



Unit title	Marketing on Mobile
SQA code	H8RJ 04
SCQF level	7
SCQF credit points	6
SSC ref	N/A

History of changes

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Title	Marketing on Mobile	
Learning Outcomes		Assessment Criteria
The candidate will:		The candidate can:
1	Understand how uniqueness of mobile technologies affects marketing.	1.1 Evaluate how the unique facets of mobile devices provide opportunities for mobile marketing. 1.2 Explain the opportunities for mobile marketing arising from technological developments. 1.3 Explain how the limitations of mobile technologies for mobile marketing are overcome by businesses.
2	Understand mobile marketing communications.	2.1 Analyse the potential of mobile marketing to the marketing strategy of a business. 2.2 Suggest how apps can be optimised to meet the marketing objectives of a business. 2.3 Describe best practice interface design for mobile. 2.4 Explain how to optimise a business' website for mobile marketing. 2.5 Propose digital marketing techniques for a mobile marketing campaign.
3	Understand the use of location aware applications for business.	3.1 Explain the uses of different types of location aware applications for mobile marketing for a business. 3.2 Explain the ethical issues of location aware applications. 3.3 Propose the use of location aware applications for mobile marketing for a business.

Additional information about the Unit
Unit purpose and aim(s)
<p>This Unit requires candidates to demonstrate how mobile marketing techniques can be used in the marketing objectives of a business. Candidates will develop their understanding of mobile technologies and evaluate opportunities for mobile marketing.</p> <p>Candidates will analyse the potential of mobile marketing to the marketing strategy of a business and propos digital marketing techniques for a mobile marketing campaign.</p> <p>They will also develop an understanding of location aware applications and develop a proposal for the use of location aware applications for mobile marketing.</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

This Unit is designed to assess the knowledge, understanding and skills 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 knowledge and understanding include:

- ◆ Oral questions
- ◆ Written questions
- ◆ Multiple-choice questions
- ◆ Case studies
- ◆ Assignments
- ◆ Professional discussion
- ◆ 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.