



Unit title	Online Display Advertising 1
SQA code	H8PX 04
SCQF level	6
SCQF credit points	5
SSC Ref	N/A

History of changes

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Title		Online Display Advertising 1	
Learning Outcomes		Assessment Criteria	
The candidate will:		The candidate can:	
1	Understand requirements for online display advertising.	1.1	Compare online display advertising with search engine marketing.
		1.2	Compare different types of online display advertising.
		1.3	Explain the benefits to a business of online display advertising campaigns.
		1.4	Explain the factors to consider when planning online display advertising campaigns.
2	Understand technology used in online display marketing.	2.1	Describe methods of publishing for publishing online display ads.
		2.2	Describe the technologies that can be used for creating banner ads.
		2.3	Describe best practice in banner ad design.
		2.4	Explain the purpose of different types of data provided by technology to measure success.
3	Be able to create an online advertising campaign.	3.1	Propose an online display advertising campaign.
		3.2	Create banner ads for an online display advertising campaign.
		3.3	Place banner ads on websites.
		3.4	Evaluate the success of an online display advertising campaign.

Additional information about the Unit
Unit purpose and aim(s)
<p>This Unit is designed to develop the candidates knowledge and skills in online display advertising. Candidates will develop their understanding of online display advertising, explaining the benefits to a business and the factors to consider in planning a campaign.</p> <p>Candidates will also be required to create an online advertising campaign and evaluate its success.</p>
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 and create at least one online advertising campaign.

This Unit is designed to assess the skills of candidates in the workplace. Observation of candidates 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 candidates performance on-the job

Evidence for this Unit is likely to be presented in the form of a portfolio.

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.