



# Learning Resource Network

## QUALIFICATION SPECIFICATION:

### LRN LEVEL 4 DIPLOMA IN EUROPEAN DIGITAL MARKETING AND ENTREPRENEURSHIP

**Qualification Accreditation Number: 603/3725/4**

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## BACKGROUND TO LRN

Learning Resource Network (LRN) is an awarding organisation that offers qualifications to candidates, educational institutes, training providers, schools and employers who can access qualifications either through registered educational institutions. In producing its qualifications the project team drew upon the experience and expertise of academics, professionals working in the pertinent industries and colleagues with a wealth of practice and knowledge of validation, verification, delivery and assessment.

A full list of LRN qualifications can be found on the [register of regulated qualifications](#).

LRN London head office is supported by a team of representatives around the world.

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## **DIGITAL MARKETING QUALIFICATIONS**

The Level 4 Diploma in European Digital Marketing and Entrepreneurship is aimed at learners who are already working in the Digital Media sector or are planning to do so in the future. The qualification is designed to be delivered alongside employment or work experience and will enable learners to work effectively in the digital media sector and comprises 5 units leading to the Diploma. LRN is pleased to be able to offer a certificate of unit credit for those learners who complete individual units. Please note, this is only available to those learners who do not achieve the full qualification. Learners will receive a unit transcript as well as their unit of certificate credit.

## **INTRODUCTION**

This specification provides an overview of the LRN Level 4 Diploma in European Digital Marketing and Entrepreneurship for learners, centres, administrators, employers, teachers and examiners. This specification outlines the key features and administrative procedures required for this qualification.

## **OBJECTIVE**

The LRN Level 4 Diploma in European Digital Marketing and Entrepreneurship is designed to provide learners with rigorous, detailed knowledge and specialist skills required to deploy and manage emerging digital media marketing technologies and methods, as well as to equip them with entrepreneurship skills that will prepare them for self-employment and/or working within digital start-up enterprises. Course assessments and assignments require learners to reflect upon how the concepts covered within the classroom-based element of the course are applied in the context of their job role, work experience or within the context of developing their own digital media job roles, businesses or marketing campaigns.

## **LEARNER CATEGORY**

Learners for the LRN Level 4 Diploma in European Digital Marketing and Entrepreneurship may include those who are:

1. People already working in a Digital Media context or hoping to move into the Digital Media sector in the near future.
2. Those who are interested in developing their own Digital Media business or project.
3. Those gaining work experience in a Digital Media context

## ENTRY REQUIREMENTS

Learners **must** meet at least 1 of the criteria below:

- have a minimum of 5 GCSEs at A-C grades (or equivalents), including English and Maths
- have a Level 3 qualification in Digital Marketing or a related area, such as Business Studies, Computer Science or Marketing & Public Relations.

Where potential learners have extensive prior experience as a Digital Marketing practitioner – either on a paid or voluntary basis – but lack academic or relevant vocational qualifications, centres may offer a place on the course subject to a skills assessment.

In order to facilitate the work based elements of the course, learners should also have access to a Digital Media/Marketing workplace where they can test and implement the knowledge and skills learned through the course. This can be facilitated via a Digital Media/Marketing job or work placement or through the development of their own Digital Media/Marketing business or project.

Learners will be required to provide evidence that either their employer or the Digital Media/Marketing company or organisation hosting their work placement has agreed to their participation in the course and will be willing to certify that they have completed the work based elements of their course. Learners fulfilling the work based elements through their own Digital Media/Marketing business or project will be required to provide equivalent evidence certified by other people or organisations involved in their business or project.

## MODE OF DELIVERY

This qualification has been designed to be delivered within centres or via distance learning. Centres will need to demonstrate to LRN, through the centre recognition processes, that they have the resources, facilities and competence to deliver through either method. Centres may apply to offer through both means if so desired. However, centres must be able to demonstrate, in line with LRN's criteria, that they have the means, capability, capacity and resources (including suitably qualified centre staff) to deliver the qualification. **Centres must ensure that practical teaching will be observed and assessed.**

## PROGRESSION

The way in which the LRN Level 4 Diploma in European Digital Marketing and Entrepreneurship is integrated with work experience means that it is especially suitable for people seeking to progress into employment and elements of the qualification teach key skills for entrepreneurship, self-employment and working within enterprise start-ups within the Digital Media sector. Learners will also be able to progress on to further or higher education in related fields.

## **RECOGNITION OF PRIOR LEARNING**

Please refer to LRN's policy on the Recognition of Prior Learning to determine whether previously achieved qualifications meet LRN's policy on possible exemptions.

## **LANGUAGE OF ASSESSMENT**

LRN aims to use English that is plain, clear, free from bias and appropriate to all learners. LRN will ensure the assessment materials, stimuli and the assessment itself is carried out in English.

## QUALIFICATION OVERVIEW

The LRN Level 4 Diploma in European Digital Marketing and Entrepreneurship covers the specialist knowledge and skills required to manage emerging digital media marketing technologies and methods and utilise them in an international context and with an entrepreneurial mindset. There are **five mandatory units** for this qualification.

Unit	Title	Level	Credit	GLH	Exam format
1	Digital Marketing Technologies and Practice	4	9	80	Assessment is by exams which are set and marked by LRN. Course work and assignment are also used – these are externally set and externally marked by the LRN).
2	Creative Methods for Social Media Marketing	4	8	72	Assessment is by coursework, reports and essays. These are set by LRN, marked by the LRN. Reports are to be produced under exams conditions, which are invigilated. Learners must also prepare a short (15 minute) presentation.
3	Social Media Marketing Management	4	9	80	Assessment is by exams which are set and marked by LRN. Course work and assignment are also used – these are externally set and externally marked by the LRN).
4	European and International Digital Media	4	9	80	Assessment is by exams which are set and marked by LRN. Course work and assignment are also used – these are externally set and externally marked by the LRN).
5	Digital Entrepreneurship	4	12	120	Assessment is by exams which are set and marked by LRN. Course work and assignment are also used – these are externally set and externally marked by the LRN).
	<b>TOTAL CREDITS AND GLH</b>		<b>47</b>	<b>432</b>	

## **Online exams**

Online exams are set by LRN and administered by impartial, and LRN approved, invigilators. The exams are set and marked by LRN. Learners have a range of options to achieve related certificates of unit credit or the full diploma. These are designed to provide flexibility in responding to the learning aims and career development aspirations of individual learners and to take account of different levels of prior knowledge and experience.

## **Work Experience**

At the start of the learning journey, each centre will outline its requirement for learners to complete 120 hours of work experience. The following documentation will be set out, and agreed in advance, in order to ensure each learner completes the required level of work experience, suitable to a level 4 qualification.

- 1) A contract setting out the terms and conditions for individual work placements (signed by the centre and the learner);
- 2) A job description describing the role, is agreed with the placement ahead of time;
- 3) A training agreement identifying the learning aims and the means by which the employer will facilitate this agreement (signed by the centre, the learner and the employer).

An end of placement review will take place, between the centre, learner and employer. The purpose of the review is to validate the learning which has taken place, discuss what went well and identify further learning opportunities.

## QUALIFICATION FEATURES

<b>1</b>	<b>Digital Marketing Technologies and Practice</b>		
<b>Unit Aim</b> This unit will provide learners an insight into the origins of Social Media through the technologies of Hypertext and the World Wide Web. They will learn how mobile apps and smart-phone services extend these platforms, how they make use of tracking data to target marketing campaigns, and the relationship between search and advertising.			
<b>Unit Level</b>	4	<b>Credit Value</b>	9
<b>GLH</b>	80	<b>Unit Grading Structure</b>	Fail or Pass
<b>Unit Reference Number</b>		Y/617/2810	
<b>Assessment Guidance</b>		Assessment is by exams which are set and marked by LRN. Course work and assignment are also used – these are externally set and externally marked by the LRN.	
<b>Learning Outcomes - The learner will:</b>		<b>Assessment Criteria - The learner can:</b>	
1.1	Understand hyperlinks and sharing on the World Wide Web	1.1.1	<b>Define</b> a hyperlink and <b>explain</b> its anatomy
		1.1.2	<b>Explain</b> how the world wide web is built on hyperlinks
		1.1.3	<b>Explain</b> how e-commerce business models make use of hyperlinks
1.2	Understand how users are tracked across the web	1.2.1	<b>Analyse</b> the business case(s) for user tracking
		1.2.2	<b>Describe</b> the methods by which users are tracked across the web
		1.2.3	<b>Analyse</b> how user tracking has evolved with social media
1.3	Understand the marketing benefit of demographic targeting	1.3.1	<b>Explain</b> how marketing campaigns can be targeted at specific groups
		1.3.2	<b>Analyse</b> the methods by which demographic targeting enhances marketing campaigns
		1.3.3	<b>Evaluate</b> how evolving data protection laws impact demographic targeting

1.4	Understand the principles of search marketing	1.4.1	<b>Explain</b> Search Engine Optimization (SEO) and Keywords
		1.4.2	<b>Evaluate</b> the success of an SEO campaign using Google Analytics

<b>2</b>	<b>Creative Methods for Social Media Marketing</b>		
<b>Unit Aim</b>			
This unit critically compares interactive and social media to broadcast and print media. Learners will evaluate the various engagement opportunities presented by interactive and social media, gain a practical understanding of their production and strategies for their deployment.			
<b>Unit Level</b>	4	<b>Credit Value</b>	8
<b>GLH</b>	72	<b>Unit Grading Structure</b>	Fail or Pass
<b>Unit Reference Number</b>		D/617/2811	
<b>Assessment Guidance</b>		Assessment is by coursework, reports and essays. These are set by LRN, marked by the LRN. Reports are to be produced under exams conditions, which are invigilated. Learners must also prepare a short (15 minute) presentation.	
<b>Learning Outcomes - The learner will:</b>		<b>Assessment Criteria - The learner can:</b>	
2.1	Understand key benefits of social media marketing	2.1.1	<b>Compare and contrast</b> key aspects of social media marketing to other forms of marketing
		2.1.2	<b>Explain</b> the connection between social media, customer service and customer relations
		2.1.3	<b>Describe</b> the methods by which social media marketing identifies consumers and creates audiences
2.2	Be able to identify and make use of suitable asset sources for social media marketing	2.2.1	<b>Describe</b> and <b>explain</b> the key component parts of a social media advert
		2.2.2	<b>Source</b> and <b>create</b> a range of media components suitable for social media advertising
		2.2.3	<b>Analyse</b> how copyright, fair dealing and public domain regulation affects the selection of media
2.3	Be able to identify and make use of suitable hosting solutions for social media marketing	2.3.1	<b>Describe</b> the key features of a social media platform from the advertiser's perspective
		2.3.2	<b>Describe</b> the value of a business's own Internet presence alongside their social media marketing
		2.3.3	<b>Evaluate</b> the suitability of a wide variety of social media marketing platforms by intended audience

<b>3</b>	<b>Social Media Marketing Management</b>		
<b>Unit Aim</b>			
This unit considers the role of social media within marketing campaigns and explores this within the context of a range of social media advertising platforms. Learners will understand the importance of setting goals, the monitoring and management of campaign performance, and how to identify Key Performance Indicators for campaigns.			
<b>Unit Level</b>	4	<b>Credit Value</b>	9
<b>GLH</b>	80	<b>Unit Grading Structure</b>	Fail or Pass
<b>Unit Reference Number</b>		H/617/2812	
<b>Assessment Guidance</b>		Assessment is by exams which are set and marked by LRN. Course work and assignment are also used – these are externally set and externally marked by the LRN.	
<b>Learning Outcomes - The learner will:</b>		<b>Assessment Criteria - The learner can:</b>	
3.1	Understand the importance of the marketing campaign	3.1.1	<b>Analyse</b> the interdisciplinary coordination required for an effective approach to marketing
		3.1.2	<b>Explain</b> the need to maintain presence and audience attention over extended periods of time
		3.1.3	<b>Explain</b> how campaign budgets are based on cost of acquisition or cost of retention
3.2	Understand how social media campaign metrics are generated	3.2.1	<b>Identify</b> key user interaction stages in the lifespan of a social media advert and how they are recorded
		3.2.2	<b>Explain</b> a user's lifespan of engagement for a marketing campaign and how it is recorded
		3.2.3	<b>Define</b> the most common key performance indicators used for the Customer Acquisition Funnel
3.3	Understand why social media campaign metrics are monitored	3.3.1	<b>Critically contrast</b> the immutable nature of traditional marketing to the dynamic nature of social media marketing
		3.3.2	<b>Analyse</b> the need for and purpose of moderators and editors during a social media campaign
		3.3.3	<b>Describe</b> the ways in which social media marketing campaigns may be modified during their execution
3.4	Understand the principles and	3.4.1	<b>Analyse</b> the effect of social media audience selection on campaign effectiveness

	benefits of Demographic Targeting and A/B Testing	3.4.2	<b>Identify</b> the subjective components of decision making in social media marketing design
		3.4.3	<b>Explain</b> the methods used for evidence-based decision making in social media marketing design

<b>4</b>	<b>European and International Digital Media</b>		
<b>Unit Aim</b>			
This unit examines the global nature of Social Media infrastructure and current methods for the protection of marketeers, consumers and their data across international boundaries. Learners also explore how to localize campaigns and the value of local cultural identities.			
<b>Unit Level</b>	4	<b>Credit Value</b>	9
<b>GLH</b>	90	<b>Unit Grading Structure</b>	Fail or Pass
<b>Unit Reference Number</b>		K/617/2813	
<b>Assessment Guidance</b>		Assessment is by exams which are set and marked by LRN. Course work and assignment are also used – these are externally set and externally marked by the LRN.	
<b>Learning Outcomes - The learner will:</b>		<b>Assessment Criteria - The learner can:</b>	
4.1	Understand the principles and legal frameworks regulating social media internationally	4.1.1	<b>Explain</b> significant conditions of the terms of use for key Social Media platforms
		4.1.2	<b>Describe</b> the primary responsibilities of a Social Media platform towards its users
		4.1.3	<b>Describe</b> the primary protections offered to Social Media users by national governments
		4.1.4	<b>Evaluate</b> international copyright and trademark protection concepts to the content of Social Media
4.2	Understand the principles and legal frameworks protecting consumers and regulating data use internationally	4.2.1	<b>Explain</b> how a right to privacy affects the processing and storing of personal data
		4.2.2	<b>Explain</b> the ‘mere conduit’ and ‘right to be forgotten’ rules for platforms and content
		4.2.3	<b>Analyse</b> the principle of consent for data capture and the ‘opt-in by default’ rule
		4.2.4	<b>Interpret</b> the ‘Safe harbour’ principle and how it applies to the international processing of data

		4.2.5	<b>Explain</b> how laws protecting against untrue or misleading advertising apply to search and Social Media
4.3	Understand and apply the differences between cultures within an international digital marketing context	4.3.1	<b>Evaluate</b> the impact of the internet and the World Wide Web on projects of International collaboration and <b>explain</b> the implications of this for digital marketing activity
		4.3.2	<b>Compare and contrast</b> how different national/regional/local languages, cultures, norms and preferences can impact digital marketing activity
		4.3.3	<b>Interpret</b> the requirements for cultural/national/local marketing and policy materials for international Social Media campaigns
		4.3.4	<b>Devise</b> social media marketing campaigns that reflect different national/regional/local cultures, norms and preferences in at least two

<b>5</b>	<b>Digital Entrepreneurship</b>		
<b>Unit Aim</b>			
The unit discusses the Network Effect and introduces the Platform Economy. Learners will be shown how Social Media Marketing offers opportunities to collaborate and participate in non-traditional business activities and what these alternatives business models can offer traditional businesses.			
<b>Unit Level</b>	4	<b>Credit Value</b>	12
<b>GLH</b>	120	<b>Unit Grading Structure</b>	Fail or Pass
<b>Unit Reference Number</b>		M/617/2814	
<b>Assessment Guidance</b>		Assessment is by exams which are set and marked by LRN. Course work and assignment are also used – these are externally set and externally marked by the LRN.	
<b>Learning Outcomes - The learner will:</b>		<b>Assessment Criteria - The learner can:</b>	
5.1	Understand the network effect principle and viral marketing dynamics	5.1.1	<b>Explain</b> how the Network Effect applies to the propagation of Social Media content
		5.1.2	<b>Explain</b> the value of Viral Marketing and Guerrilla Marketing to small businesses
		5.1.3	<b>Explain</b> the key benefits of Social Media Marketing for small businesses
5.2	Understand the MVP-iterative, business-as-a-service and on-demand e-commerce business models	5.2.1	<b>Describe</b> and <b>analyse</b> the benefits of the Minimum Viable Product development technique
		5.2.2	<b>Analyse</b> how social media marketing is used to test business hypotheses and <b>identify</b> potential customers
		5.2.3	<b>Identify</b> small business processes suitable for outsourcing to On-Demand service providers
		5.2.4	<b>Evaluate</b> the cost-effectiveness of On-Demand and Business-as-a-Service models for small businesses
5.3	Understand the key skills and knowledge required to work as a digital freelancer and within digital start-up enterprises	5.3.1	<b>Describe</b> why and how these tools are deployed by digital freelancers: Business Plans, Cashflow Projections, Client Brief Template
		5.3.2	<b>Research</b> how you would estimate market value for your skills

		5.3.3	<b>Demonstrate</b> how to use spreadsheet software solution to highlight cashflow issues
5.4	Understand the cooperative, collective, for-profit and not-for-profit business models	5.4.1	<b>Describe</b> and <b>analyse</b> the benefits of the different legal structures available for digital media start-up businesses and freelancers
		5.4.2	<b>Describe</b> and <b>contrast</b> the Advertising, Affiliate, Freemium, E-tail and Subscription revenue models
		5.4.3	<b>Analyse</b> how social media marketing can be used to identify and source new collaboration and partnership opportunities

## **ASSESSMENT**

Each unit consists of externally set and externally marked by the LRN.

### **For Unit 1 learners are required to undertake 3 assessment tasks:**

- Invigilated 90-minute exam based on short answer questions
- Invigilated 60-minute exam during which learners are required to produce two written reports
- One written course work assignment of 1,000-1,250 words

### **For Unit 2 learners are required to undertake 4 assessment tasks:**

- One written course work assignment of 1,000 – 1,250 words
- Invigilated 60-minute exam during which learners are required to produce two written reports
- Invigilated 60-minute exam based on short answer questions
- Each learner to create a powerpoint presentation (centre conditions apply)

### **For Unit 3 learners are required to undertake 2 assessment tasks:**

- Invigilated 90-minute exam during which learners are required to write an essay
- Invigilated 90-minute exam during which learners are required to produce a written report
- Invigilated 90-minute exam based on short answer questions

### **For Unit 4 learners are required to undertake 3 assessment tasks:**

- Invigilated 120 minute exam during which learners are required to produce two essays
- Invigilated 90 minute exam based on short answer questions
- Each learner to create a digital marketing campaign and present to an audience

### **For Unit 5 learners are required to undertake 4 assessment tasks:**

- Invigilated 90-minute exam during which learners are required to produce a written report
- Invigilated 90 minute exam based on short answer questions
- Three written course work assignments of between 1,750 - 2,000 words
- Invigilated 120-minute exam during which learners are required to produce two written reports

All assignments have clearly defined assessment criteria and learners must meet all of the assessment criteria for each assignment to achieve a pass. Exams are 'closed book' (including no access to the internet) and **will** be formally invigilated and undertaken in appropriate conditions with suitable facilities and space provided for each learner. Invigilators must be formally approved by LRN and must abide by the invigilator guidelines which are set and monitored by LRN.

Written assignments are not specifically time limited and learners are expected to complete them during periods of self directed study. Submission deadlines are at the discretion of the centre as it is recognised that learners will need to manage the work on their assignments alongside their job, work experience or volunteering role. Should learners fail to meet the assessment criteria, including those sitting online tests, will be allowed to re-sit or resubmit **once** only.

In order to successfully achieve the qualification, learners must complete, and receive a grade of a pass for each of the exams, written assignments and (where applicable) portfolios in all mandatory units. Exam submissions, written assignments and learner portfolios will be assessed externally against criteria specified by LRN.

### **Use of plagiarism software**

LRN will subject each assessment submitted by learners to its plagiarism software. The purpose of this software is to detect commonality in the work of learners in terms of detecting where assessments are similar to that of other authors. A learner will fail the assessment and unit where LRN discovered the assessment is plagiarised. LRN will advise centres and learners as to the tolerance it will set on the similarity of content across each assessment.

### **Knowledge, Skills and Understanding**

Learners should be familiar with the Digital Media sector and have an interest in progressing a career in this field.

## TOTAL QUALIFICATION TIME (TQT) –

### LRN Level 4 Diploma in European Digital Marketing and Entrepreneurship

<b>Guided Learning Hours (GLH)</b>	<b>432 hours</b>
<b>Self Study (SS)</b>	<b>228 hours</b>
<b>Total Qualification Time</b>	<b>660 Hours (GLH+SS)</b>

Please note the timescales above are indicative and should not be considered representative for the duration each learner will take to achieve the qualification.

## GRADING

Results are reported as pass or fail grades. Learners need to achieve a pass on each of the mandatory units. A pass must also be achieved in each of the exam, assignment and portfolio submissions, which will be assessed externally by the LRN.

## RESULTS

The timescale in which LRN will issue its results is between 4 to 6 weeks.

## SAMPLE ASSESSMENTS

LRN will provide a range of sample assessment materials which cover a number of the units.

## RECOMMENDED READING

### USEFUL WEBSITES

World Wide Web Consortium :: <https://www.w3.org>

Internet Society :: <https://www.internetsociety.org>

Digital Marketing Association :: <https://www.dmaglobal.com>

Internet Marketing Association :: <https://imanetwork.org>

Google Webmaster's Home :: <https://www.google.com/webmasters/>

Creative Commons :: <https://creativecommons.org>

Electronic Frontier Federation :: <https://www.eff.org>

European Union General Data Protection Regulation :: <https://eugdpr.org>

Terms of Service; Didn't read :: <https://tosdr.org/>

Stocksy :: <https://www.stocksy.com>

### USEFUL ARTICLES & TALKS

BBC Tech Tent :: <https://www.bbc.co.uk/programmes/p01plr2p>

Wired – The Macedonian Teens Who Mastered Fake News ::  
<https://www.wired.com/2017/02/veles-macedonia-fake-news/>

Opinion – Why we need to nationalise Facebook & Google ::  
<https://www.theguardian.com/commentisfree/2017/aug/30/nationalise-google-facebook-amazon-data-monopoly-platform-public-interest>

OpenDemocracy.net – Has Social Media given Teenage Girls the Power to Influence Wars?  
:: <https://www.opendemocracy.net/5050/niki-seth-smith/ahed-tamimi-girls-social-media-war>

Fast Company – Tim Berners-Lee wants to upend the World Wide Web ::  
<https://www.fastcompany.com/90243936/exclusive-tim-berners-lee-tells-us-his-radical-new-plan-to-upend-the-world-wide-web>

Motherboard – The Impossible Job: Facebook's Struggle to Moderate ::  
[https://motherboard.vice.com/en\\_us/article/xwk9zd/how-facebook-content-moderation-works?utm\\_campaign=pockethits&utm\\_medium=email](https://motherboard.vice.com/en_us/article/xwk9zd/how-facebook-content-moderation-works?utm_campaign=pockethits&utm_medium=email)

Medium – The Enemy In Our Feeds :: <https://medium.com/@tobiasrose/the-enemy-in-our-feeds-e86511488de>