



Level 3 Diploma in Social Media for Business

Qualification Specification

Contents

	Page
Introduction	3
The Qualifications and Credit Framework (QCF)	3
Qualification profile	4
Rules of combination:	
Marketing Pathway	5
Technical Pathway	7
Generic Pathway	9
Centre requirements	10
Support for candidates	10
Assessment	10
Internal quality assurance	11
Adjustments to assessment	11
Results enquiries and appeals	11
Certification	12
Learning outcomes and assessment criteria	13

Introduction

The Level 3 Diploma in Social Media for Business recognises the rapid growth of social media as a business tool and supports learners wishing to enter this new environment. There are 3 pathways: Marketing, Technical and Generic designed to cater to those seeking careers in the use of social media in a business context. The qualification is appropriate for candidates undertaking an Advanced Apprenticeship in Social Media and Digital Marketing.

The awarding organisation for this qualification is ProQual Awarding Body and the regulatory body is the Office of Qualifications and Examinations Regulation (Ofqual). The specification for these qualifications has been approved by the Welsh Government for use by centres in Wales and by the Council for the Curriculum Examinations and Assessment (CCEA) for use by centres in Northern Ireland.

This qualification has been accredited onto the Qualifications and Credit Framework (QCF).

Qualifications and Credit Framework (QCF)

The key features of the QCF are that all qualifications consist of a combination of one or more units, each of which has a level and a credit value. Achievement of units of QCF credit can be banked in a national database and may count towards more than one qualification according to rules of combination.

The level of a qualification is determined by the level of the majority of credit in the units that make it up.

A credit is equivalent to 10 notional learning hours. A unit may be worth any whole number of credits. A qualification is called an Award if it includes up to 12 credits, a Certificate if it includes 13 - 36 credits and a Diploma if it includes 37 credits or more.

The terms Award, Certificate and Diploma refer only to size of qualification, and have no bearing on the level or contents of the qualification.

Each unit is allocated a number of Guided Learning Hours (GLH) which gives an indication of the approximate number of hours when a trainer/tutor/teacher/assessor is available to give specific guidance towards the learning aim being met.

Qualification Profile

Qualification title	ProQual Level 3 Diploma in Social Media for Business (QCF)
Ofqual qualification number	601/0465/X
Level	Level 3
Credit value	42 credits
Guided learning hours	257-420
Assessment	Pass or fail Assessed and verified by centre staff External quality assurance by ProQual verifiers
Qualification start date	1/08/12
Qualification end date	

Entry Requirements

There are no formal entry requirements for this qualification.

Centres should carry out an **initial assessment** of candidate skills and knowledge to identify any gaps and help plan the assessment.

Rules of Combination

Candidates must achieve 42 credits from one of the pathways.

The qualification consists of 3 pathways, the requirements for each of the pathways are set out on the following pages.

- Marketing Pathway, page 5
- Technical Pathway, page 7
- Generic Pathway, page 9

Level 3 Diploma in Social Media for Business – Marketing Pathway

Mandatory Units – candidates must complete all units

Optional Group 1 – candidates must achieve a minimum of 2 credits from this group

Optional Group 2 – it is not a requirement that candidates achieve any credits in this group; candidates may achieve a maximum of 1 unit from this group – the credits will not count towards the qualification but will be included on the certificate of achievement

Mandatory Units – candidates must complete all units				
Unit Reference Number	Unit Title	Unit Level	Credit Value	GLH
T/502/4380	Using collaborative technologies	3	6	45
R/503/9324	Principles of social media within a business	3	6	42
M/503/9329	Principles of keywords and optimisation	3	5	50
Y/503/9325	Social networking management for a business	3	7	38
F/503/9321	Creating and optimising content for the web	3	7	36
R/502/9926	Use digital and social media in marketing campaigns	2	2	7
Optional Group 1 - Candidates must achieve a minimum of 2 credits from this optional group				
Unit Reference Number	Unit Title	Unit Level	Credit Value	GLH
T/502/8624	Communicating using digital marketing/sales channels	3	4	26
F/503/9321	Creating and optimising content for the web	3	7	36
R/502/9926	Use digital and social media in marketing campaigns	2	2	7
J/503/9322	Principles of social media advertising and promotion	3	6	34
L/503/9323	Principles of mobile social media for a business	3	5	28
Optional Group 2 - Candidates may achieve a maximum of 1 unit from this optional unit group. It is not a requirement for candidates to achieve any credits from this optional unit group				
Unit Reference Number	Unit Title	Unit Level	Credit Value	GLH
H/503/9327	Content management system website creation	3	7	36
F/602/2819	Understanding customer relationship management for creative business	3	3	15
L/502/4613	Imaging software	2	4	30
M/502/4393	Video software	2	3	20
F/602/6353	MTA: Web development fundamentals	2	10	80
Y/502/4632	Website software	3	5	40
R/502/4631	Website software	2	4	30
D/502/9007	CIW Internet business foundations	3	10	60
D/502/9010	CIW Site development foundations	3	10	60
M/502/9013	CIW Perl fundamentals	3	10	60
R/502/9005	CIW database design	3	10	60

R/502/9019	CIW security essentials	3	10	60
T/502/9014	CIW Web Foundations Associate	3	30	180
Y/502/9006	CIW JavaScript specialist	3	10	60
K/601/3256	Web development	3	10	80
R/601/3512	Web fundamentals	2	7	60

Level 3 Diploma in Social Media for Business – Technical Pathway

Mandatory Units – candidates must complete all units

Optional Group 1 – candidates must achieve a minimum of 4 credits from this group

Optional Group 2 – it is not a requirement that candidates achieve any credits in this group; candidates may achieve a maximum of 1 unit from this group – the credits will not count towards the qualification but will be included on the certificate of achievement

Mandatory Units – candidates must complete all units				
Unit Reference Number	Unit Title	Unit Level	Credit Value	GLH
H/503/9327	Content management system website creation	3	7	36
T/502/4380	Using collaborative technologies	3	6	45
R/503/9324	Principles of social media within a business	3	6	42
M/503/9329	Principles of keywords and optimisation	3	5	50
Y/503/9325	Social networking management for a business	3	7	38
F/503/9321	Creating and optimising content for the web	3	7	36
R/502/9926	Use digital and social media in marketing campaigns	2	2	7
Optional Group 1 - Candidates must achieve a minimum of 4 credits from this optional group				
Unit Reference Number	Unit Title	Unit Level	Credit Value	GLH
F/602/2819	Understanding customer relationship management for creative business	3	3	15
L/502/4613	Imaging software	2	4	30
M/502/4393	Video software	2	3	20
F/602/6353	MTA: Web development fundamentals	2	10	80
Y/502/4632	Website software	3	5	40
R/502/4631	Website software	2	4	30
D/502/9007	CIW Internet business foundations	3	10	60
D/502/9010	CIW Site development foundations	3	10	60
M/502/9013	CIW Perl fundamentals	3	10	60
R/502/9005	CIW database design	3	10	60
R/502/9019	CIW security essentials	3	10	60
T/502/9014	CIW Web Foundations Associate	3	30	180
Y/502/9006	CIW JavaScript specialist	3	10	60
K/601/3256	Web development	3	10	80
R/601/3512	Web fundamentals	2	7	60

Optional Group 2 - Candidates may achieve a maximum of 7 credits from a maximum of 1 unit from this optional unit group. It is not a requirement for candidates to achieve any credits from this optional unit group

Unit Reference Number	Unit Title	Unit Level	Credit Value	GLH
T/502/8624	Communicating using digital marketing/sales channels	3	4	26
F/503/9321	Creating and optimising content for the web	3	7	36
R/502/9926	Use digital and social media in marketing campaigns	2	2	7
J/503/9322	Principles of social media advertising and promotion	3	6	34
L/503/9323	Principles of mobile social media for a business	3	5	28

Level 3 Diploma in Social Media for Business – Generic Pathway

Mandatory Units – candidates must complete all units

Optional Units– candidates must achieve a minimum of 18 credits from this group

Mandatory Units – candidates must complete all units				
Unit Reference Number	Unit Title	Unit Level	Credit Value	GLH
T/502/4380	Using collaborative technologies	3	6	45
R/503/9324	Principles of social media within a business	3	6	42
M/503/9329	Principles of keywords and optimisation	3	5	50
Y/503/9325	Social networking management for a business	3	7	38
Optional Units - Candidates must achieve a minimum of 18 credits from the Optional units				
Unit Reference Number	Unit Title	Unit Level	Credit Value	GLH
H/503/9327	Content management system website creation	3	7	36
F/602/2819	Understanding customer relationship management for creative business	3	3	15
L/502/4613	Imaging software	2	4	30
M/502/4393	Video software	2	3	20
F/602/6353	MTA: Web development fundamentals	2	10	80
Y/502/4632	Website software	3	5	40
R/502/4631	Website software	2	4	30
D/502/9007	CIW Internet business foundations	3	10	60
D/502/9010	CIW Site development foundations	3	10	60
M/502/9013	CIW Perl fundamentals	3	10	60
R/502/9005	CIW database design	3	10	60
R/502/9019	CIW security essentials	3	10	60
T/502/9014	CIW Web Foundations Associate	3	30	180
Y/502/9006	CIW JavaScript specialist	3	10	60
K/601/3256	Web development	3	10	80
R/601/3512	Web fundamentals	2	7	60
T/502/8624	Communicating using digital marketing/sales channels	3	4	26
F/503/9321	Creating and optimising content for the web	3	7	36
R/502/9926	Use digital and social media in marketing campaigns	2	2	7
J/503/9322	Principles of social media advertising and promotion	3	6	34
L/503/9323	Principles of mobile social media for a business	3	5	28

Centre Requirements

Centres must be approved to offer this qualification. If your centre is not approved please complete and submit form **ProQual Additional Qualification Approval Application**.

Staff

Staff delivering this qualification must be appropriately qualified and occupationally competent.

Assessors/Internal Quality Assurance

For each competence-based unit centres must be able to provide at least one assessor and one internal verifier who are suitably qualified for the specific occupational area. Assessors and internal verifiers for competence-based units or qualifications will normally need to hold appropriate QCF assessor or verifier qualifications, such as:

- Award in Assessing Competence in the Work Environment (QCF)
- Award in Assessing Vocationally Related Achievement (QCF)
- Certificate in Assessing Vocational Achievement (QCF)
- Award in the Internal Quality Assurance of Assessment Processes and Practices (QCF)
- Certificate in Leading the Internal Quality Assurance of Assessment Processes and Practices (QCF)

Support for Candidates

Materials produced by centres to support candidates should:

- enable them to track their achievements as they progress through the learning outcomes and assessment criteria;
- provide information on where ProQual's policies and procedures can be viewed;
- provide a means of enabling Internal and External Quality Assurance staff to authenticate evidence

Assessment

Candidates must demonstrate the level of knowledge described in the unit. Assessment is the process of measuring a candidate's knowledge and understanding against the standards set in the qualification.

Each candidate is required to produce evidence which demonstrates their achievement of all of the learning outcomes and assessment criteria for each unit.

- Evidence can include:
- assignments/projects/reports
 - worksheets
 - portfolio of evidence
 - record of oral and/or written questioning
 - candidate test papers

Learning outcomes set out what a candidate is expected to know, understand or be able to do.

Assessment criteria specify the standard a candidate must meet to show the learning outcome has been achieved.

There must be valid, authentic and sufficient for all the assessment criteria. However, one piece of evidence may be used to meet the requirements of more than one learning outcome or assessment criterion.

Learning outcomes and assessment criteria for the units in each of the pathways can be found from page 13.

Internal Quality Assurance

An internal quality assurance verifier confirms that assessment decisions made in centres are made by competent and qualified assessors, that they are the result of sound and fair assessment practice and that they are recorded accurately and appropriately.

Adjustments to Assessment

Adjustments to standard assessment arrangements are made on the individual needs of candidates. ProQual's Reasonable Adjustments Policy and Special Consideration Policy sets out the steps to follow when implementing reasonable adjustments and special considerations and the service that ProQual provides for some of these arrangements.

Centres should contact ProQual for further information or queries about the contents of the policy.

Results Enquiries and Appeals

All enquiries relating to assessment or other decisions should be dealt with by centres, with reference to ProQual's Enquiries and Appeals Procedures.

Certification

Candidates who achieve the required credits for qualifications will be awarded:

- A certificate listing the unit achieved with its related credit value, and
- A certificate giving the full qualification title -

ProQual Level 3 Diploma in Social Media for Business (QCF)

Claiming certificates

Centres may claim certificates for candidates who have been registered with ProQual and who have successfully achieved the required number of credits for a qualification. All certificates will be issued to the centre for successful candidates.

Replacement certificates

If a replacement certificate is required a request must be made to ProQual in writing. Replacement certificates are labelled as such and are only provided when the claim has been authenticated. Refer to the Fee Schedule for details of charges for replacement certificates.

Learning Outcomes and Assessment Criteria

Unit T/502/4380

Using Collaborative Technologies

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
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

Learning Outcome - The learner will:**Assessment Criterion - The learner can:**

	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

Unit R/503/9324

Principles of Social Media within a Business

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
<p>1 Understand how Social Media fits into the objectives and marketing of a business</p>	<p>1.1 Describe a business and its type, vision, aims, objectives and goals</p> <p>1.2 Identify the brand and values of a business and how these are portrayed to the audience of a business</p> <p>1.3 Describe the marketing tools available to a business</p> <p>1.4 Explain the consequences of using Social Media on the budget of different sizes and types of business</p> <p>1.5 Explain the benefits and consequences of encouraging amplification</p> <p>1.6 Explain the benefits and consequences of encouraging engagement</p> <p>1.7 Explain the factors to consider when identifying a Social Media plan for a business</p> <p>1.8 Explain how Social Media could fit into the marketing plan of a business</p>
<p>2 Understand how to select Social Media tools and channels for a business</p>	<p>2.1 Describe the different tools and channels that can be used for Social Media</p> <p>2.2 Describe the features and benefits of the different tools and channels that can be used for Social Media</p> <p>2.3 Identify the potential type of audience for each different tool and channel that can be used for Social Media</p> <p>2.4 Explain the factors to consider when selecting different tools and channels for Social Media</p> <p>2.5 Evaluate different tools and channels for Social Media for business use</p>

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
<p>3 Understand how to measure the success of using social media tools and channels</p>	<p>3.1 Explain the importance of measuring the outcomes of using different Social Media tools and channels</p> <p>3.2 Explain why SMARTER targets should be set for different Social Media tools and channels</p> <p>3.3 Describe the methods a business can use to measure and identify success of different Social Media tools and channels</p> <p>3.4 Describe what success could look like when using different Social Media tools and channels for different types and sizes of business</p>
<p>4 Understand how social media policy and guidelines can impact a business</p>	<p>4.1 Describe the components of a business's social media policy and guidelines</p> <p>4.2 Explain the importance of having a social media policy and guidelines</p> <p>4.3 Explain the importance of having a reputation management policy</p> <p>4.4 Describe the benefits of managing perception changes in a business's reputation</p> <p>4.5 Describe how to manage perception changes in a business's reputation</p>
<p>5 Be able to monitor how a business is using Social Media</p>	<p>5.1 Explain the importance of knowing how similar businesses or industries are using Social Media</p> <p>5.2 Explain how to monitor the ways similar businesses or industries are using Social Media</p> <p>5.3 Monitor how a business is using Social Media</p> <p>5.4 Identify improvements to a business's use of Social Media</p>

Unit M/503/9329 Principles of Keywords and Optimisation

Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
1	Understand Search Engine Optimisation (SEO)	1.1	Define the term Search Engine Optimisation (SEO)
		1.2	Explain the importance of SEO to a business
		1.3	Explain the difference between organic and 'paid' search results
		1.4	Describe the differences between Pay-per-Click and Pay-per-Impression
		1.5	Describe the factors that need to be considered as part of an SEO plan
2	Be able to plan implementation of SEO techniques	2.1	Define the term "keyword"
		2.2	Explain the factors to consider when identifying keywords and/or keyword phrases
		2.3	Create a list of keywords and/or keyword phrases for a business
		2.4	Identify the competition and monthly search volumes for the keywords and/or keyword phrases identified for a business
		2.5	Explain where on a website a search engine looks for keywords and/or keyword phrases
		2.6	Research others use of keywords and/or keyword phrases to maximise keyword effectiveness for a website
		2.7	Review the list of keywords and/or keyword phrases in a website for a business
		2.8	Describe how link building can help or hinder the search engine ranking of a website
		2.9	Create a link building plan for the website for a business

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
<p>3 Understand Social Media Optimisation (SMO)</p>	<p>2.10 Describe the factors that can positively and negatively affect how a search engine ranks a website</p> <p>3.1 Define the term Social Media Optimisation (SMO)</p> <p>3.2 Explain why SMO is important to a business</p> <p>3.3 Explain how search engines include different tools and channels of Social Media in their results</p> <p>3.4 Explain how to use keywords and/or keyword phrases to listen and engage with a Social Media audience</p> <p>3.5 Compare how SEO for a website differs for SMO</p>
<p>4 Understand how to plan implementation of a website optimised for mobile devices</p>	<p>4.1 Define the term Mobile Optimisation</p> <p>4.2 Identify the main differences between SEO and Mobile Optimisation</p> <p>4.3 Explain why Mobile Optimisation is important to a business</p> <p>4.4 Describe how to optimise a website for viewing on a mobile device</p> <p>4.5 Explain why keywords and/or keyword phrases for a mobile website might differ from those for a non-mobile website</p> <p>4.6 Identify changes required to a non-mobile website to make it suitable for mobile devices</p>

Unit Y/503/9325 Social Networking Management for a Business

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
<p>1 Be able to evaluate external social networking tools for a business</p>	<p>1.1 Define social networking</p> <p>1.2 Identify current external social networking tools for the geographical location of a business</p> <p>1.3 Compare the functionality and features of different external social networking tools</p> <p>1.4 Describe the limitations of different external social networking tools</p> <p>1.5 Select external social networking tools for a business</p> <p>1.6 Justify the selection of social networking tools for a business</p>
<p>2 Understand how to classify the social networking audience of a business</p>	<p>2.1 Explain the potential uses of grouping people in social networking tools</p> <p>2.2 Identify the audience groups for social networking for a business</p> <p>2.3 Explain the importance of evaluating the need for brand ambassadors in social networking for a business</p> <p>2.4 Explain how to recognise brand ambassadors</p> <p>2.5 Explain how to ensure the validity and credibility of brand ambassadors</p> <p>2.6 Explain how to manage brand ambassadors</p> <p>2.7 Explain the importance of evaluating the need for influencers in social networking for a business</p> <p>2.8 Explain how to recognise influencers</p>

Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
		2.9	Explain how to ensure the validity and credibility of influencers
		2.10	Explain how to manage influencers
		2.11	Compare brand ambassadors and influencers
3	Be able to use social media management tools in relation to social networking	3.1	Define the term 'social media management tool'
		3.2	Explain the importance of using social media management tools in relation to social networking
		3.3	Explain the disadvantages of using social media management tools
		3.4	Use a social media management tool to group an audience relevant to a business
		3.5	Use a social media management tool to schedule content relevant to a business
		3.6	Use a social media management tool to share content relevant to a business
		3.7	Explain the benefits of using short-URLs within content
		3.8	Use a social media management tool to listen to content relevant to a business
		3.9	Use a social media tool to have ongoing dialogue with an audience relevant to a business
4	Be able to carry out a risk analysis and create a digital crisis management plan in relation to social networking for a business	4.1	Compare risk analysis and digital crisis management
		4.2	Explain the importance of monitoring for risk

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
	<p>4.3 Carry out a risk analysis in relation to social networking for a business</p> <p>4.4 Create a digital crisis management plan in relation to social networking for a business</p>
<p>5 Be able to use social networking measurement and monitoring tools for a business</p>	<p>5.1 Define the term social networking measurement and monitoring</p> <p>5.2 Identify social networking measurement and monitoring tools</p> <p>5.3 Explain the potential uses of social networking measurement and monitoring tools</p> <p>5.4 Explain the limitations of social networking measurement and monitoring tools</p> <p>5.5 Measure the amount of engagement and amplification on social networking for a business</p> <p>5.6 Analyse changes in sentiment to social networking for a business</p> <p>5.7 Recommend improvements to social networking for a business</p>

Unit F/503/9321

Creating and Optimising Content for the Web

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
<p>1 Be able to create and analyse online profiles</p>	<p>1.1 Define the term 'online profile'</p> <p>1.2 Compare and contrast a range and types of social media online profiles</p> <p>1.3 Explain the principles of optimising online profiles for search engine optimisation (SEO)</p> <p>1.4 Describe the characteristics of an online profile for an audience</p> <p>1.5 Identify potential security and privacy issues of online profile</p> <p>1.6 Create online profiles optimised for SEO</p> <p>1.7 Research a range of personal and business online profiles</p> <p>1.8 Recommend improvements to personal and business online profiles</p>
<p>2 Be able to analyse use of blogs, e-articles and micro-blogs for a business</p>	<p>2.1 Compare blogs, micro-blogs and e-articles</p> <p>2.2 Explain the importance of using SEO for a blog, micro-blog and e-article</p> <p>2.3 Explain how to optimise a blog, micro-blog and e-article for SEO</p> <p>2.4 Explain how blogs, micro-blogs and e-articles can amplify and propagate news and information</p> <p>2.5 Identify the reasons for using blogs, micro-blogs and e-articles for a business</p> <p>2.6 Analyse the advantages and disadvantages of content syndication for blogs, micro-blogs and e-articles</p>

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
3 Be able to write content for the web for a business	2.7 Identify a content strategy for blogs, micro-blogs and e-articles for a business
	2.8 Explain how to encourage engagement and sharing of blogs, micro-blogs and e-articles
	3.1 Explain the characteristics of good content writing for the web
	3.2 Explain how writing content for the web affects brand, perception and reputation
	3.3 Analyse a range of content from the web for similar business' or industries
4 Be able to incorporate media or rich-media into content for the web for a business	3.4 Recommend improvements to content from the web for similar business' or industries
	3.5 Create a range of content for the web for a business
	4.1 Define media and rich-media
	4.2 Explain the importance of using media and rich-media on the web
	4.3 Explain how the choice of media and rich-media can affect brand, perception and reputation
5 Know the impact of plagiarism, Intellectual Property Rights (IPR) and	4.4 Explain how to optimise media and rich-media for SEO
	4.5 Explain how media and rich-media can amplify and propagate news and information
	4.6 Enhance a range of content for the web for a business using media or rich-media
5 Know the impact of plagiarism, Intellectual Property Rights (IPR) and	5.1 Describe the importance of recognising plagiarism

Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
copyright law for content on the web for a business	5.2	Describe the principles of Intellectual Property Rights	
	5.3	Describe the principles of copyright law	
	5.4	Describe how to protect Intellectual Property rights and copyright	
	5.5	Describe the implications of copyright law in other countries	
	5.6	Describe methods for discovering plagiarism, breach of Intellectual Property rights and copyright law	
	5.7	Describe the purpose of Creative Commons Licences on the Internet	
	5.8	Describe the use of Creative Commons licences in relation to use of content on the web	
	5.9	Describe the implications of content ownership on a business	
	6 Be able to use social bookmarking, tagging and syndication for content for a business	6.1	Define the term 'social bookmarking'
6.2		Define the term 'tagging'	
6.3		Explain the importance of social bookmarking to share content on the web	
6.4		Compare social bookmarking tools	
6.5		Use a social bookmarking tool to bookmark a range of content for a business	
6.6		Explain the importance of tagging content on the web for a business	
6.7		Enhance a business' content for the web by tagging	

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
	<p>6.8 Define the term 'Really Simple Syndication (RSS)'</p> <p>6.9 Explain the importance of using RSS for distribution of updated content on the web for a business</p> <p>6.10 Use an RSS reader to collate relevant content from the web for a business</p>
<p>7 Be able to use analytics tools to monitor content on the web</p>	<p>7.1 Use an analytics tool to track activity on web content for a business</p> <p>7.2 Analyse changes in sentiment to a range of content on the web for a business</p> <p>7.3 Recommend improvements to a range of content on the web for a business</p>

Unit R/502/9926

Use digital and social media in marketing campaigns

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
1 Understand planning requirements for the use of digital and social media	1.1 Describe the importance of the objectives and budget for digital and social media marketing aligning with the marketing plan 1.2 Describe how to identify the nature and location of target customers 1.3 Describe sources of information about the nature and location of target customer groups 1.4 Explain the implications of retention and acquisition programmes as they affect the choice of digital/social media 1.5 Explain how to reach target customers in accordance with the plan 1.6 Explain the requirements of a data collection and reporting system that is capable of capturing the information required by the plan 1.7 Explain the importance of agreeing the message that conveys the marketing proposition
2 Be able to market to target customers using digital and social media	2.1 Ensure marketing messages are distributed in accordance with the plan 2.2 Ensure that digital/social media marketing is conducted in accordance with legal, regulatory and industry requirements and standards 2.3 Explain how to address problems in accordance with the plan

Unit T/502/8624

Communicating using digital marketing/sales channels

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
1 Understand how to plan the use of digital media for a specific message, audience and recipients	1.1 Explain the selection of the organisation's targeted customers 1.2 Describe expected target audience responses to different electronic media communication methods 1.3 Describe the characteristics, advantages and disadvantages of different software packages for presenting marketing information 1.4 Explain the requirements of using multiple digital marketing technologies
2 Be able to plan the use of digital media for a specific message, audience and recipients	2.1 Confirm the sales and marketing objectives for the digital communication, including response rates and sales generated return on investment 2.2 Identify the criteria to be used in selecting recipients in target audience 2.3 Source and acquire targeted lists and databases of recipients in accordance with the plan 2.4 Confirm the range of electronic media best suited to communicating to the target audience in line with the sales and marketing objectives 2.5 Agree with relevant people the marketing communications message designed to engage the customer and which is appropriate for the media selected
3 Be able to check the digital message can be accessed and/or delivered	3.1 Check any links, keywords, and supporting attachments allow access by recipients to further information 3.2 Identify any risks that the message might be labelled as 'spam' and take action to minimise such risks

Learning Outcome - The learner will:

Assessment Criterion - The learner can:

- | | | |
|---|-----|---|
| | 3.3 | Enable click-through tracking in digital messages in accordance with the plan |
| | 3.4 | Send messages to targeted customers in accordance with the plan |
| | 3.5 | Set up reporting system for 'undeliverables' in accordance with organisational procedures |
| 4 | | Be able to monitor and evaluate the response to digital activity and take any corrective action |
| | 4.1 | Record undelivered messages in accordance with reporting system |
| | 4.2 | Identify repeat communications requirements in line with the sales and marketing objectives |
| | 4.3 | Monitor and evaluate the responses to digital marketing against agreed criteria |
| | 4.4 | Report the findings of the evaluation in accordance with organisational procedures |

Unit F/503/9321

Creating and Optimising Content for the Web

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
<p>1 Be able to create and analyse online profiles</p>	<p>1.1 Define the term 'online profile'</p> <p>1.2 Compare and contrast a range and types of social media online profiles</p> <p>1.3 Explain the principles of optimising online profiles for search engine optimisation (SEO)</p> <p>1.4 Describe the characteristics of an online profile for an audience</p> <p>1.5 Identify potential security and privacy issues of online profile</p> <p>1.6 Create online profiles optimised for SEO</p> <p>1.7 Research a range of personal and business online profiles</p> <p>1.8 Recommend improvements to personal and business online profiles</p>
<p>2 Be able to analyse use of blogs, e-articles and micro-blogs for a business</p>	<p>2.1 Compare blogs, micro-blogs and e-articles</p> <p>2.2 Explain the importance of using SEO for a blog, micro-blog and e-article</p> <p>2.3 Explain how to optimise a blog, micro-blog and e-article for SEO</p> <p>2.4 Explain how blogs, micro-blogs and e-articles can amplify and propagate news and information</p> <p>2.5 Identify the reasons for using blogs, micro-blogs and e-articles for a business</p> <p>2.6 Analyse the advantages and disadvantages of content syndication for blogs, micro-blogs and e-articles</p>

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
3 Be able to write content for the web for a business	2.7 Identify a content strategy for blogs, micro-blogs and e-articles for a business
	2.8 Explain how to encourage engagement and sharing of blogs, micro-blogs and e-articles
	3.1 Explain the characteristics of good content writing for the web
	3.2 Explain how writing content for the web affects brand, perception and reputation
	3.3 Analyse a range of content from the web for similar business' or industries
4 Be able to incorporate media or rich-media into content for the web for a business	3.4 Recommend improvements to content from the web for similar business' or industries
	3.5 Create a range of content for the web for a business
	4.1 Define media and rich-media
	4.2 Explain the importance of using media and rich-media on the web
	4.3 Explain how the choice of media and rich-media can affect brand, perception and reputation
	4.4 Explain how to optimise media and rich-media for SEO
5 Know the impact of plagiarism, Intellectual Property Rights (IPR) and	4.5 Explain how media and rich-media can amplify and propagate news and information
	4.6 Enhance a range of content for the web for a business using media or rich-media
5 Know the impact of plagiarism, Intellectual Property Rights (IPR) and	5.1 Describe the importance of recognising plagiarism

Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
copyright law for content on the web for a business	5.2	Describe the principles of Intellectual Property Rights	
	5.3	Describe the principles of copyright law	
	5.4	Describe how to protect Intellectual Property rights and copyright	
	5.5	Describe the implications of copyright law in other countries	
	5.6	Describe methods for discovering plagiarism, breach of Intellectual Property rights and copyright law	
	5.7	Describe the purpose of Creative Commons Licences on the Internet	
	5.8	Describe the use of Creative Commons licences in relation to use of content on the web	
	5.9	Describe the implications of content ownership on a business	
	6 Be able to use social bookmarking, tagging and syndication for content for a business	6.1	Define the term 'social bookmarking'
6.2		Define the term 'tagging'	
6.3		Explain the importance of social bookmarking to share content on the web	
6.4		Compare social bookmarking tools	
6.5		Use a social bookmarking tool to bookmark a range of content for a business	
6.6		Explain the importance of tagging content on the web for a business	
6.7		Enhance a business' content for the web by tagging	

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
	<p>6.8 Define the term 'Really Simple Syndication (RSS)'</p> <p>6.9 Explain the importance of using RSS for distribution of updated content on the web for a business</p> <p>6.10 Use an RSS reader to collate relevant content from the web for a business</p>
<p>7 Be able to use analytics tools to monitor content on the web</p>	<p>7.1 Use an analytics tool to track activity on web content for a business</p> <p>7.2 Analyse changes in sentiment to a range of content on the web for a business</p> <p>7.3 Recommend improvements to a range of content on the web for a business</p>

Unit J/503/9322

Principles of Social Media Advertising and Promotion

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
1 Be able to plan how to use digital vouchers for marketing purposes	1.1 Define the term digital vouchers 1.2 Explain the potential uses of digital vouchers 1.3 Research the current disadvantages of digital vouchers 1.4 Explain how to overcome the barriers of using digital vouchers for acquisition and retention of customers 1.5 Plan a SMART digital voucher campaign for a business 1.6 Explain methods of managing a digital voucher system 1.7 Explain how to measure the effectiveness of a digital voucher campaign
2 Be able to plan the implementation of Social Networking site advertising campaigns for Marketing purposes	2.1 Explain the factors to consider when creating Social Networking site adverts 2.2 Justify the use of Social Networking site advertising campaigns 2.3 Explain the importance of identifying the required outcomes from the Social Networking advertising campaigns 2.4 Explain the advantages of creating more than one advertising campaign running in parallel on the same social networking site 2.5 Explain why a Social Networking advertising campaign might fail 2.6 Plan parallel Social Networking site advertising campaigns for a business

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
	<p>2.7 Explain methods of monitoring Social Networking site advertising campaigns</p> <p>2.8 Identify changes that might be required for a Social Networking advertising campaign based on monitoring results</p>
<p>3 Understand the use of promotional campaigns on social networking sites</p>	<p>3.1 Define promotional campaigns on social networking sites</p> <p>3.2 Compare different types of promotional campaigns on social networking sites</p> <p>3.3 Explain why to use promotional campaigns on social networking sites</p> <p>3.4 Explain the limitations imposed by social networking sites on promotional campaigns</p> <p>3.5 Explain how to comply with restrictions on promotional campaigns on social networking sites</p> <p>3.6 Explain the factors which could cause negative PR when running a promotional campaign</p>
<p>4 Understand current national and international legal and organisational guidelines for a social networking advertising/promotional campaign</p>	<p>4.1 Explain the current national and international legal and organisational guidelines relating to the use of social networking site adverts</p> <p>4.2 Explain the importance of following current national and international legal and organisational guidelines for a social networking advertising/promotional campaign</p>

Unit L/503/9323

Principles of Mobile Social Media for a Business

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
1 Understand what mobile social media is and how it is used by businesses and consumers	1.1 Compare different types of mobile social media 1.2 Describe the ways business' can use mobile social media as part of their marketing 1.3 Explain the reasons business' could use mobile social media for marketing 1.4 Identify devices on which consumers/business' can access social media 1.5 Describe the cost benefit argument for accessing social media on a mobile device for a business 1.6 Describe the ways consumers access social media on a mobile device 1.7 Describe the barriers to accessing mobile social media
2 Understand the factors affecting the choice of mobile social media for a business	2.1 Explain how using mobile social media fits into the overall social media marketing plan of a business 2.2 Define the audience groups for mobile social media for a business 2.3 Explain how the potential audience affects the choice of mobile social media for a business 2.4 Explain how social relevance informs a mobile social media marketing plan for a business 2.5 Describe the types of content that could be accessed on a mobile device 2.6 Explain the factors that affect content design for mobile social media

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
<p>3 Be able to create and distribute social media content for a mobile device for a business</p>	<p>2.7 Describe how the attention span of mobile social media consumers will limit the design of mobile content</p> <p>3.1 Identify the distribution methods for adding content onto mobile devices for a business</p> <p>3.2 Identify the types of mobile social media and content required for a marketing campaign for a business</p> <p>3.3 Describe what success could look like when using mobile social media for a business</p> <p>3.4 Create mobile social media content for a business in readiness for distribution to a mobile device</p> <p>3.5 Distribute mobile social media content for a business</p> <p>3.6 Explain how to monitor the effectiveness of mobile social media content</p>
<p>4 Understand the use of location aware applications for a business and consumers</p>	<p>4.1 Research the different types of location aware applications</p> <p>4.2 Describe in what circumstances a business could use location aware applications for marketing</p> <p>4.3 Describe the advantages and disadvantages of location aware applications for a consumer</p> <p>4.4 Describe why using location aware applications appeal to a certain audience demographic</p> <p>4.5 Explain the steps a business could take to implement a location aware application</p>

Unit H/503/9327

Content Management System Website Creation

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
<p>1 Be able to create a plan for the components of a Content Management System (CMS) Website</p>	1.1 Define the term Content Management System (CMS)
	1.2 Describe the features and functions of CMS Website software
	1.3 Explain the advantages and disadvantages of different hosting options
	1.4 Describe what success could look like when using a CMS website
	1.5 Identify keywords and/or keyword phrases to be used on each page of a website
	1.6 Register with a hosting provider with a suitable domain name in relation to keywords and/or keyword phrases identified
	1.7 Identify the website template to be used for a website
	1.8 Plan the content and layout needed for each page on a website
	1.9 Explain how laws, guidelines and constraints affect the content and use of websites
	1.10 Explain when and why to use different file types for saving content
<p>2 Be able to use CMS Software to create a Website</p>	2.1 Customise a website template in relation to a plan
	2.2 Use planned content to populate a website template
	2.3 Use programming and development techniques to add features and enhance a website

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
	<p>2.4 Include keywords and/or keyword phrases in website meta-tags</p> <p>2.5 Include a blog in a website implementation</p> <p>2.6 Store and retrieve files in line with local guidelines and conventions where available</p> <p>2.7 Include links to Social Networking Sites in relation to a plan</p> <p>2.8 Include buttons to share content on a website</p> <p>2.9 Use testing methods to check that all elements and features of a website are working</p> <p>2.10 Register a website with search engines</p>
<p>3 Understand how to make a website accessible</p>	<p>3.1 Define the term 'Accessible websites'</p> <p>3.2 Explain the legal guidelines relating to web accessibility</p> <p>3.3 Explain how parts of a website should be modified to make it accessible</p> <p>3.4 Analyse whether a website follows accessibility guidelines</p> <p>3.5 Identify improvements to a website to ensure it follows accessibility guidelines</p>
<p>4 Be able to measure and improve the return on investment (ROI) of a website</p>	<p>4.1 Explain the importance of measuring traffic to a website</p> <p>4.2 Identify methods of measuring the return on investment (ROI) of a website</p> <p>4.3 Use analytic tools to monitor the traffic to a website</p> <p>4.4 Define the term 'bounce rate'</p>

Learning Outcome - The learner will:**Assessment Criterion - The learner can:**

- 4.5 Explain the impact of bounce rate on a website
- 4.6 Identify improvements to a website based on analytical information

Unit F/602/2819

Understanding Customer Relationship Management for creative business

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
1 Understand the importance of CRM and eCRM to creative businesses	1.1 Describe CRM 1.2 Explain the importance of CRM 1.3 Describe a range of CRM techniques 1.4 Research and report on range of professional tools to aid CRM
2 Understand the impact of social media and social businesses on CRM	2.1 Identify a range of examples of social brands using social media, location based media, mobile media as CRM 2.2 Develop an outline CRM process for a brand
3 Understand the importance and use of data in CRM campaigns	3.1 Describe data forms produced by a range of campaigns and measurements of success 3.2 Explain the use of data in optimising CRM campaigns
4 Be able to present a proposed CRM campaign	4.1 Prepare and present a professional outline CRM process

Unit L/502/4613 Imaging Software

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
<p>1 Obtain, insert and combine information for images</p>	<p>1.1 Describe what images are needed</p> <p>1.2 Obtain, input and prepare images to meet needs</p> <p>1.3 Describe what copyright and other constraints apply to the use of images</p> <p>1.4 Use appropriate techniques to organise and combine information of different types or from different sources</p> <p>1.5 Describe the context in which the images will be used</p> <p>1.6 Describe what file format to use for saving images to suit different presentation methods</p> <p>1.7 Store and retrieve files effectively, in line with local guidelines and conventions where available</p>
<p>2 Use imaging software tools to create, manipulate and edit images</p>	<p>2.1 Identify what technical factors affecting images need to be taken into account and how to do so</p> <p>2.2 Select and use suitable techniques to create images</p> <p>2.3 Use guide lines and dimensioning tools appropriately to enhance precision</p> <p>2.4 Select and use appropriate tools and techniques to manipulate and edit images</p> <p>2.5 Check images meet needs, using IT tools and making corrections as necessary</p> <p>2.6 Identify and respond to quality problems with images to make sure that they meet needs</p>

Unit M/502/4393 Video Software

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
1 Use video hardware and software to capture sequences	1.1 Identify the combination of input device and video software to use to capture information, to avoid any compatibility issues 1.2 Select and use an appropriate combination of input device and video software to record sequences 1.3 Describe the impact file size and file format will have on saving sequences 1.4 Identify when to use different types of information coding and compression 1.5 Store and retrieve sequences using appropriate file formats and compression, in line with local guidelines and conventions where available
2 Use video software tools and techniques to combine and edit sequences	2.1 Identify the sequences to add, keep and remove 2.2 Select and use appropriate video software tools to mark-up and edit sequences 2.3 Organise and combine information for sequences in line with any copyright constraints, including across different software 2.4 Describe how copyright constraints affect use of own and others' information
3 Play and present video sequences	3.1 Describe the features and constraints of playback software and display devices 3.2 Select and use an appropriate combination of video playback software and display device to suit the file format 3.3 Identify the settings which could be adjusted to improve the quality of presentations 3.4 Adjust playback and display settings to enhance the quality of the presentation

Unit F/602/6353

MTA: Web Development Fundamentals

Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
1	Programming Web Applications	1.1	Customize the layout and appearance of a Web page.
		1.2	Understand ASP.NET intrinsic objects.
		1.3	Understand state information in Web applications.
		1.4	Understand events and control page flow.
		1.5	Understand controls.
		1.6	Understand configuration files.
2	Working with Data and Services	2.1	Read and write XML data.
		2.2	Distinguish between DataSet objects and DataReader objects.
		2.3	Call a service from a Web page.
		2.4	Understand DataSource controls.
		2.5	Bind controls to data by using data-binding syntax.
		2.6	Manage data connections and databases.
3	Troubleshooting and Debugging Web Applications	3.1	Debug a Web application.
		3.2	Handle Web application errors.
4	Working with Client-Side Scripting	4.1	Understand client-side scripting.
		4.2	Understand AJAX concepts.
5		5.1	Configure authentication and authorization.

Learning Outcome - The learner will:**Assessment Criterion - The learner can:**

Configuring and Deploying Web Applications

- 5.2 Configure projects and solutions and reference assemblies.
- 5.3 Publish Web applications.
- 5.4 Understand application pools.

Unit Y/502/4632 Website Software

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
<p>1 Create structures and styles and use them to produce websites</p>	<p>1.1 Determine what website content and layout will be needed for each page and for the site</p> <p>1.2 Plan and create web page templates to layout content</p> <p>1.3 Select and use website features and structures to enhance website navigation and functionality</p> <p>1.4 Create, select and use styles to enhance website consistency and readability</p> <p>1.5 Provide guidance on laws, guidelines and constraints that affect the content and use of websites</p> <p>1.6 Explain what access issues may need to be taken into account</p> <p>1.7 Explain when and why to use different file types for saving content</p> <p>1.8 Store and retrieve files effectively, in line with local guidelines and conventions where available</p>
<p>2 Select and use website software tools and features to develop multiple page websites with multimedia and interactive features</p>	<p>2.1 Prepare content for web pages so that it is ready for editing and formatting</p> <p>2.2 Organise and combine information needed for web pages in line with any copyright constraints, including across different software</p> <p>2.3 Select and use appropriate editing and formatting techniques to aid meaning</p> <p>2.4 Select and use appropriate programming and development techniques to add features and enhance websites</p>

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
	<p>2.5 Select and use file formats that make information easier to download</p> <p>2.6 Check web page's meet needs, using IT tools and making corrections as necessary</p>
<p>3 Publish and test multiple page websites with multimedia and interactive features</p>	<p>3.1 Select and use appropriate testing methods to check that all elements and features of complex websites are working as planned</p> <p>3.2 Identify any quality problems with websites and explain how to respond to them</p> <p>3.3 Select and use an appropriate programme to upload and publish the website and make sure that it will download efficiently</p> <p>3.4 Respond appropriately to quality problems with websites to ensure outcomes are fit for purpose</p>

Unit R/502/4631 Website Software

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
1 Create structures and styles for websites	1.1 Describe what website content and layout will be needed for each page
	1.2 Plan and create web page templates to layout
	1.3 Select and use website features and structures to help the user navigate round web pages within the site
	1.4 Create, select and use styles to keep the appearance of web pages consistent and make them easy to understand
	1.5 Describe how copyright and other constraints may affect the website
	1.6 Describe what access issues may need to be taken into account
	1.7 Describe what file types to use for saving content
	1.8 Store and retrieve files effectively, in line with local guidelines and conventions where available
2 Use website software tools to prepare content for websites	2.1 Prepare content for web pages so that it is ready for editing and formatting
	2.2 Organise and combine information needed for web pages including across different software
	2.3 Select and use appropriate editing and formatting techniques to aid both clarity and navigation
	2.4 Select and use appropriate development techniques to link information across pages
	2.5 Change the file formats appropriately for content
	2.6 Check web page's meet needs, using IT tools and making corrections as necessary

Learning Outcome - The learner will:

Assessment Criterion - The learner can:

- | | | | |
|---|------------------|-----|--|
| 3 | Publish websites | 3.1 | Select and use appropriate testing methods to check that all elements of websites are working as planned |
| | | 3.2 | Identify any quality problems with websites and how to respond to them |
| | | 3.3 | Select and use an appropriate programme to upload and publish the website |
| | | 3.4 | Respond appropriately to problems with multiple page websites |

Unit D/502/9007

CIW Internet Business Foundations

Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
1	Understand IT roles	1.1	Identify current job roles
		1.2	Identify current job role responsibilities
		1.3	Evaluate current jobs tasks and skills requirement
2	Understand web technology requirements	2.1	Investigate current Internet hardware
		2.2	Investigate current protocols
		2.3	investigate current communications systems
		2.4	explain the principles of DNS
3	Be able to manage Client side requirements	3.1	Manage the use and customisation of web browser resources
		3.2	manage the use of email resources
		3.3	manage the use of Internet search engines
4	Be able to manage web based communication	4.1	Investigate current web based security issues
		4.2	Manage synchronous web based communication
		4.3	Manage asynchronous web based communication
		4.4	Manage web database and data exchange
		4.5	Investigate current cloud computing and virtualisation developments

Unit D/502/9010

CIW Site Development Foundations

Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
1	Be able to create a web page	1.1	Manage the creation of a web page
		1.2	Manage the inclusion of images
		1.3	Manage the creation of forms
		1.4	Manage the colour scheme of a web site
		1.5	Manage the implementation of XML/HTML/XHTML
		1.6	Manage the implementation of style sheets
2	Understand web site enhancements	2.1	Investigate current multimedia technology
		2.2	Manage a web site using GUI based software
		2.3	Critically test the functionality of a website
3	Be able to manage the e-commerce requirements of a website	3.1	Plan the deployment of a web site
		3.2	Investigate current e-commerce resources
		3.3	Manage database connectivity
		3.4	Manage the end user experience
		3.5	investigate the issues in managing an e-commerce site

Unit M/502/9013 CIW Perl Fundamentals

Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
1	Understand PERL Principles	1.1	Investigate the uses and operation of the Perl Interpreter
		1.2	Direct program flow using statements, loops and Boolean expressions
		1.3	Implement subroutines, packages and modules
		1.4	Create and amend object oriented code
		1.5	Use subroutines to make code more logical and easier to debug
2	Be able to manipulate data using Perl	2.1	Use regular expressions to search and manipulate strings
		2.2	Use arrays to store and manipulate program data
		2.3	Manage program data with keys and hashes
3	Be able to manage external data	3.1	Manage external data in files
		3.2	Use packages and modules to organise, reuse and export program code
		3.3	Manage external database data using Perl modules and SQL
		3.4	Use Perl debugging features to identify programming errors

Unit R/502/9005 CIW database design

Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
1	Understand Relational Database Fundamentals	1.1	Identify basic database types and management systems
		1.2	Evaluate common database languages and their purposes, and identify language subsets of Structured Query Language (SQL).
		1.3	Identify relational data modelling schemas, characteristics and manipulation
2	Understand Relational Database Design	2.1	Identify the steps of the database planning life cycle
		2.2	Identify the activities in the conceptual design phase of a database
3	Be able to normalize a database	3.1	Design a database using normalisation
		3.2	Describe logical database design steps and practices
		3.3	Apply normalization techniques and processes
4	Be able to implement the Structured Query Language	4.1	Identify SQL commands and syntax
		4.2	Design and implement statements using Data Definition Language (DDL)
		4.3	Implement Form commands using Data Manipulation Language
		4.4	Manage the use of Data Control Language statements
5	Be able to implement Relational Algebra	5.1	Design relational algebra to improve database design
		5.2	Implement joins in a database
6	Be able to manage database transactions and security	6.1	Develop transactions and currency control
		6.2	Manage database security elements

Unit R/502/9019 CIW Security Essentials

Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
1	Understand network security principles	1.1	Identify various security policy elements
		1.2	Identify risk factors
		1.3	Identify security-related organizations,
		1.4	Manage key resources to secure
		1.5	Manage general security threat types
		1.6	Manage access control
2	Understand encryption	2.1	Identify current encryption technologies
		2.2	Plan the implementation of internetwork encryption
		2.3	Manage the implementation of internetwork encryption
		2.4	Evaluate the implementation of internetwork encryption
3	Be able to implement network security	3.1	Plan the implementation of a network security solution
		3.2	Manage the implementation of a network security solution
		3.3	Evaluate the implementation of a network security solution
4	Be able to protect a networked environment	4.1	Review the security of a networked environment
		4.2	Monitor a networked system
		4.3	Identify a network security attack
		4.4	Manage the protection of a networked security
5		5.1	Identify firewall types and technologies

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
Understand Firewall Solutions	5.2 Identify current firewall solutions
6 Be able to implement a firewall solution	6.1 Design a multi-level firewall system 6.2 Design a multi-level firewall system 6.3 Evaluate the implementation of a multi-level firewall system

Unit T/502/9014

CIW Web Foundations Associate

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
1 Understand Internet Business Foundations	1.1 Identify IT Job Roles 1.2 Define hardware and software for Internet communication 1.3 Identify common issues with web based communication 1.4 Manage web based communication 1.5 Evaluate a range of web database and integration resources
2 Understand Site Development Foundations	2.1 evaluate web site style requirements 2.2 manage the implementation of a web site using HTML and XHTML 2.3 manage the implementation of a web site using XML 2.4 critically evaluate websites using productivity tools 2.5 manage the promotion of a website 2.6 manage a web server environment 2.7 manage a web sites e-commerce activities
3 Understand Network Technology Foundations	3.1 Define hardware, software and communications requirements of a network infrastructure 3.2 Manage the addressing requirements of a networked system, 3.3 manage the web based client server relationship 3.4 maintain a web server 3.5 investigate virtualisation technologies 3.6 investigate issues with privacy on a network infrastructure

Unit Y/502/9006

CIW JavaScript Specialist

Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
1	Understand JavaScript Principles	1.1	Identify key JavaScript elements
		1.2	Critically compare JavaScript with other scripting languages
		1.3	Investigate the differences between client side and server side applications
		1.4	Embed JavaScript into HTML
		1.5	Define JavaScript Data Types and variables
		1.6	Use expressions, operators, concatenation and addition
		1.7	Use scripting commands
		1.8	Define operator precedence
2	Understand functional programming using JavaScript	2.1	Explain how to use JavaScript functions
		2.2	Manage the transfer of data between functions
		2.3	Manage the use of global and local variables
3	Understand object oriented programming using JavaScript	3.1	Explain the JavaScript object model
		3.2	Create and deploy JavaScript objects
		3.3	Manage the passing of data between different JavaScript objects
4	Understand how web sites interact with JavaScript	4.1	Explain the use of form objects in JavaScript
		4.2	Use form objects when building web applications
		4.3	Manage the use of cookies in web applications

Learning Outcome - The learner will:**Assessment Criterion - The learner can:**

- 4.4 Use functions and variables within framesets and related windows
- 4.5 Create and manipulate client-side databases

Unit K/601/3256

Web development

Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
1	Understand web architecture and components	1.1	Describe the hardware and software components which enable the internet and web
		1.2	Explain the role of the TCP/IP protocol including IPv6
		1.3	Explain the role of internet service providers, web hosting services and domain name registrars
		1.4	Describe available types of web functionality including Web
		1.5	, Web
2	Understand the technologies that can be used to build and operate a website	2.1	Explain the use of markup languages
		2.2	Explain the use and functionality of: <ul style="list-style-type: none"> • web runtime environments • web application programming languages
		2.3	Explain the role of databases in building websites and web applications
		2.4	Identify typical product stack combinations that can be used for web development
3	Develop a web-site specification	3.1	Produce a pre-production proposal document for a web-site development project
		3.2	Identify the components required to develop a web-site
		3.3	Produce an implementation plan for a web-site development

Learning Outcome - The learner will:**Assessment Criterion - The learner can:**

- | | | | |
|---|----------------------------------|-----|----------------------------------|
| 4 | Implement elements of a web-site | 4.1 | Design components of a web-site |
| | | 4.2 | Develop components of a web-site |
| | | 4.3 | Test components of a web-site |

Unit R/601/3512 Web Fundamentals

Learning Outcome - The learner will:	Assessment Criterion - The learner can:
<p>1 Know web architecture and components</p>	<p>1.1 List the hardware and software components which enable the internet and web</p> <p>1.2 State the role of the TCP/IP protocol</p> <p>1.3 State the role of internet service providers, web hosting services and domain name registrars</p> <p>1.4 Identify available types of web functionality</p>
<p>2 Know about the technologies used to build and operate websites</p>	<p>2.1 State the purpose of markup languages and list commonly used examples</p> <p>2.2 Identify the roles of: <ul style="list-style-type: none"> • web runtime environments • web application programming languages; and • databases in building websites and web applications</p> <p>2.3 Identify typical product stack combinations that can be used for web development</p>
<p>3 Implement specified components of a web-site</p>	<p>3.1 State the components required to produce a web-site</p> <p>3.2 Design specified components of a web-site</p> <p>3.3 Develop specified components of a web-site</p> <p>3.4 Test specified components of a web-site</p>



ProQual Awarding Body
Cave House
Annie Med Lane
South Cave
HU15 2HG

Tel: 01430 423822

www.proqualab.com

enquiries@proqualab.com