Unit title	Ethics and Legalities of Digital Marketing
SQA code	H8R9 04
SCQF level	7
SCQF credit points	5
SSC ref	N/A

History of changes

Publication date: March 2015

Version: 01

Version number	Date	Description	Authorised by

Title	Ethics and Legalities of Digital Marketing

Learning Outcomes The candidate will:	Assessment Criteria The candidate can:
1 Understand the implications of ethics to digital marketing.	1.1 Explain the fundamental principles of ethical behavior. 1.2 Review the ethics of own behavior. 1.3 Explain current and emerging concerns and expectations that are relevant to digital marketing. 1.4 Evaluate the ethics of digital marketing campaigns.
2 Understand the effect of legal and regulatory requirements on digital marketing.	2.1 Explain how regulatory requirements affect digital marketing. 2.2 Explain how legal issues affect digital marketing. 2.3 Explain how organisations ensure digital marketing activities are compliant with legal and regulatory requirements. 2.4 Explain the consequences of illegal practice.

Additional information about the Unit
Unit purpose and aim(s)
This Unit is designed to develop the candidates knowledge and understanding of ethical, legal and regulatory considerations of digital marketing and the affect they have on digital marketing activities.
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

This Unit is designed to assess the knowledge and understanding of candidates in the workplace and can be assessed on or off-the-job. Candidates must cover all the Learning Outcomes and Assessment Criteria.

Candidates may be able to prove their occupational knowledge and understanding through performance in the workplace. In addition to performance, questioning may be used to:

♦ confirm knowledge and understanding where it is not apparent from performance
♦ address gaps in knowledge and understanding in performance
♦ authenticate evidence by asking candidates to explain part of the evidence and/or describe the process of producing it

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

Guidance on Instruments of Assessment

Appropriate Instruments of Assessment for assessing candidates underpinning knowledge and understanding include:

♦ Oral questions
♦ Written questions
♦ Multiple-choice questions
♦ Case studies
♦ Assignments
♦ Professional discussion
♦ Observation
♦ Product evidence
♦ Witness testimony
♦ Personal statement

The choice of method should reflect any special assessment requirements candidates may have. For example, some candidates do not respond well to written questions — in any case, it is important to ensure that the appropriate reading level is used.

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**.