Unit title	Use digital and social media in marketing campaigns
SQA Unit code	H6PH 04
SCQF level	6
SCQF credit points	5
SSC Ref	CDM23

History of changes to Unit

Publication date: February 2014

Version: 01

Version	Description of change	Date

Title:	Use digital and social media in marketing campaigns

Learning outcomes	Assessment criteria
The learner will be able to:	*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

Additional information about the Unit
Unit purpose and aim(s)
This unit assesses understanding of planning requirements for the use of digital and social media, and how to market to targeted customers, using digital and social media.
Details of the relationship between the Unit and relevant national occupational standards (if appropriate)
This Unit is based on the NOS (CFAM4.3.8) developed by the Council for Administration (CFA).
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 of 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