Unit title	Video Channel Management
SQA code	H8RN 04
SCQF level	7
SCQF credit points	7
SSC ref	N/A

History of changes

Publication date: March 2015

Version: 01

Version number	Date	Description	Authorised by

Title	Video Channel Management

Learning Outcomes The candidate will:		Assessment Criteria The candidate can:	
1	Understand video channel technologies.	1.1	Explain the technical considerations of video channel management.
		1.2	Evaluate the suitability of different platforms to meet video channel requirements.
		1.3	Explain how to achieve search engine optimisation for video channels.
2	Understand requirements for video channel management.	2.1	Describe how video content is sourced.
		2.2	Explain how video channel brand guidelines contribute to an organisation's marketing objectives.
		2.3	Describe the content of a video channel brief.
		2.4	Explain the legal and ethical issues to consider in using video content.
		2.5	Recommend how a video channel can be promoted to meet marketing objectives.
		2.6	Explain opportunities for monetising video channels.
3	Be able to manage a video channel.	3.1	Source content to meet a brief.
		3.2	Schedule content release.
		3.3	Configure content for release.
		3.4	Evaluate the success of the video content against a brief.
		3.5	Evaluate own performance.
		3.6	Recommend actions for improvement of own performance and video content.

Additional information about the Unit
Unit purpose and aim(s)
This is designed to develop the candidates understanding of the technical considerations to be taken into account in managing a video channel for digital marketing including sourcing and configuring content as well as search engine optimisation. Candidates will also be required to evaluate their own performance and the success of the video content and recommend actions for improvements of both.
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.

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**.