

This qualification specification covers the following qualifications:

Qualification Title	Qualification Number
Gateway Qualifications Level 3 Diploma In Social Media for Business	601/6755/5
Gateway Qualifications Level 3 Diploma In Digital Marketing	601/6756/7

Version and date	Change detail	Section/Page Reference
5.0 Nov 2022	Removed address and changed back cover. Funding updated	Page 26 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

1.1 About the qualifications

The qualifications have been approved by the Office of Qualifications and Examinations Regulation (Ofqual) that regulates qualifications, examinations and assessments in England.

The aim of these qualifications is to support the aims and objectives of the Social Media and Digital Marketing (England) Apprenticeship Framework.

Advanced Apprenticeship in Social Media and Digital Marketing

Pathway 1: Social Media

The **Gateway Qualifications Level 3 Diploma in Social Media for Business** meets the competence and knowledge qualification requirements of pathway 1 of the Social Media and Digital Marketing Apprenticeship framework.

This qualification is ideal for those working in ICT or marketing and those completing a Social Media Apprenticeship. This qualification also supports learners entering this sector for the first time or those looking to up skill and develop their knowledge of social media for business purposes. Effective use of social media is now an established marketing tool and can be used to help businesses expand and grow. The qualification will help learners understand the impact of social media on business and help them to use a range of techniques and tools in marketing campaigns.

Pathway 2: Digital Marketing

The **Gateway Qualifications Level 3 Diploma in Digital Marketing** meets the competence and knowledge qualification requirements of pathway 2 of the Social Media and Digital Marketing Apprenticeship framework.

The 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.

The aim of this apprenticeship framework is to provide employers in the public, private and not-for-profit sectors with a workforce who have the skills, knowledge and competency to support business systems, processes and services through social media. This will contribute to making businesses more efficient and productive. This framework has been created to help support the development of the specific skills needed for a job in this social media and digital marketing sector.

1.2 Objective

The objective of the Gateway Qualifications Level 3 Diploma in Social Media for Business and Level 3 Diploma in Digital Marketing is to confirm competence in an occupational role to the standards specified within the Apprenticeship Framework for Social Media and Digital Marketing (England).

1.3 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>

1.4 Geographical Coverage

The qualifications have been approved by Ofqual to be offered in England.

1.5 Progression Opportunities

Those completing the Level 3 qualification as part of an Advanced Apprenticeship in Social Media and Digital Marketing could progress onto:

- the Level 4 Higher Apprenticeship in Business and Professional Administration and IT, Software, Web and Telecoms Professionals
- further or higher education to undertake Business, Marketing and IT related qualifications, including Level 4 Higher Qualifications, Foundation Degrees and full Degrees.
- Higher Level qualifications in Management.

1.6 Equality, diversity and inclusion

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.

2. Learner Entry Requirements

2.1 Key information

Qualification Titles	
Age	The approved age range for these qualifications is: 16+.
Prior qualifications or units	There is no requirement for learners to have achieved prior qualifications or units.
Prior skills/knowledge/understanding	There is no requirement for learners to have prior skills, knowledge or understanding.
Restrictions	There are no restrictions to entry.
Additional requirements/guidance	There are no additional rules or guidance regarding learner entry requirements.

2.2 Access to qualifications for learners with disabilities or specific needs

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.

Gateway Qualification has a duty to permit a reasonable adjustment where an assessment arrangement would put a disabled person at a substantial disadvantage in comparison to someone who is not disabled. Please refer to [Section 4.11 Access Arrangement, Reasonable Adjustments and Special Considerations](#) for further details

2.3 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. Qualification Details

3.1 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.

3.2 Qualification Size

Qualification Title in full	Credit Value	Total Qualification Time	Guided Learning Hours
Gateway Qualifications Level 3 Diploma In Social Media for Business	42	420	257
Gateway Qualifications Level 3 Diploma In Digital Marketing	74	740	472

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:

- the number of hours which an awarding organisation has assigned to a qualification for Guided Learning, and
- 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.

3.3 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 **3.4 Recognition of Prior Learning (RPL)**.

Gateway Qualifications Level 3 Diploma in Social Media for Business

Learners must achieve a minimum of 42 credits to achieve the qualification. 24 credits must come from the Mandatory Group M plus a minimum of 18 credits from their chosen pathway.

11 credits of the underpinning knowledge will come from the mandatory units as follows:

- Principles of Social Media within a Business R/503/9324 - 6 credits from all learning outcomes
- Principles of Keywords and Optimisation M/503/9329 - 2 credits from learning outcomes 1,3 and 4
- Social Networking Management for a Business Y/503/9325 - 1 credit from learning outcome 2
- Using Collaborative Technologies T/502/4380 - 2 credits from learning outcomes 1,2 and 4

Mandatory Group

Learners must achieve 24 credits from this group.

Unit Reference Number	Title	Level	Credit Value	GLH
T/502/4380	Using Collaborative Technologies	Level 3	6	45
R/503/9324	Principles of Social Media within a Business	Level 3	6	42
M/503/9329	Principles of Keywords and Optimisation	Level 3	5	30
Y/503/9325	Social Networking Management for a Business	Level 3	7	38

Pathways

Learners must achieve a minimum of 18 credits from their chosen pathway.

Pathway 1 – Technical

Learners choosing this pathway must achieve a minimum of 18 credits. 7 credits from the Mandatory Group M1 and a minimum of 11 credits from Optional Groups O1 & O2 where a maximum of 7 credits from a maximum of 1 unit can come from Group O2.

Mandatory Group M1

Learners must achieve 7 credits from this group.

Unit Reference Number	Title	Level	Credit Value	GLH
H/503/9327	Content Management System Website Creation	Level 3	7	36

Optional Group 1

Learners must achieve a minimum of 4 credits from this group.

Unit Reference Number	Title	Level	Credit Value	GLH
F/602/2819	Understanding Customer Relationship Management for creative business	Level 3	3	15
L/502/4613	Imaging Software	Level 2	4	30
M/502/4393	Video Software	Level 2	3	20
F/602/6353	MTA: Web Development Fundamentals	Level 2	10	80
Y/502/4632	Website Software	Level 3	5	40
R/502/4631	Website Software	Level 2	4	30
D/502/9007	CIW Internet Business Foundations	Level 3	10	60
D/502/9010	CIW Site Development Foundations	Level 3	10	60
M/502/9013	CIW Perl Fundamentals	Level 3	10	60
R/502/9005	CIW database design	Level 3	10	60
R/502/9019	CIW Security Essentials	Level 3	10	60
T/502/9014	CIW Web Foundations Associate	Level 3	30	180
Y/502/9006	CIW JavaScript Specialist	Level 3	10	60
K/601/3256	Web development	Level 3	10	80
R/601/3512	Web Fundamentals	Level 2	7	60
Y/601/2538	Analyse and report data	Level 3	6	30
F/502/4625	Spreadsheet Software	Level 2	4	30

Optional Group 2

Learners may achieve a maximum of 7 credits from a maximum of 1 unit from this group.

Unit Reference Number	Title	Level	Credit Value	GLH
T/502/8624	Communicating using digital marketing sales channels	Level 3	4	26
F/503/9321	Creating and Optimising Content for the Web	Level 3	7	36
R/502/9926	Use digital and social media in marketing campaigns	Level 2	2	7
L/503/9323	Principles of Mobile Social Media for a Business	Level 3	5	28
J/503/9322	Principles of Social Media Advertising and Promotion	Level 3	6	34

Pathway 2 – Marketing

Learners choosing this pathway must achieve a minimum of 18 credits. 9 credits from the Mandatory Group M1 and a minimum of 9 credits from Optional Groups O1 & O2 where a maximum of 1 unit can come from Group O1.

Mandatory Group M1

Learners must achieve 9 credits from this group.

Unit Reference Number	Title	Level	Credit Value	GLH
F/503/9321	Creating and Optimising Content for the Web	Level 3	7	36
R/502/9926	Use digital and social media in marketing campaigns	Level 2	2	7

Optional Group 1

Learners may achieve a maximum of 1 unit from this group.

Unit Reference Number	Title	Level	Credit Value	GLH
H/503/9327	Content Management System Website Creation	Level 3	7	36
F/602/2819	Understanding Customer Relationship Management for creative business	Level 3	3	15
L/502/4613	Imaging Software	Level 2	4	30
M/502/4393	Video Software	Level 2	3	20

Unit Reference Number	Title	Level	Credit Value	GLH
F/602/6353	MTA: Web Development Fundamentals	Level 2	10	80
Y/502/4632	Website Software	Level 3	5	40
R/502/4631	Website Software	Level 2	4	30
D/502/9007	CIW Internet Business Foundations	Level 3	10	60
D/502/9010	CIW Site Development Foundations	Level 3	10	60
M/502/9013	CIW Perl Fundamentals	Level 3	10	60
R/502/9005	CIW database design	Level 3	10	60
R/502/9019	CIW Security Essentials	Level 3	10	60
T/502/9014	CIW Web Foundations Associate	Level 3	30	180
Y/502/9006	CIW JavaScript Specialist	Level 3	10	60
K/601/3256	Web development	Level 3	10	80
R/601/3512	Web Fundamentals	Level 2	7	60
F/502/4625	Spreadsheet Software	Level 2	4	30
Y/601/2538	Analyse and report data	Level 3	6	30

Optional Group 2

Learners must achieve a minimum of 2 credits from this group.

Unit Reference Number	Title	Level	Credit Value	GLH
T/502/8624	Communicating using digital marketing_sales channels	Level 3	4	26
F/503/9321	Creating and Optimising Content for the Web	Level 3	7	36
J/503/9322	Principles of Social Media Advertising and Promotion	Level 3	6	34
L/503/9323	Principles of Mobile Social Media for a Business	Level 3	5	28

Pathway 3 – Generic

Learners choosing this pathway must achieve a minimum of 18 credits from Optional Group O1.

Optional Group 1

Learners choosing this pathway must achieve a minimum of 18 credits from this group.

Unit Reference Number	Title	Level	Credit Value	GLH
H/503/9327	Content Management System Website Creation	Level 3	7	36
F/602/2819	Understanding Customer Relationship Management for creative business	Level 3	3	15
L/502/4613	Imaging Software	Level 2	4	30
M/502/4393	Video Software	Level 2	3	20
F/602/6353	MTA: Web Development Fundamentals	Level 2	10	80
Y/502/4632	Website Software	Level 3	5	40
R/502/4631	Website Software	Level 2	4	30
D/502/9007	CIW Internet Business Foundations	Level 3	10	60
D/502/9010	CIW Site Development Foundations	Level 3	10	60
M/502/9013	CIW Perl Fundamentals	Level 3	10	60
R/502/9005	CIW database design	Level 3	10	60
R/502/9019	CIW Security Essentials	Level 3	10	60

Unit Reference Number	Title	Level	Credit Value	GLH
T/502/9014	CIW Web Foundations Associate	Level 3	30	180
Y/502/9006	CIW JavaScript Specialist	Level 3	10	60
T/502/8624	Communicating using digital marketing_sales channels	Level 3	4	26
F/503/9321	Creating and Optimising Content for the Web	Level 3	7	36
R/502/9926	Use digital and social media in marketing campaigns	Level 2	2	7
L/503/9323	Principles of Mobile Social Media for a Business	Level 3	5	28
J/503/9322	Principles of Social Media Advertising and Promotion	Level 3	6	34
K/601/3256	Web development	Level 3	10	80
R/601/3512	Web Fundamentals	Level 2	7	60
F/502/4625	Spreadsheet Software	Level 2	4	30
Y/601/2538	Analyse and report data	Level 3	6	30

Gateway Qualifications Level 3 Diploma in Digital Marketing

Learners must achieve 74 credits in total. 27 credits must be achieved from the Mandatory Group M and a minimum of 14 credits must be achieved from Group OA. The remaining 33 credits may be taken from either Group OA or Group OB.

19 Credits of underpinning knowledge will come from the mandatory units as follows:

- Principles of marketing and evaluation T/502/9935 - 7 credits from all learning outcomes
- Understanding the business environment F/600/7799 - 2 credits from all learning outcomes
- Understand legal, regulatory and ethical requirements in sales and a marketing F/502/8206 - 2 credits from all learning outcomes
- Using collaborative technology T/502/4380 - 2 credits from learning outcomes 1, 2 and 4
- Digital marketing metrics and analytics R/505/1585 - 4 credits from all learning outcomes
- Develop own professionalism L/505/1584 - 2 credits from learning outcomes 1, 3 and 4

Mandatory Group

Learners must achieve 27 credits from this group.

Unit Reference Number	Title	Level	Credit Value	GLH
F/600/7799	Understanding the business environment	Level 2	2	16
F/502/8206	Understanding legal, regulatory and ethical requirements in sales or marketing	Level 2	2	15
T/502/4380	Using Collaborative Technologies	Level 3	6	45
T/502/9935	Principles of marketing and evaluation	Level 3	7	50
L/505/1584	Develop own professionalism	Level 3	4	29
R/505/1585	Digital marketing metrics and analytics	Level 3	6	39

Optional Group OA

Learners must achieve a minimum of 14 credits from this group.

Unit Reference Number	Title	Level	Credit Value	GLH
J/503/9322	Principles of Social Media Advertising and Promotion	Level 3	6	34
Y/505/1586	Search engine marketing	Level 3	5	32
D/505/1587	Content marketing	Level 3	5	35
H/505/1588	Marketing on mobile devices	Level 3	5	27
K/505/1589	Online display advertising	Level 3	4	23
D/505/1590	E-mail marketing	Level 3	6	41

Optional Group OB

Learners may achieve 33 credits from unit group.

Unit Reference Number	Title	Level	Credit Value	GLH
L/502/4613	Imaging Software	Level 2	4	30
M/502/4393	Video Software	Level 2	3	20
F/502/4625	Spreadsheet Software	Level 2	4	30
R/503/9324	Principles of Social Media within a Business	Level 3	6	42
M/503/9329	Principles of Keywords and Optimisation	Level 3	5	30
H/503/9327	Content Management System Website Creation	Level 3	7	36
Y/502/4632	Website Software	Level 3	5	40
J/502/9938	Principles of marketing stakeholder relationships	Level 3	3	16
H/505/1591	Brand development	Level 3	5	30
K/505/1592	Project management	Level 3	4	23
Y/601/2538	Analyse and report data	Level 3	6	30
M/505/1593	Produce copy for digital media communication	Level 3	6	41
T/502/4394	Video Software	Level 3	4	30
T/505/1594	Delivering e-commerce solutions	Level 3	9	68

3.4 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.

Qualification Number	Qualification Title	RPL Permitted
601/6755/5	Gateway Qualifications Level 3 Diploma In Social Media for Business	No
601/6756/7	Gateway Qualifications Level 3 Diploma In Digital Marketing*	Yes

3.5 Links to other qualifications

These qualifications form the knowledge and competence elements of the Advanced Apprenticeship in social media and digital marketing.

3.6 Relationship with other frameworks

The Gateway Qualifications Level 3 Diplomas in Digital Marketing and Social Media for Business is related to the National Occupational Standards (NOS) developed by Skills CFA provides a significant amount of knowledge, understanding and skills development that underpins occupational competence in social media and digital marketing.

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(s) is through a portfolio of evidence.

4.2 Assessment language

The qualifications are assessed in English only.

4.3 Assessment booking

Centres must first register learners on the qualification. [See Section 7 Learner Registration and Results.](#)

4.4 Assessment Materials

There are no specific assessment materials provided for this qualification.

4.5 Access Arrangements, Reasonable Adjustments and Special Considerations

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.](#)

5. Centre Recognition and Qualification Approval

5.1 Centre Recognition

Both centre recognition and qualification approval must be gained before centres are permitted to deliver these qualifications. Guidance on the centre recognition and qualification approval processes is available on the website:

<https://www.gatewayqualifications.org.uk/advice-guidance/help-admin-tasks/centre-recognition/>

5.2 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 3 Diploma in Social Media for Business, centres and candidates 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.

5.3 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.

For the Social Media qualification:

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

- be occupationally competent to make assessment judgements about the broad use of Social Media and business-related use of social networking tools to the level and scope of individual candidate performance at work or in Realistic

Working Environments (RWE); and occupationally competent to make assessment judgements about the quality of assessment and the assessment process.

- be occupationally knowledgeable in the area(s) for which they are delivering training. This knowledge must be at least to the same level as the training delivered.
- have credible experience of providing training.

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.

For both qualifications:

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.

6. Quality Assurance

6.1 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.

6.2 Malpractice

Malpractice is any deliberate activity, neglect, default or other practice that compromises the integrity of the internal and external assessment process, and/or the validity of certificates. It covers any deliberate actions, neglect, default or other practice that compromises, or could compromise:

- the assessment process
- the integrity of a regulated qualification
- the validity of a result or certificate
- the reputation and credibility of Gateway Qualifications
- the qualification to the public at large.

Centre staff should be familiar with the contents of Gateway Qualifications Malpractice and Maladministration Policy, <https://www.gatewayqualifications.org.uk/wp-content/uploads/2017/10/Malpractice-and-Maladministration-Policy.pdf>

6.3 Additional Requirements/Guidance

As part of the assessment for the Social Media for Business qualification, learners must have access to a work or realistic work environment (RWE).

Realistic work environments

Where the learner is subjected to a work environment and is producing performance evidence subject to all of the following conditions:

- time pressures
- work problems
- interruptions
- accountabilities
- office environment
- tools to do the job.
- e.g., a candidate in a model or virtual office

Gateway Qualifications staff must approve RWEs on an individual basis before any assessment can begin. Authenticity is essential and approval needs to be endorsed on an annual basis by Gateway Qualifications.

Simulation

If assessment for a unit or part of a unit at any level is simulated, it must be undertaken in a RWE.

The overarching principle to be applied to units identified as suitable for simulation is that it should only be undertaken in a minority of cases where:

- there is a high risk to the security and safety of the learner, individuals, key people in their lives and others.
- there would otherwise be a breach of confidentiality or privacy.

To achieve the full advanced apprenticeship framework, learners must achieve Level 2 Functional Skills English, Mathematics and ICT or have already achieved the relevant transferable skills as identified in the Advanced Apprenticeship framework for Social Media and Digital Marketing.

6.4 Employee Rights and Responsibilities

The ERR component of the apprenticeship can be achieved through either:

- a) the Skills CFA ERR workbook, available from their Skills CFA website (www.skillscfa.org)

OR

- b) an Award in Employee Rights and Responsibilities qualification. Gateway Qualifications offers this qualification.

For more information, please see Skills CFA's FAQ on their website (www.skillscfa.org).

The workbook has been designed to enable apprentices to work their way through a series of questions and activities which will bring ERR to life, making the learning more meaningful and long lasting and enhance the employability skills of the apprentice.

Evidence of achievement of ERR

Training providers and learners will be required to sign a declaration when claiming the Apprenticeship certificate, indicating that the ERR outcomes have been successfully completed.

6.5 Total Guided Learning Hours for Apprenticeships

Level 3 Advanced Apprenticeship in Social Media and Digital Marketing (Social Media):

The minimum Guided Learning Hours (GLH) for the Level 3 Social Media Advanced Apprenticeship is 488 hours. It is expected that the Apprenticeship will last a minimum of 18 months, but a flexible approach to learning is encouraged for learners who have prior learning or experience.

To comply with SFA requirements, learners aged 16-18 must spend a minimum of 12 months on this Apprenticeship programme.

Please note, to comply with the Apprenticeship, Skills, Children and Learning Act, a minimum of 280 Guided Learning Hours within the first year of the Apprenticeship and at least 280 Guided Learning Hours (pro rata) in each subsequent year must be completed.

Regardless of how long the Apprenticeship takes, the minimum 488 hours of Guided Learning must be met.

Learners aged 19 or over must also spend a minimum of 12 months on this apprenticeship unless relevant prior learning is recorded. Where this is the case the apprenticeship must not be less than 6 months.

Level 3 Advanced Apprenticeship in Social Media and Digital Marketing (Digital Marketing):

The minimum Guided Learning Hours (GLH) for the Level 3 Digital Marketing Advanced Apprenticeship is 703 hours. It is expected that the Apprenticeship will last a minimum of 18 months, but a flexible approach to learning is encouraged for learners who have prior learning or experience.

To comply with SFA requirements, learners aged 16-18 must spend a minimum of 12 months on this Apprenticeship programme.

Please note, to comply with the Apprenticeship, Skills, Children and Learning Act, a minimum of 280 Guided Learning Hours within the first year of the Apprenticeship and at least 280 Guided Learning Hours (pro rata) in each subsequent year must be completed.

Regardless of how long the Apprenticeship takes, the minimum 703 hours of Guided Learning must be met.

6.6 Personal Learning and Thinking Skills

All 6 Personal Learning and Thinking Skills (PLTS) must be achieved and evidenced by the apprentice as part of the framework requirements. The PLTS have been mapped to the mandatory and optional units of the combined qualification to demonstrate where these skills are likely to naturally occur. To view this mapping, please go to Gateway Qualifications website.

A Guide for Practitioners has been developed by the Skills CFA to provide additional information on how to integrate the achievement of all 6 PLTS, which is available from the Skills CFA website (www.skillscfa.uk.org/apprenticeships/resources).

As PLTS is part of the Apprentice Declaration & Authorisation Form, there is no longer a requirement to evidence PLTS completion when applying for apprenticeship certificates.

However, we recommend that an internal record of PLTS achievement is retained.

Creative Thinking

The learning outcomes of the Creative Thinking PLTS are:

- generate ideas and explore possibilities;
- ask questions to extend their thinking;
- connect their own and others' ideas and experiences in inventive ways;
- question their own and others' assumptions'
- try out alternatives or new solutions and follow ideas through;
- adapt ideas as circumstances change.

Independent Enquiry

The learning outcomes of the Independent Enquiry PLTS are:

- identify questions to answer and problems to solve
- plan and carry out research, appreciating the consequences of decisions
- explore issues, events or problems from different perspectives
- analyse and evaluate information, judging its relevance and value

- consider the influence of circumstances, beliefs and feelings on decisions and events
- support conclusions, using reasoned arguments and evidence.

Reflective Learning

The learning outcomes of the Reflective Learning PLTS are:

- assess themselves and others, identify opportunities and achievements
- set goals with success criteria for their development and work
- review progress, acting on the outcomes
- invite feedback and deal positively with praise, setbacks and criticism
- evaluate experiences and learning to inform future progress
- communicate their learning in relevant ways for different audiences.

Team Working

The learning outcomes of the Team Working PLTS are:

- collaborate with others to work towards common goals
- reach agreements, managing discussions to achieve results
- adapt behaviour to suit different roles and situations, including leadership roles
- show fairness and consideration to others
- take responsibility, showing confidence in themselves and their contribution
- provide constructive support and feedback to others.

Self-Management

The learning outcomes of the Self-Management PLTS are:

- seek out challenges or new responsibilities and show flexibility when priorities change
- work towards goals, showing initiative, commitment and perseverance

- organise time and resources, prioritising actions
- anticipate, take and manage risks
- deal with competing pressures, including personal and work related demands
- respond positively to change, seeking advice and support when needed
- manage their emotions and build and maintain relationships.

Effective Participation

The learning outcomes of the Effective Partnership PLTS are:

- discuss issues of concern, seeking resolution where needed
- present a persuasive case for action
- propose practical ways forward, breaking these down into manageable steps
- identify improvements that would benefit others as well as themselves
- try to influence others, negotiating and balancing diverse views to reach workable solutions
- act as an advocate for views and beliefs that may differ from their own.

7. What to do next

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

Tel: 01206 911211

Email: enquiries@gatewayqualifications.org.uk

8. Gateway Qualifications

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

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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