



<b>Unit title</b>	Email Marketing 1
<b>SQA Unit code</b>	H8PY 04
<b>SCQF level</b>	6
<b>SCQF credit points</b>	5
<b>SSC Ref</b>	N/A

## History of changes

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<b>Version number</b>	<b>Date</b>	<b>Description</b>	<b>Authorised by</b>

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Title		Email Marketing 1	
Learning Outcomes		Assessment Criteria	
The candidate will:		The candidate can:	
1	Understand requirements for e-mail marketing.	1.1	Describe the benefits of e-mail marketing.
		1.2	Describe the stages involved in e-mail marketing.
		1.3	Explain the criteria for segmenting leads for e-mail marketing.
		1.4	Explain ways of generating leads for e-mail marketing.
		1.5	Explain the legal requirements to be considered for e-mail marketing.
2	Understand technology used in e-mail marketing.	2.1	Describe the functions of e-mail technology systems.
		2.2	Describe best practice in creating e-mail marketing messages.
		2.3	Explain the causes of technical obstacles encountered in e-mail marketing.
		2.4	Explain the purpose of different types of data provided by technology to measure success.
3	Be able to run e-mail marketing campaigns.	3.1	Apply criteria from a brief to create a mailing list.
		3.2	Apply criteria from a brief to create a marketing e-mail message.
		3.3	Test marketing e-mail.
		3.4	Evaluate the success of an e-mail marketing campaign against aims and objectives from a brief.

<b>Additional information about the Unit</b>
<b>Unit purpose and aim(s)</b>
<p>This Unit is designed to develop the candidates knowledge, understanding and skills relating to e-mail marketing.</p> <p>Candidates will describe the benefits of e-mail marketing, the stages involved in e-mail marketing and the criteria for segmenting leads.</p> <p>Candidates will also be required to use an e-mail marketing service or system to run an e-mail marketing campaign and evaluate its success.</p>
<b>Details of the relationship between the Unit and relevant national occupational standards (if appropriate)</b>
N/A
<b>Details of the relationship between the Unit and other standards or curricula (if appropriate)</b>
N/A
<b>Assessment requirements specified by a sector or regulatory body (if appropriate)</b>
N/A

### **Assessment (evidence) Requirements**

Candidates must cover all the Learning Outcomes and Assessment Criteria and run and evaluate an e-mail marketing campaign.

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 candidate 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](http://www.sqa.org.uk)**.