



SPECIFICATION

Level 2 Award in Principles of Digital Marketing Platforms (QCF)

Qualification summary

QCF level	2
Qualification credit value	13 credits
Minimum credits at/above level	13 credits
Assessment requirements	Portfolio of Evidence

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.

There are no formal entry requirements for this qualification.

Entry guidance

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 (QCF)
- IAO Level 2 NVQ Certificate in Sales (QCF)
- IAO Level 2 NVQ Diploma in Sales (QCF)
- IAO Level 3 Certificate in Principles of Sales (QCF)
- IAO Level 3 NVQ Certificate In Sales (QCF)
- IAO Level 3 NVQ Diploma in Sales (QCF)

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 (QCF).

The total Guided Learning Hours (GLH) for this qualification is 34 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: <ul style="list-style-type: none"> • age • gender • area of interest • profession • type of engagement 2.3 Outline how social media can contribute to increased brand awareness for: <ul style="list-style-type: none"> • 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

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

	<p>3.3 Describe how to create an online profile using a digital marketing platform</p> <p>3.4 Describe how to evaluate the effectiveness of an online profile</p>
4. Understand how to evaluate the effects of digital marketing on the promotion of products or services	<p>4.1 Describe the effects of digital marketing</p> <p>4.2 Describe how to evaluate the effectiveness of digital marketing</p>
5. Understand search engine optimisation for digital marketing	<p>5.1 Describe the purpose of search engine optimisation</p> <p>5.2 Describe the advantages and disadvantages of:</p> <ul style="list-style-type: none"> • Search engine optimisation • Pay per click
6. Understand the importance of security when using digital marketing	<p>6.1 Describe the settings for security levels on different digital marketing platforms</p> <p>6.2 Explain how to recognise security threats</p> <p>6.3 Describe the actions to take if the security of a platform is breached</p>
<p>Additional information about this unit</p> <p>Social media platforms may include:</p> <ul style="list-style-type: none"> • Twitter • LinkedIn • Facebook • YouTube • Instagram • Pinterest <p>Type of engagement may include:</p> <ul style="list-style-type: none"> • Social • Professional <p>Digital marketing platforms may include:</p> <ul style="list-style-type: none"> • Blogs • Videos • Email campaigns • Content marketing • Retargeting • Community building 	
Unit aim (s)	<p>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.</p>