



About OCN NI

Open College Network Northern Ireland is a nationally recognised Awarding Organisation regulated by Ofqual (the regulator of qualifications, examinations and assessments in England and vocational qualifications in Northern Ireland).

We are an education charity and an awarding organisation working with the community, with people and with businesses, creating qualifications that enable those communities, businesses and people to grow and develop. 'We make a difference; we help make people's lives better'.

Our Work – We have a role in recognising achievement, providing opportunity, advocacy and promoting learning.

Our Vision – To be respected and recognised as the leading credit based learning and development body throughout Ireland, promoting social inclusion, wider participation and community transformation.

Our Mission – As an educational charity and awarding organisation our promise is to transform our customers' learning world so that together we make a difference through learning and development in rebuilding our society and our economy.

For further information on this qualification as well as for any other of OCN NI's products and services, please contact us.

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Making the Difference

OCN NI Level 2 Award in Digital Marketing (QCF)

➤ **Qualification No: 601/1788/6**



Qualification Summary

The OCN NI Digital Marketing Qualification (QCF) aims to develop knowledge and skills in the use of internet and communications technologies for marketing activities. With the increased use of communications technologies many companies are taking advantage of digital marketing strategies to promote and market their products and services. This qualification will enable learners to develop an understanding of internet and communications technologies, including search engine optimisation and the use of mobile and internet technologies for marketing applications.

Qualification Target Group

This qualification is targeted at learners who wish to enhance their existing ICT skills and employers who wish to develop the skills of their staff in the use of internet and communications technologies, including social media, to market products and services.

Structure and Content

In order to achieve the qualification, learners must successfully complete all four units below for a total of 7 credits.

Unit Reference Number	Unit Title	Level	Credit Value	Optional/Mandatory Unit
Group A (Mandatory Group)				
F/505/7155	Search Engine Optimisation	Two	2	Mandatory
J/505/7156	Using Mobile Technologies to Market Products and Services	Two	2	Mandatory
T/505/7153	Using Social Media to Market Products and Services	Two	2	Mandatory
A/505/7154	Using Technology to Develop Online Interaction with Customers	Two	1	Mandatory

Assessment

The qualification is assessed within the centre and is subject to OCN NI's quality assurance processes.

Internal Verification

The qualification must be scrutinised through the Centre's internal quality assurance processes as part of the recognised centre agreement with OCN NI.

External Verification

Where relevant individual qualifications or centres may be required to participate in external verification or moderation to confirm achievement as part of their Centre recognition agreement with OCN NI.

Entry Requirements

There are no formal restrictions on entry.