



<b>Unit title</b>	Content Marketing 2
<b>SQA code</b>	H8RG 04
<b>SCQF level</b>	8
<b>SCQF credit points</b>	8
<b>SSC ref</b>	N/A

## History of changes

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<b>Title</b>		Content Marketing 2	
<b>Learning Outcomes</b>		<b>Assessment Criteria</b>	
<b>The candidate will:</b>		<b>The candidate can:</b>	
1	Understand the uses of content marketing.	1.1	Explain the relationship between branding and content marketing.
		1.2	Describe the differences between original and curated content.
		1.3	Explain the factors to consider when creating a brief for a content marketing campaign.
		1.4	Propose content marketing campaign ideas to meet aims and objectives.
		1.5	Explain the uses of an editorial calendar for content marketing campaigns.
		1.6	Evaluate the legal requirements of a content marketing campaign.
2	Understand technology used in content marketing.	2.1	Evaluate the technical issues of proposed content media.
		2.2	Explain how search engine optimisation is achieved for content media.
		2.3	Describe the tools used to build content media.
		2.4	Describe the technologies that enable interactivity in content media.
		2.5	Explain the data required from technology to measure success of a content marketing campaign.
3	Be able to manage a content marketing campaign.	3.1	Plan a content marketing campaign.
		3.2	Use an editorial calendar in running a content marketing campaign.
		3.3	Originate content for a content marketing campaign.

<b>Learning Outcomes</b>	<b>Assessment Criteria</b>
<b>The candidate will:</b>	<b>The candidate can:</b>
	<p>3.4 Curate content for a content marketing campaign.</p> <p>3.5 Publish content in line with content marketing campaign plans.</p> <p>3.6 Manage a content marketing campaign.</p> <p>3.7 Evaluate the success of a content marketing campaign against the aims and objectives of the brief.</p>

<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 in content marketing and the management of a content marketing campaign.</p> <p>Candidates will be required to identify the relevance of content marketing to a campaign, propose ideas, and utilise an editorial calendar to manage publishing and analyses processes while taking account of any legal requirements.</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 manage a content marketing campaign.

This Unit is designed to assess the skills of candidates in the workplace. Observation of candidate 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)**.