

PRODUCT SHEET



LEVEL 3 DIPLOMA IN DIGITAL MARKETING (QCF)

Qualification Overview

The purpose of the Level 3 Diploma in Digital Marketing (QCF) is to provide the learner with the skills, knowledge and understanding required to work in a digital marketing role.

This qualification gives the learner an opportunity to:

- Understand the business environment
- Understand legal, regulatory and ethical requirements in sales or marketing
- Use Collaborative Technologies
- Understand the principles of marketing and evaluation
- Develop own professionalism skills
- Understand digital marketing metrics and analytics

Qualification Structure

To achieve the Level 3 Diploma in Digital Marketing (QCF) learners must achieve a minimum of 74 credits. They must complete 6 mandatory units in Group M (27 credits). A minimum of 14 credits must be achieved from Group O1. The remaining 33 credits can come from a combination of Group O1 and Group O2, or from Group O2 alone.

Is this Qualification eligible for funding?

View the [Learning Aims Database](#) for funding eligibility.

Support Materials Available

A support pack is available to centres approved to deliver this qualification. An Evidence Logbook is available to centres upon registration of Learners.

Progression Opportunities

QCF units may appear in other larger qualifications on the QCF, you can check this by visiting the Register of Regulated Qualifications at <http://register.ofqual.gov.uk>, use the URN to search for the unit and click on linked unit to view the units of other qualifications.

KEY FACTS

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| Qualification Type | QCF |
| Level | 3 |
| Assessment Method | Portfolio of Evidence |
| FAQ Product Code | L3DDM |
| Qualification Accreditation Number | 601/7138/8 |
| Guided Learning Hours | Min 472 - Max 505 |
| Operational Start Date | 1 st September 2015 |
| Review Date | See Future Website |
| Certification End Date | See Future Website |
| Age Ranges | 16-18, 19+ |