



Unit title	Communicating using digital marketing/sales channels
SQA Unit code	H6PG 04
SCQF level	6
SCQF credit points	5
SSC Ref	CDM22

History of changes to Unit

Publication date: February

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Version	Description of change	Date

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Title:		Communicating using digital marketing/sales channels	
Learning outcomes <i>The learner will be able to:</i>		Assessment criteria <i>The learner can:</i>	
1. Understand how to plan the use of digital media for a specific message, audience and recipients	1.1	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	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	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
		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
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Additional information about the Unit
Unit purpose and aim(s)
This unit assesses the ability to use digital media for marketing and communications. Learners need to understand target audiences and best methods of reaching them, and how to use relevant software and systems, in line with the organisational objectives.
Details of the relationship between the Unit and relevant national occupational standards (if appropriate)
This Unit is based on the NOS (SLS57) developed by Creative Skillset.
Details of the relationship between the Unit and other standards or curricula (if appropriate)
N/A
Assessment requirements specified by a sector or regulatory body (if appropriate)
N/A

Assessment (evidence) Requirements

Evidence for this Unit should be generated in the workplace or a real work environment under normal commercial operating conditions. Simulation is only acceptable under certain circumstances, please refer to section 4.1 of Creative Skillset's 'Principles of Assessment for use with SVQs and competency-based qualifications in the SCQF'

Guidance on Instruments of Assessment

This Unit is designed to assess the skills and knowledge of candidates in the workplace.

Acceptable types of evidence

The following sources of evidence can be used in the assessment of the competency based learning outcomes:

- Direct observation of learners carrying out the relevant task;
- Portfolios (hard-copy and digital);
- Inspection and evaluation of products produced (this includes electronic evidence where appropriate);
- Questioning of learners to support performance;
- Simulation where agreed (see section 4.1 of Creative Skillset's 'Principles of Assessment');
- Expert Witness where specific expertise is required;
- Supplementary evidence (i.e. Witness Testimony);
- Recorded Internal competency assessments carried out as part of a structured in-company approach (i.e. ISO9000). Assessors should carry out only confirmatory observation.

For knowledge based learning outcomes the following sources of evidence can be used:

- Oral or written exams/test;
- Portfolios (hard-copy and digital);
- Presentations;
- Simulation on where agreed (see section 4.1 Creative Skillset's 'Principles of Assessment');
- Assignments;
- Projects;
- Case studies.
- Professional Discussion

Please note: This is not an exhaustive list, all of the assessment methods associated with effective delivery and assessment of qualifications that attest to occupational competency may be used.

SQA's Guide to Assessment is designed to provide support for everyone who assesses for SQA qualifications. It looks at the principles of assessment, and brings together information on assessment in general as well as on best practice in assessment. The Guide to Assessment can be downloaded free from SQA's website:

http://www.sqa.org.uk/files_ccc/GuideToAssessment.pdf