

QUALIFICATION SPECIFICATION

 gateway
qualifications



Diploma in Digital Marketing (Level 4)

Access to HE

Apprenticeships

Digital

Employability &
Enterprise

English & Maths

ESOL

Personal & Social
Development

Professional
Development

Vocational

This qualification specification covers the following qualification:

Qualification Number	Qualification Title
601/8335/4	Gateway Qualifications Level 4 Diploma In Digital Marketing

Version and date	Change detail	Section/Page reference
5.0 Nov 2022	Removed address and changed back cover	Page 15
	Funding section updated	Page 7

About this qualification specification

This qualification specification is intended for Tutors, Assessors, Internal Quality Assurers, Centre Quality Managers and other staff within Gateway Qualifications recognised centres and/or prospective centres.

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

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

In order to offer this qualification, you must be a Gateway Qualifications recognised centre.

If your centre is not yet recognised, please contact our Development Team to discuss becoming Gateway Qualifications Recognised Centre:

Telephone: 01206 911211

Email: enquiries@gatewayqualifications.org.uk

Website: www.gatewayqualifications.org.uk/recognition

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1. Qualification Information

1. About the qualifications

The qualifications have been approved by Ofqual, the regulator of qualifications, examinations and assessments in England.

The **Gateway Qualifications Level 4 Diploma in Digital Marketing** qualification is aimed at learners entering the Digital Marketing sector as well as those already working in these areas who are looking to renew their skills with formal training.

Digital Marketing is the use of digital media to attract and engage with current and potential customers, for example through the medium of online advertising, email marketing, and search engine optimisation. The rich data generated enables detailed analysis of what has worked, demanding analytical and creative skills above those demanded in traditional marketing and advertising. There are clear pathways and optional groups in the qualification to support the learners' journey into this sector.

2. Objective

The objective of the Gateway Qualifications Level 4 Diploma in Digital Marketing is to confirm competence in an occupational role.

3. Key Facts

Qualification Title in full	Total Qualification Time	Guided Learning Hours	Credit Value
Gateway Qualifications Level 4 Diploma In Social Media for Business	1200 hrs	585	120

Total Qualification Time is the number of notional hours which represents an estimate of the total amount of time that could be reasonably expected to be required for a learner to achieve and demonstrate the achievement of the level of attainment necessary for the award of the qualification.

Total Qualification Time is comprised of the following two elements:

- a) The number of hours which an awarding organisation has assigned to a qualification for guided learning, and
- b) An estimate of the number of hours a learner will reasonably be likely to spend in preparation, study or any other form of participation in education or training, including assessment, which takes place by – but, unlike guided learning, not under the immediate guidance or supervision of – a lecturer, supervisor, tutor or other appropriate provider of education or training.

4. Funding

For information on potential sources of funding in England please visit the Education and Skills Funding Agency:

<https://www.gov.uk/government/organisations/education-and-skills-funding-agency>

<https://www.gov.uk/government/collections/qualifications-approved-for-public-funding>

<https://hub.fasst.org.uk/Pages/default.aspx>

5. Achievement methodology

The qualification 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.

Achievement is therefore determined by successful completion of unit assessment with no further requirement for additional/summative assessment.

6. Geographical Coverage

This qualification has been approved by Ofqual to be offered in England.

7. Progression Opportunities

Learners could progress onto:

- Higher level qualifications in management
- Higher Education in Business, Marketing and IT related disciplines that may include Foundation or full degrees
- Recognition by a trade or professional body in their given discipline
- Potential employment in the following jobs:
 - Digital marketing (ad/campaign) manager
 - Digital marketing analyst
 - Ecommerce marketing manager
 - Search marketing manager/executive
 - Social media marketing manager
 - Acquisition manager
 - CRM manager
 - Email campaign manager
 - Digital fundraising campaign manager
 - Mobile marketing manager
 - Web designer
 - Web product manager
 - Web analyst
 - Video marketing director
 - Video marketing editor

- Video marketing online channel manager
- Digital marketing manager/director

8. Relationship with other frameworks

The Gateway Qualifications Level 4 Diploma in Digital Marketing and Social Media for Business is related to the National Occupational Standards (NOS) developed by Skills CFA and provides a significant amount of knowledge, understanding and skills development that underpins occupational competence in digital marketing.

2. Learner Entry Requirements

2.1 Age

The approved age range for these qualifications is: 16+.

2.2 Prior Qualifications or Units

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

2.3 Prior Skills/Knowledge/Understanding

There is no requirement for learners to have prior skills, knowledge or understanding. However, employers are looking to attract applicants who have a keen interest in social media and digital marketing. They expect potential employees to demonstrate a "can do" attitude and have basic numeracy, literacy and IT skills on which the qualification will build.

It would be an advantage for candidates to have experience of the industry.

2.4 Restrictions

There are no restrictions to entry.

2.5 Access to qualifications for learners with disabilities or specific needs

It is Gateway Qualifications' aim that there shall be equal opportunities within this organisation and in all the services it provides and within its recognised centres and via the services they provide and so meet the organisation's legal responsibilities to prevent discrimination.

In particular 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.

Gateway Qualifications and recognised centres 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 assessment criteria.

Special Considerations

Requests for special consideration should be submitted as soon as possible. Please refer to the [Reasonable Adjustments and Special Consideration Policy](#).

2.6 Additional Requirements/Guidance

There are no additional rules or guidance regarding learner entry requirements.

2.7 Recruiting Learners with Integrity

It is vital that centres recruit with integrity with regard to qualifications. Centres 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 centre assessing each potential learner and making justifiable and professional judgements about the learner'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(s).

3. Achieving the Qualification

3.1 Qualification Structure (Rules of Combination and Unit List)

The knowledge, skills and understanding that will be assessed as part of the qualification are set out within the unit specifications. These include the learning outcomes and associated assessment criteria. To obtain unit information, please contact Gateway Qualifications who will enable access to our unit library.

For information on Recognition of Prior Learning/Exempt and Equivalent units please see section **3.2 Recognition of Prior Learning (RPL)/Exemptions/Equivalencies**

Gateway Qualifications Level 4 Diploma In Digital Marketing

Learners must achieve 120 credits in total. 60 credits must be achieved from the Mandatory Group (M) and a minimum of 21 credits must be achieved from Group OA. The remaining 39 credits may be taken from Group OA or Group OB.

Mandatory Group

Learners must achieve 60 credits from this group.

Unit Reference Number	Title	Level	Credit Value	GLH
A/508/0207	Ethics and legalities of digital marketing	Level 4	6	31
F/508/0208	Business Concepts	Level 4	11	72
J/508/0209	Digital marketing metrics and analytics	Level 4	6	32
A/508/0210	Marketing Planning	Level 4	12	63
R/507/4512	Project Management	Level 4	15	50
M/507/4503	Personal and Professional Development	Level 4	10	25

Optional Group OA

Learners must achieve a minimum of 21 credits from this group.

Unit Reference Number	Title	Level	Credit Value	GLH
F/508/0211	Online display advertising	Level 4	5	26

J/508/0212	Marketing on mobile	Level 4	5	31
L/508/0213	Video channel management	Level 4	6	30
H/508/0220	Designing an effective web based user experience	Level 4	8	76
Y/508/0215	Content marketing	Level 4	7	37
K/508/0221	Search engine marketing	Level 4	7	40
D/508/0216	Email marketing	Level 4	7	35
K/508/0218	Retention marketing	Level 4	9	52
R/508/0214	Gamification	Level 3	5	27

Optional Group OB

Learners may achieve 39 credits from this group.

Unit Reference Number	Title	Level	Credit Value	GLH
T/508/0206	Spreadsheet Software	Level 3	6	45
M/508/0222	Relationship management for account managers	Level 5	6	30
H/508/0217	Using Collaborative Technologies	Level 3	6	45
D/508/0202	Principles of Social Media within a Business	Level 3	6	42
H/508/0203	Principles of Keywords and Optimisation	Level 3	5	30
T/508/0223	Principles of Social Media Advertising and Promotion	Level 3	6	34
K/508/0204	Content Management System Website Creation	Level 3	7	36
M/508/0205	Website Software	Level 3	5	40

A/508/0224	Delivering e-commerce solutions	Level 3	9	68
F/508/0225	Imaging Software	Level 3	5	40
J/508/0226	Video Software	Level 3	4	30

3.2 Recognition of Prior Learning (RPL)

Recognition of Prior Learning (RPL) provides learners and Centres with an alternative assessment method by which a learner's previous achievements can meet the assessment requirements for a unit/qualification through the knowledge, understanding or skills that they already possess and so, do not need to develop these through a course of learning.

It enables the recognition of achievement from a range of activities using any valid assessment methodology. Provided that the assessment requirements of a given unit or qualification have been met, the use of RPL is acceptable to contribute to a unit, units or a whole qualification according to the RPL criteria for a given qualification.

The recognition of prior learning is permitted for this qualification and includes the prior attainment of units on a qualification offered by Gateway Qualifications, e.g. where a learner progresses from a smaller qualification to a larger qualification and where the qualifications have shared content such as an Award, Certificate and/or Diploma.

Centres should refer to the Gateway Qualifications' Recognition of Prior Learning policy and follow the process available on the website.

3.3 Links to other qualifications

There are no links to other qualifications.

4. Assessment and Quality Assurance

The following are in addition to the standard assessment and quality assurance requirements set out in the Gateway Qualifications Centre Handbook.

4.1 Method of Assessment

The method of assessment for the qualification is through a portfolio of evidence.

4.2 Assessment Materials

There are no specific assessment materials provided for this qualification.

4.3 Qualification-Specific Centre Requirements

Centres must ensure that they have the appropriate resources in place when delivering performance units from vocational areas.

For the Level 4 Diploma in Digital Marketing, centres and learners must be able to access social media or provide an internal equivalent of social media, for example by using a Virtual Learning Environment (VLE), Grouply or Ning.

Centres must be able to meet the requirements of the units and assessments when using internal or external social media.

4.4 Qualification-Specific Tutor/Assessor Requirements

Tutor/Assessors must be fully qualified and experienced in the subject area in which they are delivering, details of which must be provided to Gateway Qualifications as part of the Qualification Approval application.

For the Digital Marketing qualification:

Staff delivering this qualification must be able to demonstrate that they meet the following occupational expertise requirements. They should:

- be occupationally competent or technically knowledgeable in the area for which they are delivering training and/or have experience of providing training. This knowledge must be to the same level as the training being delivered
- have recent relevant experience in the specific area they will be assessing
- have credible experience of providing training.

Although Assessor qualifications are desirable and demonstrate good practice in assessment, there is currently no compulsory requirement for assessors to hold them.

Training, Assessment, Quality Assurance qualifications are valued as qualifications for centre staff, but they are not currently a requirement for the qualification.

If staff do not have Assessor qualifications they must be able to show occupational competence, through mapping their competences and knowledge against the relevant NOS and the assessor and verifier requirements.

Centres must support their staff to ensure that they have current knowledge of the occupational area, that delivery, mentoring, training, assessment and verification is in line with best practice, and that it takes account of any national or legislative developments.

4.5 Qualification-Specific Quality Assurance Requirements

There are no additional internal/external quality assurance requirements for these qualifications. There is no current requirement for internal or external quality assurers to have specialist quality assurance qualifications, although these are valued.

5. What to do next

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

Tel: 01206 911211

Email: enquiries@gatewayqualifications.org.uk

6. Gateway Qualifications

Gateway Qualifications, a not for profit registered charity, is an Awarding Organisation based in Colchester.

We work with learning providers and industry experts to design and develop qualifications that benefit the learner and the employer.

We support flexible, responsive and quality assured learning opportunities whether it's in the classroom, at work, in the community or through distance learning.

We are recognised by Ofqual, to design, develop and submit qualifications to the Regulated Qualifications Framework (RQF).



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