



Level 2 Award in
Digital Business Skills
Specification

Ofqual Accreditation Number: 601/5716/1

Ofqual Accreditation Start Date: 01/03/2015

Ofqual Accreditation Review Date: 31/07/2017

Ofqual Certification End Date: 31/07/2018

About Ascentis

Ascentis was originally established in 1975 as OCNW, a co-operative scheme between Universities and Colleges of Further Education. Ascentis was the first 'Open College' in the UK and served the needs of its members for over 34 years. Throughout this period, OCNW grew yet maintained its independence in order that it could continue to respond to the requirements of its customers and provide a consistently high standard of service to all centres across the country and in recent years to its increasing cohorts of overseas learners.

In 2009 OCNW became Ascentis - a company limited by guarantee and a registered educational charity.

Ascentis is distinctive and unusual in that it is both

- **An Awarding Organisation** regulated by the Office of Qualifications and Examinations Regulation (Ofqual)

and

- **an Access Validating Agency (AVA)** for 'Access to HE Programmes' licensed by the Quality Assurance Agency for Higher Education (QAA).

Ascentis is therefore able to offer a comprehensive ladder of opportunities to centres and their students, including Foundation Learning, vocational programmes and progressing to QAA recognised Access to HE qualifications. The flexible and adult-friendly ethos of Ascentis has resulted in centres throughout the UK choosing to run its qualifications.

ASCENTIS CONTACT DETAILS

Ascentis
Office 4
Lancaster Business Park
Mannin Way
Caton Road
Lancaster
LA1 3SW

Tel 01524 845046
www.ascentis.co.uk

Company limited by guarantee. Registered in England and Wales No. 6799564. Registered Charity No. 1129180

TABLE OF CONTENTS

Introduction	4
Aims	4
Target Group	4
Rationale for the Rules of Combination	5
Rules of Combination	5
Recommended Guided Learning Hours	5
Recommended Prior Knowledge, Attainment and / or Experience	5
Age Range of Qualification	5
Opportunities for Progression	5
Centre Recognition	5
Qualification Approval	6
Registration	6
Status in England, Wales and Northern Ireland	6
Reasonable Adjustments and Special Considerations	6
Enquiries and Appeals Procedure	6

ASSESSMENT AND VERIFICATION ARRANGEMENTS

Assessment	7
Internal Assessment	7
Verification	7
Internal Verification	7
External Verification	8
Knowledge, Understanding and Skills Required of Assessors and Internal Verifiers	8

UNIT SPECIFICATIONS

Understanding Customer Loyalty and Establishing your Brand	9
Getting the Business Online	10
Developing a Digital Marketing Strategy and Plan	11
Appendix 1: Summary Record of Achievement	12
Appendix 2: Tracking Sheets	13
Appendix 3: Resources to Support the Delivery of the Qualification	16

Introduction

The Level 2 Award in Digital Business Skills is designed to support businesses in getting online and to increase sales through examining different digital marketing channels and social media.

Aims

The aims of the qualification are to enable learners

- 1 To know their customer
- 2 To develop their / or a business online
- 3 Grow their / or a business through developing marketing strategies and plans

Target Group

This qualification is aimed at a range of learners, including small and medium businesses, market traders and sole operators.

Rationale for Rules of Combination

To achieve the Award learners must achieve a total of 6 credits. All units are mandatory to ensure that learners gain a good understanding of the principles of Digital Business Skills, so as to enable them to apply that understanding in a wide range of business contexts.

Rules of Combination

Level 2 Award in Digital Business Skills				
Total credit value of qualification: 6				
Title	Level	Credit Value	GLH	QCF Unit ref
Understanding Customer Loyalty and Establishing your Brand	L2	2	20	A/507/0549
Getting the Business Online	L2	2	20	M/507/0550
Developing a Digital Marketing Strategy and Plan	L2	2	20	F/507/0553

Unit certification is available for all units.

Recommended Guided Learning Hours

The recommended guided learning hours for the Award is 60.

Recommended Prior Knowledge, Attainment and / or Experience

No prior knowledge, attainment and / or experience is required.

Age Range of Qualification

This qualification is suitable for young people aged 16 – 19 and adult learners.

Opportunities for Progression

Learners can progress into further training or to qualifications at Level 3.

Centre Recognition

This qualification can only be offered by centres recognised by Ascentis and approved to run this qualification. Details of the centre recognition and qualification approval process are available from the Ascentis office (tel. 01524 845046) or from the website at www.ascentis.co.uk.

Qualification Approval

If your centre is already a recognised centre, you will need to complete and submit a qualification approval form to deliver this qualification. Details of the qualification approval process are available from the Ascentis office (tel. 01524 845046) or from the website at www.ascentis.co.uk.

All learners must normally be registered within seven weeks of commencement of a course via Rhombus (the Ascentis learner registration portal). Guidance can be downloaded from the Ascentis website at www.ascentis.co.uk/rhombus.

Status in England, Wales and Northern Ireland

This qualification is available in England, Wales and Northern Ireland. It is only offered in English. If a centre based overseas (including Scotland) would like to offer this qualification, they should make an enquiry to Ascentis.

Reasonable Adjustments and Special Considerations

In the development of this qualification Ascentis has made every attempt to ensure that there are no unnecessary barriers to achievement. For learners with particular requirements reasonable adjustments may be made in order that they can have fair assessment and demonstrate attainment. There are also arrangements for special consideration for any learner suffering illness, injury or indisposition. Full details of the reasonable adjustments and special considerations are available from the Key Information / Policies area of the Ascentis website www.ascentis.co.uk or through contacting the Ascentis office.

Enquiries and Appeals Procedure

Ascentis has an appeals procedure in accordance with the regulatory arrangements in the Ofqual *General Conditions of Recognition*¹. Full details of this procedure, including how to make an application, are available from the Key Information / Policies area of the Ascentis website www.ascentis.co.uk or through contacting the Ascentis office.

¹ The Scottish Qualifications Authority (SQA) has developed some high level principles that cover the same requirements as the Ofqual Conditions. These are the SQA Accreditation's Regulatory Principles (2014).

Assessment

All units are internally assessed through the learner building up a portfolio of evidence that covers the relevant assessment criteria, internally assessed and verified by the centre and then externally verified by Ascentis.

On completion of the learners' evidence for the Award, the assessor is required to complete the Summary Record of Achievement for each learner. The Summary Record of Achievement asks assessors and the internal verifier to confirm that the rules of combination have been followed. The Summary Record of Achievement form is provided in Appendix 1.

Centres are required to retain all evidence from all learners for external verification and for 4 weeks afterwards should any appeal be made.

Internal Assessment

Evidence for each unit is through building up a portfolio of evidence to demonstrate that all the assessment criteria within the unit have been achieved. The evidence will be assessed by the assessor at the centre, who may or may not be the tutor teaching the course.

Portfolios of evidence should include a variety of evidence to demonstrate that the assessment criteria for each unit have been met. Examples of evidence that could be included are

- Observation record
- Questions and discussions
- Photographs
- Video
- Worksheets
- Tape recordings
- Self assessments
- Workbook activities

Learners' portfolio work should include a tracking sheet to show where the evidence for each assessment criterion is to be found. Some activities could produce evidence for more than one unit, which is acceptable as long as there is clear reference to this on the tracking sheet. Examples of tracking sheets are found in Appendix 2.

If the learner fails to meet the assessment criteria on the first attempt at an activity they may redraft the work following feedback given by the tutor. However tutors must not correct the work of the learner, and all feedback given by the tutor must be included within the learner's evidence.

Verification

Internal Verification

Internal verification is the process of ensuring that everyone who assesses a particular unit in a centre is assessing to the same standards, i.e. consistently and reliably. Internal verification activities will include: ensuring any stimulus or materials used for the purposes of assessment are fit for purpose; sampling assessments; standardisation of assessment decisions; standardisation of internal verification decisions. Internal Verifiers are also responsible for supporting assessors by providing constructive advice and guidance in relation to the qualification delivered.

Further information is available from the Key Information section of the Ascentis website (www.ascentis.co.uk).

External Verification

Recognised centres will normally be visited twice a year for external verification; although more frequent verifications can be requested from the Ascentis Quality Assurance team, for which there is usually an additional charge. External verification will usually focus on the following areas

- A review of the centre's management of the accredited provision
- The levels of resources to support the delivery of the qualification, including both physical resources and staffing
- Ensuring the centre is using appropriate assessment methods and making appropriate assessment decisions according to Ascentis' requirements
- Has appropriate internal quality assurance arrangements as outlined within the relevant qualification specification
- Is using appropriate administrative arrangements to support the function of delivery and assessment

External Verifiers will usually do this through discussion with the centre management team; assessment and Internal Quality Assurance staff; verifying a sample of learners' evidence; talking to learners, reviewing relevant centre documentation and systems.

Staff development, including guidance and support for assessors and internal quality assurance staff can be requested either as part of an external verification visit or as a bespoke session for centres. Please contact the Ascentis Quality Assurance team for further details (qualityassurance@ascentis.co.uk.)

Knowledge, Understanding and Skills required of Assessors and Internal Verifiers

Assessors and those delivering this qualification should be occupationally knowledgeable and competent within areas in which they are making assessment decisions / delivering the qualification. Assessors must be qualified to make assessment decisions. Relevant qualifications include

- Level 4 Certificate in Education and Training
- Level 5 Diploma in Education and Training
- Award in Assessing Vocationally Related Achievement
- Certificate in Assessing Vocational Achievement
- Legacy qualifications such as A1, A2, D23, D33

Legacy qualifications remain valid providing the assessor has up to date experience of assessing and has undertaken relevant annual Continuing Professional Development.

Those delivering the qualification should hold a recognised teaching qualification such as the Level 4 Certificate in Education and Training, Level 5 Diploma in Education and Training or working towards such a qualification.

Training for this role is available through an Ascentis Internal Quality Assurance course. The purpose of the course is to provide staff in centres with knowledge and understanding of Ascentis IQA processes and procedures, which will enable them to carry out their role more effectively. To book your place on a course or request further information, please contact the Ascentis Quality Assurance Team (qualityassurance@ascentis.co.uk).

Understanding Customer Loyalty and Establishing your Brand

Credit Value of Unit: 2

GLH of Unit: 20

Level of Unit: 2

Learning Outcomes	Assessment Criteria
The learner will be able to	The learner can
1 Know the lifetime value of a customer	1.1 Identify their ideal customer 1.2 Understand the value of customers and how to implement a loyalty scheme 1.3 Communicate features and benefits of their products 1.4 Know how to conduct methods of market research
2 Know how to have a viable business online	2.1 Define the visibility of their business online 2.2 Understand how to use the internet to market the business
3 Establish a brand and visual identity	3.1 State how to communicate their brand 3.2 Understand how brand recognition is a successful outcome of effective marketing
4 Develop a promotional strategy	4.1 Identify the most suitable methods of advertising for the brand 4.2 Identify the most suitable method of promoting the product 4.3 Understand how to create a basic advert

Indicative Content

TBC

Getting the Business Online

Credit Value of Unit: 2

GLH of Unit: 20

Level of Unit: 2

Learning Outcomes		Assessment Criteria	
The learner will be able to		The learner can	
1	Know how to build a website for the business	1.1	Describe the tools required
		1.2	Describe the options available to develop an e-commerce shop
		1.3	Describe the reasons why customers will buy from a website platform
		1.4	Identify an online business presence
2	Know customer expectations for the online experience	2.1	Outline the need to make the customer online experience desirable
		2.2	Outline the way to deliver excellent customer service
3	Understand the range of online options suitable for the business	3.1	Identify the most suitable options for the business
		3.2	Identify the benefits of multi-channel trading
4	Plan a successful launch online	4.1	Illustrate the processes involved to get the business online

Indicative Content	
TBC	

Developing a Digital Marketing Strategy and Plan

Credit Value of Unit: 2

GLH of Unit: 20

Level of Unit: 2

Learning Outcomes		Assessment Criteria	
The learner will be able to		The learner can	
1	Understand how to develop a marketing strategy	1.1	Identify the components of a marketing strategy
		1.2	Identify how to conduct SWOT analysis of the business
		1.3	Define marketing strategies
2	Understand how to develop a marketing plan	2.1	Identify the components of a marketing plan
		2.2	Identify how to produce a marketing plan for the business
		2.3	Describe what success would look like for the business
3	Use social media in a marketing plan	3.1	Describe how we communicate through social media
		3.2	Define the benefits of social media for the business
		3.3	Define the risks to manage the reputation of the business
		3.4	Describe how key words can affect content and search engine optimisation
		3.5	Identify how to develop a social media strategy

Indicative Content	
TBC	

APPENDIX 1

Summary Record of Achievement
Level 2 Award in Digital Business Skills

Unit Title	Level	Credit Value	Date completed	Assessor Signature	Internal Verifier Signature (if sampled)
Understanding Customer Loyalty and Establishing your Brand	L2	2			
Getting the Business Online	L2	2			
Developing a Digital Marketing Strategy and Plan	L2	2			

Learner Name _____

I confirm that the minimum number of credits at the appropriate level have been achieved in order for a claim for certification to be made. I can confirm that the credits have been achieved from the correct combination of mandatory units as specified within the Rules of Combination.

Assessor Signature _____

Internal Verifier Signature (if sampled) _____

Tracking Sheet

Understanding Customer Loyalty and Establishing your Brand

Criteria	Assessment Method	Evidence Details	Portfolio Reference	Completion Date
1.1 Identify their ideal customer				
1.2 Understand the value of customers and how to implement a loyalty scheme				
1.3 Communicate features and benefits of their products				
1.4 Know how to conduct methods of market research				
2.1 Define the visibility of their business online				
2.2 Define the viability of their business online				
2.3 Understand how to use the internet to market the business				
3.1 State how to communicate their brand				
3.2 Understand how brand recognition is a successful outcome of effective marketing				
4.1 Identify the most suitable methods of advertising for the brand				
4.2 Identify the most suitable method of promoting the product				
4.3 Understand how to create a basic advert				

The above evidence has been assessed against the standards and has been judged for validity, authenticity, currency, reliability and sufficiency.

Learner Signature _____ Date _____

Assessor Signature _____ Date _____

Internal Verifier (if sampled) _____ Date _____

Tracking Sheet

Getting the Business Online

Criteria	Assessment Method	Evidence Details	Portfolio Reference	Completion Date
1.1 Describe the tools required				
1.2 Describe the options available to develop an e-commerce shop				
1.3 Describe the reasons why customers will buy from a website platform				
1.4 Identify an online business presence				
2.1 Outline the need to make the customer online experience desirable				
2.2 Outline the way to deliver excellent customer service				
3.1 Identify the most suitable options for the business				
3.2 Identify the benefits of multi-channel trading				
4.1 Illustrate the processes involved to get the business online				

The above evidence has been assessed against the standards and has been judged for validity, authenticity, currency, reliability and sufficiency.

Learner Signature _____ Date _____

Assessor Signature _____ Date _____

Internal Verifier (if sampled) _____ Date _____

Tracking Sheet

Developing a Digital Marketing Strategy and Plan

Criteria	Assessment Method	Evidence Details	Portfolio Reference	Completion Date
1.1 Identify the components of a marketing strategy				
1.2 Identify how to conduct SWOT analysis of the business				
1.3 Define marketing strategies				
2.1 Identify the components of a marketing plan				
2.2 Identify how to produce a marketing plan for the business				
2.3 Describe what success would look like for the business				
3.1 Describe how we communicate through social media				
3.2 Define the benefits of social media for the business				
3.3 Define the risks to manage the reputation of the business				
3.4 Describe how key words can affect content and search engine optimisation				
3.5 Identify how to develop a social media strategy				

The above evidence has been assessed against the standards and has been judged for validity, authenticity, currency, reliability and sufficiency.

Learner Signature _____ Date _____

Assessor Signature _____ Date _____

Internal Verifier (if sampled) _____ Date _____



Tel: 01524 845046
Email: enquiries@ascentis.co.uk
Fax: 01524 388467
www.ascentis.co.uk

Office 4, Lancaster Business Park,
Mannin Way, Caton Road,
Lancaster, LA1 3SW

Company limited by guarantee.
Registered in England and Wales No. 6799564
Registered Charity No. 1129180