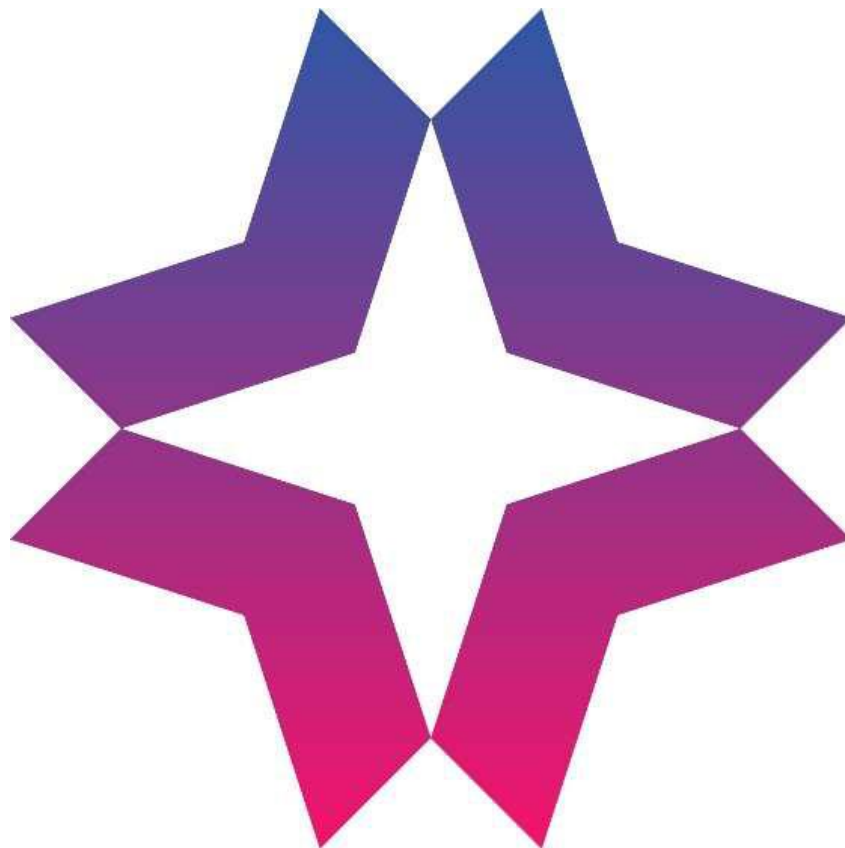# SPECIFICATION

IAO LEVEL 2 AWARD IN PRINCIPLES OF DIGITAL MARKETING PLATFORMS

QUALIFICATION NUMBER: 601/5979/0

Innovate Awarding is an Ofqual regulated awarding organisation with an innovative and dynamic approach. We develop off-the-shelf, customised and fully bespoke qualifications across a growing number of sectors – all on the Regulated Qualifications Framework (RQF).

Our portfolio is always growing and we currently have qualifications in the following sectors:

Active Leisure	**Health and Social Care**
Business and Management	**Hospitality and Catering**
Childcare	**IT**
Employability	**Logistics**
Retail	**Education and Training**

We currently offer over 100 qualifications and we're continuously developing and diversifying our portfolio. Please visit our website regularly to keep up-to-date www.innovateawarding.org

This document will be updated if there are any changes so it is important to make sure you are working from the most up-to-date version, which is available to download from our website

This specification also provides details on administration, quality assurance policies and the requirements as well as responsibilities that are associated with the delivery of vocational qualifications.

Innovate Awarding is recognised as an awarding organisation by the qualifications regulator Ofqual (England).

If you have any questions regarding qualifications in general, aspects of specific qualifications or our quality assurance policies and procedures, visit our website where a lot more information is available.

If you cannot find what you are looking for on our website, please call or email our customer support team:

Telephone: 0117 314 2800
Email: contactus@innovateawarding.org

"We work with a wide variety of organisations such as employers, training providers, FE colleges and Sector Skills Councils and develop off-the-shelf, customised and bespoke qualifications."

Qualification summary

Qualification Accreditation Number (QAN)	601/5979/0
Qualification review date	31st March 2023
Guided Learning Hours (GLH)	Minimum 34 hours
Total Qualification Time (TQT)	130 hours
RQF level	2
Qualification credit value	5 credits
Minimum credits at/above level	5 credits
Assessment requirements	Portfolio of Evidence
	This qualification is internally assessed and internally quality assured by Centre staff and externally quality assured by Innovate Awarding External Quality Advisors (EQAs).
Aims and objectives of the qualification	The aims of this qualification are to support and help develop the knowledge of learners who may be professionals, starting up their own business or working for others in the use of digital marketing platforms. The learning covers the understanding required to use the correct platforms for the purpose of the marketing activity and the benefits of the different platforms used to help increase opportunities and marketing.
Entry guidance	There are no formal entry requirements for this qualification.
	This qualification is suitable for those who work, or are looking for work and for those who may be self-employed and looking to understand how to market a business through digital marketing platforms. It is suitable for a variety of different environments and sectors. It provides learners with an opportunity to demonstrate their understanding digital marketing principles.

Progression opportunities	Learners who achieve this qualification could progress to further learning with qualifications such as:

- IAO Level 2 Certificate in Principles of Sales
- IAO Level 2 NVQ Certificate in Sales
- IAO Level 2 NVQ Diploma in Sales
- IAO Level 3 Certificate in Principles of Sales
- IAO Level 3 NVQ Certificate in Sales
- IAO Level 3 NVQ Diploma in Sales

Funding	For details on eligibility for government funding please refer to the following websites: http://www.education.gov.uk/section96/ https://www.gov.uk/government/organisations/skills-funding-agency

Innovate Awarding

When you work with Innovate Awarding, you're working with an awarding organisation that sets itself apart – a dynamic company with a collaborative approach to doing business. We're consultative and innovative…everything that our customers say they want an awarding organisation to be.

We're easy to work with, committed and passionate about exceeding our customers' expectations. We're not tied down by bureaucracy and red tape and can think outside the box and respond quickly to our customers' needs.

We have a Performance Pledge that details guaranteed response times. Copies of these can be found on our website www.innovateawarding.org

Feedback

Your feedback is very important to us. We're always open to suggestions when it comes to enhancing and improving our services, products and systems. Email us at contactus@innovateawarding.org or call us on 0117 314 2800.

Complaints

If we do get things wrong, we'll make every effort to resolve your issues quickly and efficiently. If you'd like to raise a formal complaint then we recommend you read our Complaints Procedure which can be found on our website.

Fees

Our fees structure is transparent and straightforward. Our fees are published on our website in a clear format with no hidden charges. Unlike other awarding organisations, we do not charge an annual centre fee. Visit our website to compare our fees.

Enquiries and appeals

We recognise that sometimes decisions are made that a centre (or learner) may wish to appeal. We have an Enquiries and Appeals Policy and Process on our website that sets out guidelines on grounds for appeal and the process.

Data Protection

Innovate Awarding takes the protection of data seriously; we have a data protection statement outlining how we and our centres, comply with the current legislation on data protection. This statement can be found on our website.

Equality and Diversity

Innovate Awarding is committed to giving everyone who wants to gain one of our qualifications an equal opportunity of achieving it in line with current UK legislation (Equality Act 2010) and EU directives.

Centres are required, as conditions of approval, to use an equality and diversity policy that works together with ours and that they maintain an effective complaint and appeals process. We expect centres to tell learners how to find and use their own equality and diversity and appeals processes. For information, please visit our website.

Reasonable Adjustment and Special Consideration

All learners must be treated fairly and equally and be given every opportunity to achieve our/the qualifications. A copy of our policy on Reasonable Adjustments and Special Considerations, and application form, can be found on our website.

Malpractice and Maladministration

Innovate Awarding has a responsibility to do everything it can to prevent any malpractice or maladministration from occurring, and where it has already occurred, ensuring action is taken proportionate to the gravity and scope of the occurrence.

A copy of our policy and procedure on Malpractice and Maladministration is available on our website.

Recognition of Prior Learning (RPL)

RPL recognises how the contribution of a learner's previous experience could contribute to a qualification or unit. Innovate Awarding have produced guidance on RPL and this can be found within our Information and Guidance for Centres on our website

Please note the above is not a comprehensive guide to running qualifications. Once approved centres must adhere to the Centre Agreement and Information and Guidance for Centres.

The Regulated Qualifications Framework (RQF)

What is the RQF?

The Regulated Qualifications Framework (RQF) is an Ofqual regulated system of cataloguing qualifications. Qualifications on the RQF can be found by their size or level. Qualifications at a given level can differ depending on their content and purpose.

All of Innovate Awarding's qualifications are on the RQF.

Qualification Level

The level reflects the challenge or difficulty of the qualification. There are eight levels of qualification from 1 to 8, supported by three "Entry" levels.

Qualification Size

The size of a qualification reflects the estimated total amount of time it would take the average learner to study and be assessed. The size of a qualification is expressed in terms of Total Qualification Time (TQT). The time spent being taught or supervised, rather than studying alone, is the Guided Learning Hours (GLH).

Qualifications can sit at different levels, but require similar amounts of study and assessment. Similarly, qualifications at the same level can take different amounts of time to complete.

Credit values

Every unit and qualification on the RQF has been given a credit value, which denotes the number of credits that will be awarded to each candidate who successfully completes the unit or qualification.

- **1** credit represents **10** notional learning hours

Notional learning hours represent the amount of time a learner is expected to take, on average, to complete the learning outcomes of the unit to the standard required within the assessment criteria. It is important to note that notional learning hours is not the same as guided learning hours (GLH). GLH represents the hours during which a tutor or trainer is present and contributing to the learning process. Notional learning hours represents the hours which are needed to successfully cover all the learning required to achieve the unit, either guided or independently.

RQF terminology

Whilst the evidence outcomes required from RQF and NVQ units are the same, the RQF units use different terminology to the NVQ units. The assessment criteria for NVQ units are 'what you must do' and 'what you must know' whereas the RQF units are all 'the Learner can' or 'the Learner is able to'.

Rules of Combination (RoC)

Every qualification on the RQF is structured through Rules of Combination. Rules of Combination are important because they define the number of credits which need to be achieved and where these credits must come from in order for a Learner to achieve the qualification. Rules of Combination also state what the potential is for Learners who wish to transfer credits between qualifications and awarding bodies.

Qualification structure

Learners must complete the one mandatory unit in the qualification to achieve 5 credits and gain the IAO Level 2 Award in Principles of Digital Marketing Platforms (RQF).

The total Guided Learning Hours (GLH) for this qualification is 34 hours.

The Total Qualification Time (TQT) for this qualification is 130 hours.

Unit Structures

All units are listed below

Mandatory unit

Unit ref	Unit title	Level	Credit value	GLH
M/507/1178	Principles of digital marketing platforms	2	5	34

Title:	M/507/1178 Principles of digital marketing platforms
Level:	2
Credit value:	5
GLH:	34

Learning outcomes The learner will:	Assessment criteria The learner can:
1. Understand the principles of digital marketing	1.1 Outline the role of digital marketing in relation to a business' strategy 1.2 Describe the strengths and weaknesses of digital marketing 1.3 Outline current legislation relevant to digital marketing 1.4 Outline how to comply with current legislation when undertaking digital marketing
2. Understand how social media is used to market products and services	2.1 Describe **social media platforms** used to market products and services 2.2 Describe how different social media platforms are used by their audiences, to include: • age • gender • area of interest • profession • **type of engagement** 2.3 Outline how social media can contribute to increased brand awareness for: • individuals • businesses
3. Understand how to use **digital marketing platforms** to promote a product or service	3.1 Describe how digital marketing can be used to promote products or services 3.2 Identify examples of good practice for digital marketing platforms to promote a product or service 3.3 Describe how to create an online profile using a digital marketing platform 3.4 Describe how to evaluate the effectiveness of an online profile

4. Understand how to evaluate the effects of digital marketing on the promotion of products or services	4.1 Describe the effects of digital marketing 4.2 Describe how to evaluate the effectiveness of digital marketing
5. Understand search engine optimisation for digital marketing	5.1 Describe the purpose of search engine optimisation 5.2 Describe the advantages and disadvantages of: • Search engine optimisation • Pay per click
6. Understand the importance of security when using digital marketing	6.1 Describe the settings for security levels on different digital marketing platforms 6.2 Explain how to recognise security threats 6.3 Describe the actions to take if the security of a platform is breached

Additional information about this unit	
Social media platforms may include:	
• Twitter • LinkedIn • Facebook	• YouTube • Instagram • Pinterest
Type of engagement may include:	
• Social • Professional	
Digital marketing platforms may include:	
• Blogs • Videos • Email campaigns	• Content marketing • Retargeting • Community building

Unit aim (s)	The purpose of this unit is to provide learners with an understanding of how social and digital marketing platforms are used in the promotion of products and services.
Assessment requirements specified by a sector or regulatory body (if appropriate)	N/A
Details of the relationship of the unit and relevant national occupational standards	N/A