**Assessment Principles for the Diploma in Digital Marketing SCQF level 6 and Diploma in Digital Marketing SCQF level 8**

1. **Introduction**

The Digital Marketing Assessment Principles are designed to ensure a robust and flexible approach to delivery and assessment of the Diplomas in Digital Marketing.

1. **External Quality Control**

The Diplomas in Digital Marketing are competence based qualifications and, as such, candidates undertaking these qualifications must be able to provide evidence of competence from their workplace.

SQA will apply its normal risk rating strategy to ensure that any risk to National Standards and wrongful certification is minimised by the use of a structured approach to risk identification and subsequent targeting of SQA’s support and monitoring activity.

1. **Assessing performance**

The Diplomas in Digital Marketing are intended to be assessed using evidence from the workplace, ie observable performance, physical products of work (such as reports, plans, screen shots, correspondence, etc), witness testimony, etc. Such evidence, together with information gained from discussion with and questioning by the assessor, should enable candidates to show that they:

* have achieved all the stated Outcomes and Assessment Criteria
* possess and are capable of applying all the required items of Knowledge and Understanding

Assessment of the Digital Marketing Units may be based on either candidate performance at work or through simulation, as necessary (See Section 4 below).

A Personal Statement may accompany the evidence for each Unit. A Personal Statement is not real work evidence, but it can be useful in explaining and reflecting on performance in achieving certain Assessment Criteria.

Units which have been imported by Skills CFA in the Digital Marketing Diplomas will be assessed in compliance with the imported assessment strategies.

1. **Simulation**

Simulation should be used sparingly and should only form a small part of the evidence for the qualification.

If a unit or part of a unit is simulated, it must be undertaken in a ‘realistic working environment’ (RWE). See appendix 1 for guidance on RWE.

1. **Assessor and Internal Verifier Competence**

Candidates must be assessed or verified at work either by:

a. Assessors or verifiers who have achieved or are working towards achievement of the appropriate regulatory body approved unit qualifications for assessment or verification;

OR

b. A trainer, supervisor or manager, employed by an organisation, who must either:

1. Have achieved or be in the process of achieving the appropriate regulatory body approved unit qualifications for assessment, moderation or verification; or,
2. Seek guidance and approval from an awarding organisation to demonstrate that the;
* Organisation has appropriate processes in place to facilitate assessment, moderation or verification functions
* Trainer, supervisor or manager is able to map their assessment, moderation or verification skills and knowledge 100% to the NOS upon which the qualifications above are based, and the A and V units. This is known as the employer direct model in Scotland.

Assessors must be occupationally competent to make Marketing assessment judgements about the level and scope of individual candidate performance at work or in RWEs; and, occupationally competent to make assessment judgements about the quality of assessment and the assessment process.

**Appendix 1**

**Realistic working Environment**

It is essential that organisations wishing to operate a Realistic Working Environment (RWE) operate in an environment which reflects a real work setting. RWEs and simulations must be designed to match the physical characteristics of an operational environment and must impose pressures which are consistent with workplace expectations. This will ensure that any competence achieved in this way will be sustained in employment.

To undertake the assessment in a RWE the following guidelines must be met:

* assessments must be carried out under realistic business pressures
* it must include the same pressures of time, access to resources and access to information as would be expected if the activity were real;
* the range of services, products, tools, materials and equipment that the candidates use must be up to date and available.
* account must be taken of any legislation or regulations in relation to the type of work that is being carried out;
* candidates must show that their productivity reflects those found in the work situation being represented;
* it must provide interaction with colleagues and contacts using the communication media that would be expected at work;