



DELIVERY AND ASSESSMENTS

LONDON CENTRE OF DIGITAL MARKETING(LCDM)

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www.lcdm.org.uk

Delivery and Assessments

Delivery

LCDM do not specify the mode of delivery for its qualifications, therefore LCDM Centres are free to deliver this qualification using any mode of delivery that meets the needs of their Learners. However, LCDM Centres should consider the Learners' complete learning experience when designing the delivery of programmes.

LCDM Centres must ensure that the chosen mode of delivery does not unlawfully or unfairly discriminate, whether directly or indirectly, and that equality of opportunity is promoted. Where it is reasonable and practicable to do so, it will take steps to address identified inequalities or barriers that may arise.

Guided Learning Hours (GLH) which are listed in each unit gives the Centres the number of hours of teacher-supervised or direct study time likely to be required to teach that unit.

Assessments and Verification

All units within this qualification are internally assessed by the centre and externally verified by OTHM. The qualifications are criterion referenced, based on the achievement of all the specified learning outcomes.

To achieve a 'pass' for a unit, learners must provide evidence to demonstrate that they have fulfilled all the learning outcomes and meet the standards specified by all assessment criteria. Judgement that the learners have successfully fulfilled the assessment criteria is made by the Assessor.

The Assessor should provide an audit trail showing how the judgement of the learners' overall achievement has been arrived at