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# ADMINISTRATION AND DIGITAL MARKETING

# Administration and Digital Marketing

## General overview:

Today's jobs demands from applicants to perform multiple skills all at once no longer one task is given to one specific employee, the pandemic have changed the requirements of most jobs available nowadays. It is required from the majority of the companies in several industries and sectors.

The program is designed with the combination of OCN NI Level 2 Award in Business Administration Skills and OCN NI Level 2 Award in Digital Marketing and Understanding the role of an administrator, it is aiming to prepare learners with the necessary roles in administration in addition to perform all digital marketing tasks that is of managing all the digital marketing platforms and accounts.

## Course Details:

Certificate: Administration and Digital Marketing

Duration: 175 Hours

Assessment: Portfolio Based

## Course Units:

### OCN NI Level 2 Award in Business Administration Skills:

- Unit 1: Organizing Business Meetings
- Unit 2: Written Business Communications

### OCN NI Level 2 Award in Digital Marketing:

- Unit 3: Search Engine Optimization
- Unit 4: Using Mobile Technology to Market Products and Services
- Unit 5: Using social media to Market Products and Services
- Unit 6: Using Technology to Develop Online Interaction with Customers

### Level 2 Understanding the Role of an Administrator:

- Unit 7: Understanding the Role of an Administrator

## Target audience:

- This qualification is designed for learners who want to enhance their existing Information and Communications Technology (ICT) skills.
- It is also suitable for employers who want to develop the skills of their staff in using the internet and communications technologies, including social media, to market products and services.

## Entry requirements:

- There are no formal restrictions on entry however learners must be at least 18 years of age.
- Other internal requirements such as documents needed are at the discretion of ETS

## Progression route and Further Studies

- Progression and further learning routes include Extended Certificate in Business Administration Skills
- Diploma in Business Administration Skills

## Unit 1: Organizing Business Meetings

*Unit purpose and aim(s):* This unit will enable the learner to understand how to organise and support the set-up of effective business meetings.

Learning Outcomes	Assessment Criteria
1. Be able to make arrangements to support meetings within a business environment.	1.1. Outline the purpose of business meetings. 1.2. Confirm the requirements of at least two different types of business meetings including: a) date b) time c) duration d) location e) attendees f) facilities 1.3. Book and confirm rooms for meetings identified in AC 1.2.
2. Be able to produce documentation required for business meetings.	2.1. Produce a Notice of Meeting for given business meeting. 2.2. Produce an agenda and attendee list for meeting identified in AC 2.1. including apologies.
3. Be able to carry out pre-meeting checks and preparations.	3.1. Carry out pre-meeting checks and preparations including business meeting documents, items and facilities.
4. Understand the need for business meeting document confidentiality.	4.1. Describe ways in which business meeting documents can be kept and distributed while maintaining confidentiality.
5. Be able to distribute documentation following meetings.	5.1. Circulate minutes and other meeting documents, in accordance with organisational procedures.

## Unit 2: Written Business Communications

*Unit purpose and aim(s):* This unit will enable the learner to understand how to produce clear and concise written business communications and documents.

Learning Outcomes	Assessment Criteria
1. Know the purpose of different forms of written business communication.	1.1. Describe the purpose of different forms of written business communication including: a) formal b) informal
2. Be able to extract information in order to produce clear and concise written business documents.	2.1. Extract information from appropriate sources in order to produce at least two different written clear and concise business documents.
3. Be able to produce different written business documents.	3.1. Produce at least two different written business documents using the information extracted in AC 2.1 complying with business requirements.

## Unit 3: Search Engine Optimization

*Unit purpose and aim(s):* This unit will enable learners to develop an understanding of search engine optimisation.

Learning Outcomes	Assessment Criteria
1. Understand the principles of Search Engine Optimisation (SEO).	1.1. Describe how search engines rank websites. 1.2. Illustrate the advantages of using SEO to develop an online presence for a business. 1.3. Describe the impact of at least four off page and at least four on page factors on SEO. 1.4. Summarise two recent changes in technology that have impacted on SEO.
2. Understand how to develop SEO friendly websites.	2.1. Describe how to design an SEO friendly website including: a) keyword research b) building links c) use of analytic tools d) device responsive e) security f) site trust 2.2. Assess areas for improvement on a sample site using appropriate analytical tools to inform assessment.
3. Understand how to include SEO friendly content.	3.1. Describe the importance for the following in developing SEO friendly content: a) Headings b) Meta tags c) Titles d) Body text e) Permalinks f) Alt Text g) Redirects h) Favicons 3.2. Demonstrate keyword research.
4. Be able to assess how SEO friendly a website is for marketing.	4.1. Assess how effective a website is in promoting products and services of a particular industry sector from an SEO perspective. 4.2. Assess the above website from the perspective of how user-friendly it is and how it may be improved from a UX point of view.

## Unit 4: Using Mobile Technology to Market Products and Services

*Unit purpose and aim(s):* This unit will enable learners to understand and be able to demonstrate the use of mobile technologies to market products and services.

Learning Outcomes	Assessment Criteria
1. Understand the use of mobile technologies to market products and services.	1.1. Describe the use of mobile technologies to market products and services. 1.2. Describe how mobile technologies can be used to build brand awareness. 1.3. Assess how mobile technologies can be used to market the products and/or services of a specific industry sector.
2. Be able to demonstrate the use of mobile technologies to market products and services.	2.1. Demonstrate the use of at least four mobile technologies to market products and services.

## Unit 5: Using social media to Market Products and Services

*Unit purpose and aim(s):* This unit will enable learners to understand and be able to demonstrate the use of social media to market products and services.

Learning Outcomes	Assessment Criteria
1. Understand the use of social media to market products and services.	1.1. Name three different social media platforms and describe how their functions are designed for different target audiences. 1.2. Describe the use of social media to market products and services. 1.3. Describe how social media can be used to build brand awareness. 1.4. Describe how social media can be used to market the products and/or services of a specific industry sector.
2. Be able to demonstrate the use of social media to market products and services.	2.1. Demonstrate and compare the use of three commonly used social media platforms for marketing purposes.

## Unit 6: Using Technology to Develop Online Interaction with Customers

*Unit purpose and aim(s):* This unit will enable learners to understand the use of and be able to demonstrate the use of internet technologies when interacting with customers.

Learning Outcomes	Assessment Criteria
1. Understand the use of internet technologies to interact with customers.	1.1. Describe how an online presence can be used to interact with customers and to build brand awareness. 1.2. Describe how an online presence can be used to market the products or services of a specific industry sector.
2. Be able to demonstrate the use of internet technologies to interact with customers.	2.1. Demonstrate and compare three specific areas within an online presence that can be used for digital marketing.

## Unit 7: Understanding the Role of an Administrator

*Unit purpose and aim(s):* This unit will enable the learner to understand the role of an administrator in a business environment including health and safety, legislation and organising work areas.

Learning Outcomes	Assessment Criteria
1. Know the role of an administrator within a business environment.	1.1. Describe the role of an administrator within a business environment and how it relates to others within the business organisation.
2. Understand legislation affecting the work of administrators within a business environment.	2.1. Describe the impact of legislation affecting the work of administrators within a business environment including General Data Protection Regulation (GDPR).
3. Understand how health and safety issues may affect the work of administrators within a business environment.	3.1. Describe how health and safety issues may affect the work of administrators within a business environment.
4. Understand the importance of organising work areas within a business environment.	4.1. Describe the importance of organising work areas within a business environment.
5. Be able to carry out general administrative processes in a business environment.	5.1. Carry out general administrative processes including: <ol style="list-style-type: none"> <li>a) using office equipment</li> <li>b) filing business documents in appropriate format</li> <li>c) handling incoming and outgoing mail</li> </ol>



P.O.BOX. 33011, Manama, Kingdom of Bahrain

Tel: 17484383, Email: [info@ets.bh](mailto:info@ets.bh)

Web: [www.ets.bh](http://www.ets.bh)



@ets\_bh