



→ E-mail

DIGITAL MARKETING



→ SEO



Level 3 Diploma in DIGITAL MARKETING

Evidence Logbook

Qualification recognition number: 601/7138/8

Qualification Reference: L3DDM

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Assessment Principles

1. Assessment Principles

1.1 Assessment decisions for competence based learning outcomes (e.g. those beginning with 'to be able to') must be made in a real work environment by an occupationally competent assessor. Any knowledge evidence integral to these learning outcomes may be generated outside of the work environment but the final assessment decision must be within the real work environment.

1.2 Assessment decisions for competence based learning outcomes must be made by an assessor qualified to make assessment decisions.

1.3 Competence based assessment must include direct observation as the main source of evidence.

1.4 Simulation may only be utilised as an assessment method for competence based learning outcomes if specified in the assessment requirements of the component.

1.5 Expert witnesses can be used for direct observation if they have occupational expertise for specialist areas or, if the observation is of a particularly sensitive nature. The use of expert witnesses should be determined and agreed by the assessor.

1.6 Assessment of knowledge based learning outcomes (e.g. those beginning with 'know' or 'understand') may take place in or outside of a real work environment.

1.7 Assessment decisions for knowledge based learning outcomes must be made by an occupationally knowledgeable assessor.

1.8 Assessment decisions for knowledge based learning outcomes must be made by an assessor qualified to make assessment decisions. Where assessment is electronic or undertaken according to a set grid, the assessment decisions are made by the person who has set the answers.

2. Internal Quality Assurance

2.1 Internal quality assurance is key to ensuring that the assessment of evidence for component is of a consistent and appropriate quality. Those carrying out internal quality assurance must be occupationally knowledgeable in the area they are assuring and be qualified to make quality assurance decisions.

3. Definitions

3.1 Occupationally competent:

This means that each assessor must be capable of carrying out the full requirements within the competency components they are assessing. Being occupationally competent means they are also occupationally knowledgeable. This occupational competence should be maintained annually through clearly demonstrable continued learning and professional development.

3.2 Occupationally knowledgeable:

This means that each assessor should possess relevant knowledge and understanding and be able to assess this in components designed to test knowledge and understanding. This occupational knowledge should be maintained annually through clearly demonstrable continued learning and professional development.

3.3 Qualified to make assessment decisions:

This means that each assessor must hold a qualification suitable to support the making of appropriate and consistent assessment decisions. Awarding organisations will determine what qualifies those making assessment decisions according to the competency components under assessment. In any case of significant uncertainty, the Sector Skills Council will be consulted.

3.4 Qualified to make quality assurance decisions:

Awarding organisations will determine what qualifies an assessor undertaking internal quality assurance to make decisions about quality assurance.

3.5 Expert witness:

An expert witness must:

- have a working knowledge of the components on which their expertise is based
- be occupationally competent in their area of expertise
- have EITHER any qualification in assessment of workplace performance OR a professional work role which involves evaluating the everyday practice of staff

Evidence Requirements for the Level 3 Diploma in Digital Marketing

You must meet all the learning outcomes and assessment criteria identified in each component to achieve the full component. Evidence should be developed over a period of time using diverse assessment methods.

How Your Evidence is Checked

After your Assessor has assessed your work, another member of staff - the Internal Quality Assurer - will review it. An External Quality Assurer from Future (Awards and Qualifications) will visit your assessment centre.

Certificate Claims

Once you've built up your portfolio of evidence, your assessor will sign off your component declaration and present your portfolio to the Internal Quality Assurer. Once the portfolio has passed the internal quality assurance process, the centre can claim your certificate.

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Component 1: Understanding the Business Environment

Component Reference Number: F/600/7799

Level: 2

Credit: 2

GL: 16

	Assessment Method	Evidence Ref. Page number, Method	Assessor Decision Sign and Date
You must be able to:			
1. Understand that there are different types of business.			
1.1 Define the private sector and give examples of types of private sector businesses.			
1.2 Define the public sector and give examples of public sector organisations.			
1.3 Define the voluntary sector and give examples of voluntary sector organisations.			
1.4 Explain the possible advantages and disadvantages of working in one of the following sectors: private, public or voluntary.			
2. Understand how businesses function.			
2.1 Describe the following business functions: <ul style="list-style-type: none"> • Operations • People • Information • Research and development • Finance 			
2.2 Compare the possible advantages and disadvantages of working for a national organisation and a Small and Medium-			

sized Enterprise (SME).			
3. Understand changing patterns of employment.			
3.1 Outline some of the changes in patterns of employment locally.			
3.2 Outline some of the changes in patterns of employment nationally.			
3.3 Outline some of the changes in patterns of employment in Europe and globally.			
3.4 Describe how changing patterns of employment may affect his/her choices for learning or work.			
4. Understand how business activity is affected by market forces.			
4.1 Explain the relationship between supply and demand in the business environment.			
4.2 Describe the relationship between price and profit.			
4.3 Identify the connections between markets and competition.			

Learner declaration of authenticity:

I declare that the work presented for this component is entirely my own work.

Learner signature:

Date:

Assessor sign off of completed component:

I confirm that the learner has met the requirements for all assessment criteria demonstrating knowledge and skills for this component.

Assessor name:

Signature:

Date:

Component 2: Understanding Legal, Regulatory and Ethical Requirements in Sales or Marketing

Component Reference Number: F/502/8206

Level: 2

Credit: 2

GL: 15

	Assessment Method	Evidence Ref. Page number, Method	Assessor Decision Sign and Date
You must be able to:			
1. Understand an organisation's procedures for dealing with legal, regulatory and ethical requirements relating to sales or marketing.			
1.1 Describe an organisation's procedures for raising legal, regulatory and ethical concerns.			
1.2 Explain the scope of legal, regulatory and ethical requirements in sales or marketing.			
1.3 Explain how the legal, regulatory and ethical requirements relate to the business of selling or marketing.			
1.4 Describe internal and external sources of information on legal, regulatory and ethical requirements.			
1.5 Explain how an "ethical approach" affects organisations in the sales or marketing environment.			
1.6 Explain the importance of contract law in sales.			
2. Understand the legal, regulatory and ethical limits of the sales or marketing role.			
2.1 Explain the legal, regulatory and ethical			

requirements relevant to the role.			
2.2 Describe the potential consequences of not complying with legal, regulatory or ethical requirements.			
2.3 Explain the importance of working within the limits of the role, responsibilities and authority.			
2.4 Explain the process for reporting legal, regulatory and ethical concerns.			
2.5 Explain the importance of clarity of communication with the customer to ensure common understanding of agreements and expectations.			

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Assessor name:

Signature:

Date:

Component 3: Using Collaborative Technologies

Component Reference Number: T/502/4380

Level: 3

Credit: 6

GL: 45

	Assessment Method	Evidence Ref. Page number, Method	Assessor Decision Sign and Date
You must be able to:			
1. Stay safe and secure when working with collaborative technology.			
1.1 Explain what and why guidelines need to be established for working with collaborative technology.			
1.2 Develop and implement guidelines for good practice in working with collaborative technology.			
1.3 Explain how to establish an identity or present information that will promote trust.			
1.4 Develop and implement guidelines for checking the authenticity of identities and different types of information.			
1.5 Analyse and plan for the risks in the use of collaborative technologies for different tasks.			
1.6 Analyse and manage risks in the use of collaborative technologies.			
2. Plan and set up IT tools and devices for collaborative working.			
2.1 Explain the features, benefits and limitations of different collaborative IT tools and devices for work			

purposes and tasks.			
2.2 Determine the IT tools and processes needed for archiving the outcomes of collaborative working.			
2.3 Summarise ways to integrate different collaborative technology tools and devices for a range of purposes, tasks and communication media.			
2.4 Explain potential access and compatibility issues with integrating different collaborative technology tools and devices.			
2.5 Select, connect and configure combinations that exploit the capabilities and potential of collaborative tools and devices.			
2.6 Resolve access and compatibility problems so that different collaborative tools and devices work successfully.			
3. Prepare collaborative technologies for use.			
3.1 Evaluate data management principles, issues and methods.			
3.2 Manage levels of access and permissions for different purposes.			
3.3 Select and integrate different elements across applications to create environments for collaborative technologies.			
3.4 Set and adjust settings to facilitate use of collaborative technologies			

by others.			
3.5 Manage data flow to benefit collaborative working.			
4. Manage tasks using collaborative technologies.			
4.1 Determine levels of responsibility for the use of collaborative technologies.			
4.2 Facilitate others' responsible contributions to and engagement with collaborative technologies.			
4.3 Manage the moderation of collaborative technologies.			
4.4 Oversee the archiving of the outcomes of collaborative working.			
4.5 Explain what problems can occur with collaborative technologies.			
4.6 Respond to problems with collaborative technologies and be prepared to help others to do so.			

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Assessor name:

Signature:

Date:

Component 4: Principles of Marketing and Evaluation

Component Reference Number: T/502/9935

Level: 3

Credit: 7

GL: 50

	Assessment Method	Evidence Ref. Page number, Method	Assessor Decision Sign and Date
You must be able to:			
1. Understand the principles of market segmentation.			
1.1 Explain the importance of defining market segments to the development and achievement of the marketing strategy.			
1.2 Explain the difference between market segments and customer classification.			
1.3 Explain how the characteristics, motivations and behaviours of potential target customers are identified.			
1.4 Explain how to cluster customers with similar characteristics.			
1.5 Describe how to confirm that proposed segments are real, distinctive, viable and their buying power measurable.			
1.6 Explain how to evaluate the profitability and stability of market segments.			
1.7 Describe how a range of products may appeal to different market segments.			

1.8 Explain the motivators and inhibitors that influence customer behaviour.			
1.9 Explain the use of Customer Relationship Management.			
2. Understand how to assess market opportunities for new products and/or services.			
2.1 Describe the economic and buyer behavioural factors to be taken into account when assessing new market opportunities.			
2.2 Describe the cultural factors that are likely to affect customers' perception of products and/or services and sales performance.			
2.3 Explain how to identify opportunities and threats in new markets and for new products in existing markets.			
2.4 Explain how competitor and potential competitor activity may affect projected sales performance.			
2.5 Explain the basis of recommendations to exploit new market opportunities.			
3. Understand the principles of marketing strategy development.			
3.1 Describe the topics to be addressed in a marketing strategy.			
3.2 Explain the use of market analyses to inform the development of a marketing strategy.			
3.3 Explain how to evaluate risks to the achievement of			

objectives.			
3.4 Describe how to forecast sales by product and/or service.			
3.5 Explain how to present a marketing strategy including aims, objectives, actions, accountabilities, resources, budgets and forecasts.			
3.6 Explain the importance of engaging stakeholders in the development of a marketing strategy.			
3.7 Explain the significance of customer loyalty to the achievement of marketing objectives and strategy.			
3.8 Explain how to set performance indicators and evaluation arrangements that are capable of measuring returns on investment.			
4. Understand how to evaluate the effectiveness of a marketing strategy.			
4.1 Explain the importance of conducting the evaluation in accordance with the specification.			
4.2 Describe the factors to be taken into account in the evaluation of the effectiveness of a marketing strategy.			
4.3 Explain the strengths and weaknesses of different evaluation methods.			
4.4 Describe how to identify trends and themes from evaluation data.			

4.5 Explain how to ensure the reliability and validity of evaluation data.			
4.6 Explain how to achieve an acceptable level of statistical confidence.			
4.7 Explain how to address critical issues revealed by evaluation.			
4.8 Explain the importance of justifying recommendations and conclusions with evidence.			
4.9 Explain the use of impact analysis in the evaluation process.			
4.10 Explain the importance of marketing to the achievement of business objectives and strategies.			
4.11 Describe the links between corporate social responsibility and marketing strategies.			

Learner declaration of authenticity:

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Learner signature:

Date:

Assessor sign off of completed component:

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Assessor name:

Signature:

Date:

Component 5: Develop Own Professionalism

Component Reference Number: L/505/1584

Level: 3

Credit: 4

GL: 29

	Assessment Method	Evidence Ref. Page number, Method	Assessor Decision Sign and Date
You must be able to:			
1. Be able to develop own professional skills.			
1.1 Describe development activities needed to meet own development needs.			
1.2 Review feedback from others on performance.			
1.3 Explain personal goals.			
1.4 Plan development activities to meet agreed personal goals.			
2. Be able to work as a member of a team to achieve defined goals.			
2.1 Organise own time to meet team goals.			
2.2 Behave in a way that accommodates individual team members.			
2.3 Provide feedback in a constructive and positive manner.			
2.4 Respond to feedback in a constructive and positive manner.			
2.5 Reduce obstacles to effective team work.			
3. Understand what is required of professional practice.			
3.1 Describe legal considerations of			

professional practice.			
3.2 Describe ethical considerations of professional practice.			
3.3 Describe how quality management affects own job role.			
3.4 Identify conflicts of interest which can arise from own job role.			
4. Understand career development opportunities.			
4.1 Explain the differences between types of employment status.			
4.2 Explain career progression pathways in digital marketing.			
4.3 Describe sources of support for career progression in digital marketing.			

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Date:

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Assessor name:

Signature:

Date:

Component 6: Digital Marketing Metrics and Analytics

Component Reference Number: R/505/1585

Level: 3

Credit: 6

GL: 39

	Assessment Method	Evidence Ref. Page number, Method	Assessor Decision Sign and Date
You must be able to:			
1. Understand the sales funnel in digital marketing.			
1.1 Describe the stages of the customer experience of the sales funnel.			
1.2 Explain the effects of a range of factors on sales funnel conversion rates.			
2. Understand how metrics of digital marketing are generated.			
2.1 Describe customer experience of different sales journeys.			
2.2 Select data required to evaluate success Key Performance Indicators (KPIs).			
2.3 Explain the importance of statistically significant data.			
2.4 Describe tools used for tracking data.			
2.5 Add tracking tools to a campaign.			
2.6 Describe how tracking data is viewed.			
3. Understand how analytics can be used to optimise digital marketing campaigns.			
3.1 Describe features of analytic software.			

3.2 Describe how to customise analytics reporting technology for digital marketing campaigns.			
3.3 Analyse digital marketing campaign data for insights and trends.			
3.4 Describe methods for testing digital marketing campaigns.			
3.5 Suggest methods for optimising digital marketing campaigns.			

<p>Learner declaration of authenticity: I declare that the work presented for this component is entirely my own work.</p> <p>Learner signature: _____ Date: _____</p>
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<p>Assessor sign off of completed component: I confirm that the learner has met the requirements for all assessment criteria demonstrating knowledge and skills for this component.</p> <p>Assessor name: _____</p> <p>Signature: _____ Date: _____</p>
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Level 3 Diploma in Digital Marketing

Summary of Achievement

Learner Name		FutureQuals Learner Number	
Centre Name		Centre Number	

Component Number	Component Title	Credits	Date Verified	Learner Signature	Assessor Signature	IQA Signature	EQA Signature
F/600/7799	Understanding the Business Environment	2					
F/502/8206	Understanding Legal, Regulatory and Ethical Requirements in Sales or Marketing	2					
T/502/4380	Using Collaborative Technologies	6					
T/502/9935	Principles of Marketing and Evaluation	7					
L/505/1584	Develop Own Professionalism	4					
R/505/1585	Digital Marketing Metrics and Analytics	6					

Competence has been demonstrated in all the components recorded above using the required assessment procedures and the specified conditions/contexts. The evidence meets the requirements for validity, authenticity, currency, reliability and sufficiency.

Internal Quality Assurer Signature

Date

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INSPIRING LEARNING AND SKILLS

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