Unit title	Develop Own Professionalism
SQA code	H8PN 04
SCQF level	6
SCQF credit points	4
SSC Ref	N/A

History of changes

Publication date: March 2015

Version: 01

Version number	Date	Description	Authorised by

Title	Develop Own Professionalism
Learning Outcomes **The candidate will:**	**Assessment Criteria** **The candidate can:**
1 Be able to develop own professional skills.	1.1 Describe development activities needed to meet own development needs. 1.2 Review feedback from others on performance. 1.3 Explain personal goals. 1.4 Plan development activities to meet agreed personal goals.
2 Be able to work as a member of a team to achieve defined goals.	2.1 Organise own time to meet team goals. 2.2 Behave in a way that accommodates individual team members. 2.3 Provide feedback in a constructive and positive manner. 2.4 Respond to feedback in a constructive and positive manner. 2.5 Reduce obstacles to effective team work.
3 Understand what is required of professional practice.	3.1 Describe legal considerations of professional practice. 3.2 Describe ethical considerations of professional practice. 3.3 Describe how quality management affects own job role. 3.4 Identify conflicts of interest which can arise from own job role.
4 Understand career development opportunities.	4.1 Explain the differences between types of employment status. 4.2 Explain career progression pathways in digital marketing. 4.3 Describe sources of support for career progression in digital marketing.

Additional information about the Unit
Unit purpose and aim(s)
This Unit is designed to provide candidates with the knowledge and understanding needed to develop their own professionalism working in digital marketing.

Candidates will be required to plan development activities to meet their personal goals and also work effectively as a member of a team to achieve the team goals.

Candidates will understand what is required of them in terms of professional practice, taking account of legal, ethical and quality management issues. Candidates will also develop their knowledge of the career opportunities that are available to them, including the different types of employment status, career progression opportunities and the support that is available to further their career in digital marketing. |
| **Details of the relationship between the Unit and relevant national occupational standards (if appropriate)** |
| N/A |
| **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

Candidates must cover all the Learning Outcomes and Assessment Criteria.

This Unit is designed to assess the skills of candidates in the workplace. Observation of learner performance can only be carried out on-the-job and should be the preferred source of evidence of competent performance.

Collection of supplementary evidence of performance can be used to further substantiate, support and expand the evidence base for competent performance where this is necessary. This may arise in situations where evidence from direct observation of the candidates on-the-job is deemed insufficient to fully meet the required standards. Supplementary evidence may include:

♦ witness testimony
♦ questioning
♦ professional discussion
♦ product and photographic evidence
♦ relevant active documentation, reports, presentations
♦ other valid evidence which relates directly to learner performance on-the job

Legal and ethical considerations may include: contracts of employments; equality, conflicts of interests, etc.

Guidance on Instruments of Assessment

SQA's Guide to Assessment provides further information on appropriate Instruments of Assessment. This guide 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 **www.sqa.org.uk**.