

# AIM Qualifications Suite of Digital Marketing Qualifications



## Document Version Control

Version Number	Date	Description
5	15/02/2019	Update to TQT values (Pages 7-8)
6	September 2019	Rebrand - 'AIM Awards' changed to 'AIM Qualifications'  Qualification family added to qualification details grid (pages 7-8)
7	01/10/2020	Review dates extended from 30/07/2020 to 31/07/2022
8	February 2022	<b>Qualification withdrawal dates added for:</b> <i>(see pages 7-8)</i>  'AIM Qualifications Level 3 Diploma in Digital Marketing (601/4333/2)'  'AIM Qualifications Level 4 Diploma in Digital Marketing (601/4332/0)'

**AIM Qualifications Level 3 Diploma in Digital Marketing  
601/4333/2**

**AIM Qualifications Level 4 Diploma in Digital Marketing  
601/4332/0**

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# Section 1

## Qualification Overview

## Section One

### Qualification Overview

#### Introduction

Welcome to the AIM Qualification Handbook. We want to make your experience of working with AIM as pleasant as possible.

AIM is a national Awarding Organisation, offering a large number of Ofqual regulated qualifications at different levels and in a wide range of subject areas. Our qualifications are flexible enough to be delivered in a range of settings, from small providers to large colleges and in the workplace both nationally and internationally.

We pride ourselves on offering the best possible customer service, and are always on hand to help if you have any questions. Our organisational structure and business processes enable us to be able to respond quickly to the needs of customers to develop new products that meet their specific needs.

We are licensed by the Quality Assurance Agency (QAA) to approve and certificate Access to Higher Education Diplomas.

We are also approved as an Apprenticeship Assessment Organisation (AAO)

This Qualification Handbook contains everything you need to know about this qualification/qualification suite and should be used by everyone involved with planning, delivery and assessment.

This is a live document and as such will be updated when required. Centres will be informed via email when changes are made and it is the responsibility of the approved centre to ensure the most up-to-date version of the Qualification Handbook is in use.

This document is copyright but may be copied by approved centres for the purpose of assessing learners. It may also be copied by learners for their own use.

This Qualification Handbook is mapped to the Ofqual General Conditions of Recognition with references cited for each section as appropriate and the whole document is mapped to Ofqual General Conditions of Recognition C2.5 and E3.2.

## About the Qualification

Mapped to Ofqual General Conditions of Recognition: E3.2a/E3.3b

The AIM Qualifications Suite of Digital Marketing Qualifications is aimed at learners entering the Digital Marketing Sector as well as those already working in these areas wishing to renew their skills with formal training. Covering a wide range of knowledge and skills to understand the impact and power of social media, learners are assessed to ensure they understand digital marketing as a competitive business tool. Units include the use of digital media to attract customers, on line advertising and email marketing. Learners also have the opportunity of learning about the business environment, and legal, regulatory and ethical requirements in sales and marketing.

Qualification	
<b>AIM Qualifications Level 3 Diploma in Digital Marketing</b>	
Qualification Family	Technical
Assessment	Internally assessed and externally moderated assessment evidence
Grading	Assessment is competent / not competent. There is no grading
Progression Opportunities	These qualifications allow progression for learners onto a variety of Level 4 qualifications such as IT and Marketing and Business and Digital Marketing as well as higher level training or Degrees
Operational Start Date	01-Sep-2014
Last Learner Registration Date	<b>31-Jul-2022</b>
Last Certification Date	<b>31-Jul-2025</b>
Sector	15.4 Marketing and Sales
Qualification Number	601/4333/2
Learning Aim Reference	60143332
Credit Value	74
Guided Learning Hours (GLH)	472
Total Qualification Time (TQT)	740
Learner Age Range	16-18; 19+
Rules of Combination	Learners must achieve 74 credits in total. 27 credits must be achieved from the mandatory units (M) and a minimum of 14 credits must be achieved from Group A. The remaining 33 credits may be taken from either Group A or Group B.

<b>Qualification</b>	
<b>AIM Qualifications Level 4 Diploma in Digital Marketing</b>	
<b>Qualification Family</b>	Technical
<b>Assessment</b>	Internally assessed and externally moderated assessment evidence
<b>Grading</b>	Assessment is competent / not competent. There is no grading
<b>Progression Opportunities</b>	These qualifications allow progression for learners onto a variety of Level 4 qualifications such as IT and Marketing and Business and Digital Marketing as well as higher level training or Degrees
<b>Operational Start Date</b>	01-Sep-2014
<b>Last Learner Registration Date</b>	<b>31-Jul-2022</b>
<b>Last Certification Date</b>	<b>31-Jul-2025</b>
<b>Sector</b>	15.4 Marketing and Sales
<b>Qualification Number</b>	601/4332/0
<b>Learning Aim Reference</b>	60143320
<b>Credit Value</b>	120
<b>Guided Learning Hours (GLH)</b>	585
<b>Total Qualification Time (TQT)</b>	1200
<b>Learner Age Range</b>	16-18; 19+
<b>Rules of Combination</b>	Learners must achieve 120 credits in total. 60 credits must be achieved from the mandatory units (M) and a minimum of 21 credits must be achieved from Group A. The remaining 39 credits may be taken from Group A or Group B.

## Entry Guidance

Mapped to Ofqual General Conditions of Recognition: E3.2b/c

There are no specific entry requirements for this qualification.

## The End of the Accreditation Period

We review qualifications that are near the end of their accreditation period, working with sector representatives to make any changes necessary to meet sector needs and to reflect recent developments.

We will post information relating to changes or extensions to qualifications on our website and centres approved to offer the qualification will be kept updated.

## Certification End Date

The final date that certificates can be issued for these qualifications is three years from the Last Learner Registration Date.

<b>AIM Qualifications Level 3 Diploma in Digital Marketing</b>	<b>31-July-2025</b>
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## Resource Requirements

There are no specific resource requirements for these qualifications. You must ensure that your centre has appropriate resources in place to deliver the unit(s) in this qualification.

## For Inclusion in the Advanced Apprenticeship in Social Media and Digital Marketing – Level 3 (England)

### Entry Guidance

Learners who are completing the AIM Qualifications Level 3 Diploma in Digital Marketing as part of the Advanced Apprenticeship in Social Media and Digital Marketing must complete or have completed one of the English transferable skills qualifications, one of the Mathematical transferable skills qualifications and one of the ICT transferable skills qualifications for example:

#### *English*

- Functional Skills qualification in English
- GCSE qualification in English (with enhanced functional content)

#### *Mathematics*

- Functional Skills qualification in Mathematics
- GCSE qualification (with enhanced functional content) in Mathematics

#### *ICT*

- Functional Skills qualification in Information and Communication Technology (ICT)
- GCSE qualification in ICT (with enhanced functional content)

ICT is included as it is relevant to effective performance for the apprentice.

There are minimum grade/level requirements that must be achieved, depending on the level of Apprenticeship being undertaken. The following requirements are for the Advanced Apprenticeship:

- *GCSE/iGCSE* - minimum acceptable grade is now C, irrespective of achievement date (for ALL acceptable GCSEs/iGCSEs)
- *A/AS Level* - minimum acceptable is grade E, irrespective of achievement date
- *Key Skills* - minimum acceptable is Level 2, irrespective of achievement date
- *O Levels* - minimum acceptable grade is C, irrespective of achievement date

Please note that some frameworks may have grade/level requirements that are above the SASE minimum requirements. Please check the framework to ascertain where this is the case and/or check directly with the specific Issuing Authority responsible for the framework.

### Employee Rights and Responsibilities (ERR)

The ERR component of the apprenticeship can be achieved through either:

- the Skills CFA ERR workbook, available from their Skills CFA website ([www.skillscfa.org](http://www.skillscfa.org))
- an Award in Employee Rights and Responsibilities qualification.

For more information, please see Skills CFA's FAQ on their website ([www.skillscfa.org](http://www.skillscfa.org)).

### Personal Learning and Thinking Skills (PLTS) Assessment and Recognition

All 6 PLTS are automatically covered through completion of the Level 3 Diploma in Digital Marketing. The PLTS have been mapped to the mandatory and optional units of the combined qualification to demonstrate where these skills are likely to naturally occur.

**Please refer to the *Apprenticeship in Social Media and Digital Marketing – Level 3* document issued by Skills CFA for further details <http://www.skillscfa.org/>.**

## **For Inclusion in the Higher Level Apprenticeship in Social Media and Digital Marketing - Level 4 (England)**

### Entry Guidance

There remains no mandatory requirement for Transferable Skills qualifications to be achieved.

### Personal Learning and Thinking Skills (PLTS) Assessment and Recognition

All 6 PLTS are automatically covered through completion of the Level 4 Diploma in Digital Marketing. The PLTS have been mapped to the mandatory units of the qualification.

**Please refer to the *Higher Level Apprenticeship in Social Media and Digital Marketing - Level 4 (England)* document issued by Skills CFA for further details <http://www.skillscfa.org/>.**

# Section 2

## Structure and Content

## Section Two

### Structure and Content

Mapped to Ofqual General Conditions of Recognition E3.3a/b

#### Qualification Structure and Unit Content

Mapped to Ofqual General Conditions of Recognition: E3.2d /e/f/g/h/j

The rules of combinations for the AIM Qualifications Suite of Digital Marketing Qualifications are displayed in the following way:

- [Level 3 Diploma in Digital Marketing](#)
- [Level 4 Diploma in Digital Marketing](#)

Please select the unit title to view the individual unit content and assessment guidance.

Rules of Combination for: AIM Qualifications Level 3 Diploma in Digital Marketing					
Learners must achieve 74 credits in total. 27 credits must be achieved from the mandatory units ( <b>M</b> ) and a minimum of 14 credits must be achieved from Group <b>A</b> . The remaining 33 credits may be taken from either Group <b>A</b> or Group <b>B</b> .					
Unit Reference Number	Unit Title	Group	Level	Credit Value	GLH
L/505/1584	<a href="#">Develop Own Professionalism</a>	<b>M</b>	Three	4	29
R/505/1585	<a href="#">Digital Marketing Metrics and Analytics</a>	<b>M</b>	Three	6	39
T/502/9935	<a href="#">Principles of Marketing and Evaluation</a>	<b>M</b>	Three	7	50
F/502/8206	<a href="#">Understanding Legal, Regulatory and Ethical Requirements in Sales or Marketing</a>	<b>M</b>	Two	2	15
F/600/7799	<a href="#">Understanding the Business Environment</a>	<b>M</b>	Two	2	16
T/502/4380	<a href="#">Using Collaborative Technologies</a>	<b>M</b>	Three	6	45
D/505/1587	<a href="#">Content Marketing</a>	<b>A</b>	Three	5	35
D/505/1590	<a href="#">E-mail Marketing</a>	<b>A</b>	Three	6	41
H/505/1588	<a href="#">Marketing on Mobile Devices</a>	<b>A</b>	Three	5	27
K/505/1589	<a href="#">Online Display Advertising</a>	<b>A</b>	Three	4	23

J/503/9322	<a href="#">Principles of Social Media Advertising and Promotion</a>	<b><u>A</u></b>	Three	6	34
Y/505/1586	<a href="#">Search Engine Marketing</a>	<b><u>A</u></b>	Three	5	32
Y/601/2538	<a href="#">Analyse and Report Data</a>	<b><u>B</u></b>	Three	6	30
H/505/1591	<a href="#">Brand Development</a>	<b><u>B</u></b>	Three	5	30
H/503/9327	<a href="#">Content Management System Website Creation</a>	<b><u>B</u></b>	Three	7	36
T/505/1594	<a href="#">Delivering E-Commerce Solutions</a>	<b><u>B</u></b>	Three	9	68
L/502/4613	<a href="#">Imaging Software</a>	<b><u>B</u></b>	Two	4	30
M/503/9329	<a href="#">Principles of Keywords and Optimisation</a>	<b><u>B</u></b>	Three	5	30
J/502/9938	<a href="#">Principles of Marketing Stakeholder Relationships</a>	<b><u>B</u></b>	Three	3	16
R/503/9324	<a href="#">Principles of Social Media within a Business</a>	<b><u>B</u></b>	Three	6	42
M/505/1593	<a href="#">Produce Copy for Digital Media Communication</a>	<b><u>B</u></b>	Three	6	41
K/505/1592	<a href="#">Project Management</a>	<b><u>B</u></b>	Three	4	23
F/502/4625	<a href="#">Spreadsheet Software</a>	<b><u>B</u></b>	Two	4	30
M/502/4393	<a href="#">Video Software</a>	<b><u>B</u></b>	Two	3	20
T/502/4394	<a href="#">Video Software</a>	<b><u>B</u></b>	Three	4	30
Y/502/4632	<a href="#">Website Software</a>	<b><u>B</u></b>	Three	5	40

### Rules of Combination for: AIM Qualifications Level 4 Diploma in Digital Marketing

Learners must achieve 120 credits in total. 60 credits must be achieved from the mandatory units (**M**) and a minimum of 21 credits must be achieved from Group **A**. The remaining 39 credits may be taken from Group **A** or Group **B**.

Unit Reference Number	Unit Title	Group	Level	Credit Value	GLH
F/505/9097	<a href="#">Business Concepts</a>	<b>M</b>	Four	11	72
J/505/9098	<a href="#">Digital Marketing Metrics and Analytics</a>	<b>M</b>	Four	6	32
A/505/9096	<a href="#">Ethics and Legalities of Digital Marketing</a>	<b>M</b>	Four	6	31
T/505/9095	<a href="#">Marketing Planning</a>	<b>M</b>	Four	12	63
J/506/6925	<a href="#">Personal and Professional Development</a>	<b>M</b>	Four	10	25
F/506/6924	<a href="#">Project Management</a>	<b>M</b>	Four	15	50
L/505/9099	<a href="#">Content Marketing</a>	<b>A</b>	Four	7	37
K/505/9109	<a href="#">Designing an Effective Web Based User Experience</a>	<b>A</b>	Four	8	76
R/505/9105	<a href="#">Email Marketing</a>	<b>A</b>	Four	7	35
D/505/9107	<a href="#">Gamification</a>	<b>A</b>	Three	5	27
F/505/9102	<a href="#">Marketing on Mobile</a>	<b>A</b>	Four	5	31
A/505/9101	<a href="#">Online Display Advertising</a>	<b>A</b>	Four	5	26
Y/505/9106	<a href="#">Retention Marketing</a>	<b>A</b>	Four	9	52
L/505/9104	<a href="#">Search Engine Marketing</a>	<b>A</b>	Four	7	40
H/505/9108	<a href="#">Video Channel Management</a>	<b>A</b>	Four	6	30
H/503/9327	<a href="#">Content Management System Website Creation</a>	<b>B</b>	Three	7	36
T/505/1594	<a href="#">Delivering E-Commerce Solutions</a>	<b>B</b>	Three	9	68
R/502/4614	<a href="#">Imaging Software</a>	<b>B</b>	Three	5	40

M/503/9329	<a href="#">Principles of Keywords and Optimisation</a>	<b>B</b>	Three	5	30
J/503/9322	<a href="#">Principles of Social Media Advertising and Promotion</a>	<b>B</b>	Three	6	34
R/503/9324	<a href="#">Principles of Social Media within a Business</a>	<b>B</b>	Three	6	42
M/503/0615	<a href="#">Relationship Management for Account Managers</a>	<b>B</b>	Five	6	30
J/502/4626	<a href="#">Spreadsheet Software</a>	<b>B</b>	Three	6	45
T/502/4380	<a href="#">Using Collaborative Technologies</a>	<b>B</b>	Three	6	45
T/502/4394	<a href="#">Video Software</a>	<b>B</b>	Three	4	30
Y/502/4632	<a href="#">Website Software</a>	<b>B</b>	Three	5	40

## Unit Format

### Unit Title

The unit title will appear on the learner's certificate of achievement.

### Unit Credit Value

When a learner achieves a unit, they gain the specified number of credits.

### Unit Level

All units and qualifications have a level assigned to them. There are nine levels of achievement, from Entry to Level 8.

### Unit Guided Learning Hours

The number of Tutor-led contact hours required to support learner achievement of the unit.

### Ofqual Unit Reference Number

Each unit is assigned a unit code that appears with the unit title on Ofqual's Register of Regulated Qualifications.

### Unit Review Date

The unit will be reviewed by this date. Any amendments will be notified to centres.

### Unit Sector

This is the subject sector area of the unit.

### Unit Summary

This gives a summary of what the unit aims to do. It provides a snapshot of the unit and the key knowledge, skills and understanding gained while studying the unit.



**Learning Outcomes**

The learning outcomes of a unit set out what a learner knows, understands or is able to do as the result of a process of learning.

**Assessment Criteria**

The assessment criteria specify the standard for which a learner must provide evidence in order to achieve the learning outcome. Additional guidance is available under the 'Assessment Guidance' section of the unit if any part of the Learning Outcomes and Assessment Criteria are in bold.

**Assessment Guidance**

This section provides additional guidance related to the unit to support Tutors and Assessors. This section gives information about the assessment evidence that learners must produce, together with any additional guidance if appropriate. This section should be read in conjunction with the assessment criteria.

**Delivery Requirements**

This sets out if there are any specialist resources needed for the delivery of this unit.

**Evidence Requirements**

This sets out if evidence of practical ability must be demonstrated and evidenced for the achievement of this unit.

# Section 3

## Assessment and Quality Assurance

## Section 3

### Assessment and Quality Assurance

#### Centre Staff Requirements

As an Awarding Organisation, we require that:

- **Tutors** have relevant teaching experience and/or a qualification, and experience and/or a qualification in the relevant subject area. Suitable teaching qualifications include:
  - Level 3 or 4 Preparing to Teach in the Lifelong Learning Sector (PTLLS) or above
  - Level 3 Education and Training or above
  - Diploma or Certificate in Education
  - Bachelors or Masters Degree in Education
- **Assessors** should have an assessor qualification or evidence of recent relevant experience. Suitable assessor qualifications include:
  - Level 3 Award in Assessing Competence in the Work Environment
  - Level 3 Certificate in Assessing Vocational Achievement
  - A1 Assess Candidate Performance using a Range of Methods
  - D32 Assess Candidate Performance and D33 Assess Candidate using Differing Sources of Evidence
- **In addition, Assessors must:**
  - **be occupationally competent or technically knowledgeable in Digital Marketing and have experience of providing training. This knowledge must be at least at the same level as the training being delivered**
  - **have recent relevant experience in Digital Marketing**
- **Internal Verifiers (IV)** should have an internal verification qualification or evidence of recent relevant experience. Suitable internal verification qualifications include:
  - Level 4 Award in Internal Quality Assurance of Assessment Processes and Practice
  - Level 4 Certificate in Leading the Internal Quality Assurance of Assessment Processes and Practice
  - V1 Conduct Internal Quality Assurance of the Assessment Process
  - D34 Internally Verify the Assessment Process
- **In addition, Internal Verifiers must:**
  - **be occupationally competent or technically knowledgeable in Digital Marketing. This knowledge must be at least at the same level as the training being delivered**
  - **have recent relevant experience in Digital Marketing**

## How the Qualification is Assessed

Mapped to Ofqual General Conditions of Recognition: E3.2i

To be awarded the qualification, learners must provide evidence of achievement of all the assessment criteria for all the units specified in the rules of combination (see Section 2 for guidance on rules of combination). The assessment process is as follows:

- Suitable assessment tasks/strategies that allow learners to be able to provide evidence of achievement of the assessment criteria of the unit(s) are internally set at centres
- All assessment tasks must be scrutinised by the Internal Verifier before they are delivered to learners to ensure that they are fit for purpose
- Learners are assessed, using the IV approved assessment tasks
- The resulting assessed evidence is internally verified by an IV at the centre
- The assessed evidence is scrutinised by an AIM appointed External Verifier (EV) to ensure reliability and validity of assessment

A range of sample assessment materials are available on our website.

For more detailed guidance on working with AIM qualifications, please refer to “A Guide to Assessing AIM Qualifications” in the following link:

<http://www.aim-group.org.uk/resources/centre-handbook-and-forms/>

# Section 4

## Operational Guidance

## Section 4

### Operational Guidance

#### Offering the Qualification

Centres wishing to offer this qualification must be an AIM recognised centre. New centres can apply to become a centre using the centre recognition application process on our website ([www.aim-group.org.uk](http://www.aim-group.org.uk)).

We can advise centres of the best and most efficient methods for offering this qualification. All procedures for the use of this qualification, including approval, registration of learners, verification and certification will be completed through AIM and all centres will have an allocated customer experience advisor to support them.

#### Approval to Offer the Qualification

Centres wishing to offer this qualification must complete and submit a Qualification Approval request (found on the AIM website). Some qualifications require centres to have specific resources in place and/or their assessors/ internal verifiers should hold certain qualifications. Where this is the case, centres must provide evidence of resources/staff qualifications when completing the Qualification Approval request.

#### Fees and Charges

The AIM Fees and Charges brochure includes all qualification charges and is available on our website. Please note that registrations will not be processed if centre fees have not been paid.

#### Registration and Certification

Once your centre has approval to offer a qualification, you will be able to register learners using the AIM portal. Learners must be registered onto the correct qualification via the portal. Centres then select their chosen components.

For all registration and certification processes, please refer to the portal guidance document which can be downloaded from our website ([www.aim-group.org.uk](http://www.aim-group.org.uk)). Details of assessment, internal verification and external verification can be found in Appendix 1 - A guide to assessing AIM qualifications of this handbook.

Learners achieving a qualification will be issued with a qualification certificate detailing the achieved qualification and components. Learners who have not achieved a qualification will, on request, be issued with a component certificate detailing the components achieved.

# Section 5

## Appendices

## Section 5

A Guide to Assessing AIM Qualifications can be found in the link below:

<http://www.aim-group.org.uk/resources/centre-handbook-and-forms/>



## Contact AIM

For any queries, please contact AIM

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