for organising coursework.
2 Know how to participate in learning activities.	2.1 Prepare efficiently for tutorials and classroom activities. 2.2 Participate appropriately in classroom activities.
3 Understand assignment requirements.	3.1 Analyse assignment effectively identifying aims and objectives. 3.2 Determine suitable format for assignment, effectively explaining decisions made.
4 Understand learning preferences.	4.1 Analyse different methods of learning. 4.2 Analyse methods of identifying own learning preferences.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
<p>5 Be able to retrieve information from a range of sources.</p>	<p>5.1 Retrieve information from a range of written texts using a range of reading skills.</p> <p>5.2 Scan source material, critically evaluating information, selecting accurate and detailed notes to suit purpose.</p> <p>5.3 Demonstrate the use of a recognised referencing system for retrieved information.</p>

Access to HE Diploma Unit

Unit Code:	QU026155		
Title:	Writing Reports		
Unit Level:	Level 3	Unit Credit:	3
Grading type:	Ungraded		
Academic subject content/other:	Other		
Suggested assessment details:	Refer to assessment grid.		

This unit has 5 learning outcomes.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1 Understand the significance of the report title in determining the content.	1.1 Analyse the requirements of the question or task. 1.2 Analyse the main points which must be covered, omitting irrelevant detail.
2 Be able to plan and present the plan for a report	2.1 Produce a plan for a report. 2.2 Present the plan for the report.
3 Be able to structure a report.	3.1 Produce an introduction which sets out how the subject will be dealt with in the report. 3.2 Use evidence and examples to strengthen information provided in the report. 3.3 Use linking sentences in paragraphs to produce a cohesive report. 3.4 Provide a conclusion which sums up the main findings of the report.
4 Be able to write in an appropriate style.	4.1 Write in a detached, balanced, and objective manner. 4.2 Write formal English avoiding emotive language and colloquialisms.
5 Know the conventions for acknowledging sources.	5.1 Acknowledge the work of other authors both during the report and in a list of references.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
	5.2 Use recognised approaches for acknowledging sources.

7. What to do next

For existing Centres please contact your named Development Manager or Development Officer.

For organisations, not yet registered as a Gateway Qualifications Centre please contact:

Gateway Qualifications
Gateway House
3 Tollgate Business Park
Colchester
CO3 8AB

Tel: 01206 911211

Email: enquiries@gatewayqualifications.org.uk

8. Gateway Qualifications

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