

## Higher National Unit Specification

### General information for centres

**Unit title:** e-marketing

**Unit code:** DV6H 34

**Unit purpose:** This Unit develops the candidate's knowledge and understanding of the marketing and of the role played by marketing within the activities of the organisation. It also develops the knowledge and understanding of communications in building and sustaining a successful e-business. A candidate will examine the importance of market research in gathering information for decision making. This Unit is aimed at any candidate that wishes to enter the marketing profession or become an e-commerce professional. This Unit would also benefit professionals who are thinking of entering into an e-business environment.

On completion of the Unit the candidate should be able to:

- 1 Explain the role of marketing within organisations and apply it to the e-business.
- 2 Describe the impact of the internet and the importance of strategic planning and strategies.
- 3 Describe the key features of effective Internet Marketing.

**Credit points and level:** 1 HN Credit at SCQF level 7: (8 SCQF credit points at SCQF level 7\*).

*\*SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

**Recommended prior knowledge and skills:** Access to this Unit will be at the discretion of the centre; however it would be beneficial to have some basic computer skills, including keyboarding and mouse operations and to have some knowledge of Internet browsing.

**Core Skills:** There are no opportunities to develop Core Skills in this Unit.

**Context for delivery:** If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

**Assessment:** Outcome 1 — Evidence for this Outcome will be assessed by a report approximately 600 words covering all the Knowledge and Skills. Evidence will be gathered in the form of an extended response to individual research undertaken covering all points in the Knowledge and Skills.

Outcome 2 — Evidence for this Outcome will be assessed by a report approximately 800 words covering all the Knowledge and Skills. Evidence will be gathered in the form of an extended response to individual research undertaken covering all points in the Knowledge and Skills.

## General information for centres (cont)

Outcome 3 — Evidence for all the Knowledge and Skills in this Outcome will be assessed using 20 multiple choice questions covering all bullet points equally. This assessment must be undertaken in supervised conditions and closed book.

Candidates are required to answer at least 60% of the questions correctly. Different assessment should be used for reassessment purposes.

Some of the assessment may be produced using e-assessment. This may take the form of e-testing (for knowledge and understanding and/or e-portfolios (for practical abilities)). There is no requirement to seek prior approval if you wish to use e-assessment for either of these purposes so long as the normal standards for validity and reliability are observed. Please see the following SQA publications for further information on e-assessment: (1) “SQA Guidelines on Online Assessment for Further Education” (March 2003) and (2) “Assessment and Quality Assurance in Open and Distance Learning (February 2001).

If a centre is presenting Outcome 3 on-line the following assessment methods, where appropriate, may be selected:

- ◆ multiple-choice
- ◆ drag and drop
- ◆ multiple response
- ◆ mix and match
- ◆ a combination of the above

It is expected that the questions will be of the multiple-choice variety. Centres may consider the use of alternative questions types, particularly if using Computer Assisted Assessment approaches. However, care should be taken that the questions are valid and at an appropriate level. The use of simple true/false question responses is unlikely to achieve this.

## Higher National Unit specification: statement of standards

**Unit title:** e-marketing

**Unit code:** DV6H 34

The sections of the Unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

### Outcome 1

Explain the role of marketing within organisations and apply it to the e-business

#### Knowledge and/or skills

- ◆ Explain the marketing concept
- ◆ Links between marketing and other business functions such as finance, personnel, operations, purchasing
- ◆ Role of marketing research in terms of how it can identify the potential market for the e-business

#### Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ Describe marketing concepts: direct, in-direct, qualitative and quantitative research
- ◆ describe links between marketing and other business functions such as finance, personnel, operations, purchasing, etc
- ◆ explanation of the role of marketing research in terms of how it can identify the potential market for the e-business: CRM, consumer demographics, different business models (ie e-procurement, e-malls, etc)

The candidate is required to create a report approximately 600 words. Evidence for this Outcome will be assessed by a report covering all the knowledge and skills. Evidence will be gathered in the form of an extended response to individual research undertaken covering all points in the knowledge and skills.

Assessors must assure themselves of the authenticity of each candidate's submission. A candidate is encouraged to use the Internet in any research, etc, however, the evidence produced must be the candidate's own written words.

#### Assessment guidelines

There may be opportunity for a candidate to be assessed on-line subject to meeting the prescribed assessment conditions.

## Higher National Unit specification: statement of standards (cont)

**Unit title:** e-marketing

### Outcome 2

Describe the impact of the Internet and the importance of strategic planning and strategies

#### Knowledge and/or skills

- ◆ Describe the process and elements of strategic planning
- ◆ Differentiate between strategy and tactics
- ◆ Compare e-business strategy to e-marketing strategy
- ◆ e-marketing planning process
- ◆ Examine the Internet's impact on the marketing mix

#### Evidence Requirements

Candidates will need evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ describe why a business should use strategic planning and explain the process and key elements that can be used in business
- ◆ define the meaning of strategy and tactics in e-marketing and explain the differences between the two and how it translates well to business strategy (giving real life examples where appropriate)
- ◆ describe the difference between traditional strategy and e-business strategy
- ◆ describe the nature of an e-marketing planning process (BS2, B2B, B2G, etc)
- ◆ describe how the Internet has impacted on traditional business in particular on the marketing mix within e-business methodology

Evidence for this Outcome must be assessed by a report approximately 800 words covering all the knowledge and skills. Evidence can be gathered in the form of an extended response report generated from individual research undertaken covering all points in the knowledge and skills.

Assessors must assure themselves of the authenticity of each candidate's submission. A candidate is encouraged to use the Internet in any research, etc., however, the evidence produced must be the candidate's own written words.

#### Assessment guidelines

There may be an opportunity for a candidate to be assessed on-line subject to meeting the prescribed assessment conditions.

### Outcome 3

Describe the key features of effective Internet marketing

#### Knowledge and/or skills

- ◆ Role of affiliate marketing
- ◆ Search engine optimisation/marketing
- ◆ Types of tracking tools

## Higher National Unit specification: statement of standards (cont)

**Unit title:** e-marketing

- ◆ Recognise e-mail marketing considerations
- ◆ Identify Internet based marketing research available

### Evidence Requirements

Candidates will need evidence to demonstrate their skills and/or knowledge by showing that they can:

- ◆ identify how an affiliate model provides marketing opportunities and explain purchase opportunities
- ◆ describe considerations taken to enhance search engine optimisation and how this could help create a search engine marketing strategy (ranking, placement, etc)
- ◆ explain tracking tools used to track customer's use of the company website and explain advantages
- ◆ explain how to use e-mail as an effective management tool and what the legal considerations on using this tool
- ◆ explain commercial online services that are available online taking into consideration, up-to-date information, cost effectiveness and accessibility of information

Evidence for all the knowledge and/or skills in this Outcome can be assessed using 20 multiple-choice response questions covering a representative sample which must include all bullet points. This assessment must be undertaken in supervision conditions and is closed book.

Candidates are required to answer at least 60% of the questions correctly. A different assessment should be used for reassessment purposes.

For this Outcome the questions must change on each assessment occasion.

### Assessment guidelines

There may be an opportunity for a candidate to be assessed on-line subject to meeting the prescribed assessment conditions.

## Administrative Information

**Unit code:** DV6H 34  
**Unit title:** e-marketing  
**Superclass category:** BA  
**Date of publication:** June 2006  
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### History of Changes:

Version	Description of change	Date

**Source:** SQA

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## **Higher National Unit specification: support notes**

### **Unit title:** e-marketing

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

### **Guidance on the content and context for this Unit**

This Unit is primarily intended to give candidates an understanding of e-marketing in order that they may use the technology to develop the potential of a business.

Candidates are likely to work with a case study and use this to consider the benefits of being an e-Business. Although this Unit is expressed in generic terms, it should be related to a context, which is familiar to candidates. Candidates own experiences will provide a wealth of case study materials.

### **Guidance on the delivery and assessment of this Unit**

#### **Outcome 1**

Candidates will look at the role of marketing within the organisation. Candidates will examine the importance of market research in gathering information for decision-making. They should consider the marketing mix as a whole and recognise how the elements of the marketing mix support and compliment each other. The marketing function should be viewed as the central function, the hub of the organisation through which information and communication flows into and out from the organisation. Candidates should become familiar with this model and be encouraged to see that expansion into e-business as an extension of the marketing mix in terms of promotion and distribution. At the time of writing, key elements in the fundamentals of electronic marketing could be:

- ◆ product management, end-users needs and wants, promotion
- ◆ marketing orientation: qualitative — focus groups, different variants
- ◆ marketing orientation: quantitative — surveys and questionnaires
- ◆ overall analysis of techniques in consumer focus
- ◆ different types of marketing: direct, in-direct, Internet, database
- ◆ marketing mix: product, price, promotion, distribution
- ◆ addressability, interactivity, accessibility

#### **Outcome 2**

Candidates are required to distinguish the difference between strategy and tactics. Strategy is defined as the means to achieve a goal and tactics are the actual means used to gain a goal. e-business strategy is the deployment of resources to capitalise on technologies for reaching objectives that would create a competitive advantage and improve performance.

Candidates are also required to understand e-marketing strategy which is the use of digital technology to implement an organisations strategy that capitalises electronic or information technology capabilities to reach objectives.

## Higher National Unit specification: support notes (cont)

### Unit title: e-marketing

The Internet is having a dramatic effect on how business can market. Candidates are required to describe the impact in particular to the marketing mix. The following areas can be researched:

- ◆ different attributes in the marketing mix: communication strategy, pricing strategy, etc
- ◆ strategy fundamentals: operating effectiveness (production), competitive positioning (marketing), Porters generic strategies, overall cost leadership, focus, differentiation
- ◆ strategic information systems: sales and marketing, production, HRM, inventory management, sourcing tools
- ◆ Internet transaction and distribution channels
- ◆ overall impact of growth of Internet and marketing (intranets and extranets)

### Outcome 3

This area invites the candidate to look at key features to create effective Internet marketing.

Candidates are required to describe affiliate marketing as a tool that is unique to the Web. Because it is easy to link various websites, companies can use an affiliate program to be an effective tool. Candidates should be able to describe who this marketing tool works and also types of affiliate programs.

Search engine optimisation is the process of increasing the positions of a website within the search engines, using analysis and research techniques. Search Engine Marketing is taking the search engine optimisation process further and developing a full online marketing strategy. Candidates should explain how search optimisation is achieved and how it can help develop a marketing strategy and what benefits this would bring.

Unless you can monitor your marketing effectiveness you would not know what has been successful. Website tracking tools enable you to find out a variety of information about your customers. This can record and track customers interaction with the company website. By monitoring what your customer is doing on the site can enable you to gather useful marketing information. Candidates should be describing tools to gather this information and advantages of obtaining what use would this be to marketing on-line.

Knowing when to use e-mail is an all important consideration. The candidate should describe when e-mails should be used in marketing and the advantages/disadvantages this marketing tool can have. Candidates should understand the legal considerations when using e-mails.

The Internet is continuing to explain with increasing availability of data. Market researchers can access a commercial online service which will give them access to thousands of databases. Candidates should consider variety, up-to-date information, cost effectiveness and accessibility of information.



## Higher National Unit specification: support notes (cont)

### Unit title: e-marketing

The candidate should provide evidence to demonstrate his/her ability to:

- ◆ define the role of affiliate marketing: pay for performance, marketing software, etc
- ◆ know different types of affiliate marketing: cause, pay per download, etc
- ◆ detail different types of search engine optimisation techniques such as: targeted keyword phrases, Boolean search criteria, organic or pure search, meta search, pay per click, etc
- ◆ describe website tracking tools: number of site visitors, site traffic statistics, history of site visitors and initial route to website, different tracking software types, outline advantages of using tracking software
- ◆ use electronic mail as an efficient management tool: newsletters, direct marketing principles, etc
- ◆ describe legal issues corresponding to electronic mail marketing: spam, phishing and ethics

### *Opportunities for developing Core Skills*

There are no opportunities to develop Core Skills in this Unit.

### Open learning

This Unit could be delivered by distance learning. However, it would require planning by the centre to ensure the sufficiency and authenticity of candidate evidence. The assessment arrangements outlined above should be suitable for open learning provided regular contact can be maintained with the tutor. For information on normal open learning arrangements, please refer to the SQA guide *Assessment and Quality Assurance of Open and Distance Learning* (SQA, 2000).

### Candidates with additional support needs

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Alternative Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs*, which is available on SQA's website: [www.sqa.org.uk](http://www.sqa.org.uk).

## **General information for candidates**

### **Unit title:** e-marketing

This Unit is about developing the candidate's knowledge and understanding of the marketing purchasing functions in building competitive advantage and applying this knowledge to build and sustain successful e-business.

Outcome 1 generally focuses on the overall orientation and fundamentals of electronic marketing, different analysis of marketing types are researched with an emphasis on determining a mix of different techniques for a given subject area.

Outcome 2 gives the candidate an understanding of strategic objectives. It continues to give an insight to the difference from traditional business strategy to e-business strategy looking at resources available for reaching specific business objectives. The Unit will then go on to e-marketing strategy that capitalises on electronic technologies.

Outcome 3 details the different features that are available to introduce effective Internet marketing, affiliate marketing is analysed with a view to collating different advantages with reference to different business models. Search engine optimisation techniques are studied, and a planning process can be designed to efficiently market a business on the Internet. Electronic mail is analysed as a tool for marketing an e-business.

Overall you would be expected to understand e-marketing in e-business and tools that are available online to assist to market research.

You will be assessed throughout this Unit by undertaking a series of questions for each Outcome.