



## Higher National Unit specification: general information

**Unit title:** Marketing Communications: Using Digital Media

**Unit code:** FK92 35

**Super class:** CE

**Publication date:** June 2011

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**Version:** 01

### Unit purpose

This Unit is designed to provide candidates with the knowledge and understanding to use digital media which includes social networking, profiles and weblogs in marketing communications. It will allow candidates to create a personal social networking profile and strategy to engage positively and consistently with key target groups, while mirroring the steps taken by organisations using such tools in marketing communications.

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

- 1 Use online digital media in marketing communications.
- 2 Use weblog publishing tools for marketing communications.
- 3 Evaluate a digital media campaign.

### Recommended prior knowledge and skills

Access to this Unit is at the discretion of the centre, but it would be beneficial if the candidate had competence in communications, copywriting and digital media. This may be demonstrated by possession of the following or equivalences:

- ◆ Digital Marketing Communications: An Introduction
- ◆ Communication Core Skill SCQF level 5
- ◆ Advertising: Copywriting

## General information (cont)

### Credit points and level

1 Higher National Unit credit at SCQF level 8: (8 SCQF credit points at SCQF level 8\*)

*\*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.*

### Core Skills

There are opportunities to develop the Core Skills of *Communication* at SCQF level 6, *Problem Solving* at SCQF level 6, *Working with Others* at SCQF level 6, *Numeracy* at SCQF level 6, and *Information and Communication Technology* at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

### 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

This Unit can be assessed in a variety of ways. In the main, practical assessments are encouraged to reflect the nature of the Unit:

- ◆ In Outcome 1, candidates are to create a social network profile, engage positively and consistently during the period of delivery of the Unit and develop a contact database.
- ◆ In Outcome 2, candidates are to create a weblog which follows current practice and conforms to legal and voluntary requirements.
- ◆ In Outcome 3, candidates are to undertake an evaluation of their own social media profile and strategy by using monitoring methods for responses, as well as marketing and web analytics.

While each Outcome may be assessed individually, there is scope for this Unit to be assessed holistically. Within either approach, it is anticipated that scope be given for the candidate to work independently and then be assessed upon completion of work. However, it would also be possible for candidates to produce work for assessment within the classroom under supervised conditions.

## Higher National Unit specification: statement of standards

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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

Use online digital media in marketing communications.

#### Knowledge and/or Skills

- ◆ The role of digital media and social networking in marketing communications.
- ◆ Social networking profiles.
- ◆ Participation in network communications.
- ◆ Practice and etiquette.
- ◆ Contact database.

#### Evidence Requirements

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

- ◆ Describe the role of digital media and social networking in marketing communications.
- ◆ Create a network site to facilitate social networking for a promotional campaign.
- ◆ Participate positively and consistently in social networking sites by:
  - making contact with other site members
  - monitoring discussions
  - inserting messages
  - following current practice and etiquette
- ◆ Construct a contact database for the promotional campaign.

#### Assessment Guidelines

This Outcome can be assessed by the candidate providing evidence that they have created a social network profile, engaged positively and consistently during the period of delivery of the unit, and developed a contact database. A checklist devised from the evidence requirements could be used to assess and provide suitable feedback to the candidate.

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

**Unit title:** Marketing Communications: Using Digital Media

### Outcome 2

Use weblog publishing tools for marketing communications.

#### Knowledge and/or Skills

- ◆ Weblog publishing tools.
- ◆ Creation of weblogs.
- ◆ Current practice and etiquette.
- ◆ Legal and voluntary requirements.

#### Evidence Requirements

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

- ◆ Create a weblog using publishing tools for communications.
- ◆ Produce an appropriate weblog which follows current practice and etiquette.

The weblog produced must conform to legal and voluntary requirements.

#### Assessment Guidelines

This Outcome can be assessed by the candidate, using a contemporary marketing issue, to create their own weblog that follows current practice and etiquette. The contemporary marketing issue can be set by the tutor or selected by the candidate. Where the candidate selects an issue, this must be agreed with the tutor to ensure all evidence requirements can be met.

A checklist devised from the evidence requirements could be used to assess and provide suitable feedback to the candidate.

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

**Unit title:** Marketing Communications: Using Digital Media

### Outcome 3

Evaluate a digital media campaign.

#### Knowledge and/or Skills

- ◆ A digital media campaign.
- ◆ Methods of monitoring responses.
- ◆ Marketing and web analytics.

#### Evidence Requirements

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

- ◆ Identify appropriate methods of monitoring responses.
- ◆ Use marketing and web analytics to evaluate a digital media campaign.

#### Assessment Guidelines

This Outcome can be assessed by the candidate providing evidence that, having monitored progress throughout the Unit, they can evaluate their own profile and strategy. Progress can be evaluated using marketing and web analytics for a digital media campaign, eg number of followers, number of posts and number of pageview visitors etc.

A checklist devised from the Evidence Requirements could be used to assess and provide suitable feedback to the candidate.

## Higher National Unit specification: support notes

### Unit title: Marketing Communications: Using Digital Media

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 designed to provide the candidate with the knowledge and practical skills to use digital media which includes social networking and weblogs as marketing communications tools.

It will allow candidates to develop their own social networking profile and strategy by creating profiles and weblogs to engage positively and consistently with key target groups. Candidates will be required to follow current etiquette and practice, and to conform to the legal and voluntary regulations which cover digital marketing communications.

In addition the candidates will be able to evaluate a media profile and strategy, and use marketing and web analytics for a digital media campaign.

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

It is recognised that the digital marketing landscape is wide-ranging and dynamic in nature and as such this Unit is intended to be practical in nature.

A holistic approach to assessment can be adopted, and it may be that Outcome 1 and Outcome 2 can be worked on by the candidate simultaneously, and assessed upon completion, towards the end of the Unit delivery. Outcome 3 can also be delivered early and then assessed towards the end of the Unit so that the candidate has the opportunity to gauge the success of their own social networking and digital marketing campaign and weblog publishing tool.

There is a large degree of flexibility for the delivery and assessment of this Unit. Where a holistic approach is taken the following suggestions are made:

Candidates could be encouraged to create and develop a social networking profile (eg preferably using Facebook) to:

- ◆ contact other class candidates; industry publications; industry opinion leaders; and opinion formers
- ◆ be contacted (as 'liked') by a number of people and organisations
- ◆ post a number of times per week (the suggested amount is 8 to 10) including links to relevant and appropriate articles

The candidate should be encouraged to communicate with businesses, including potential employers. The database of contacts then follows, and it would be expected that the candidate compiles this themselves individually and establishes a 'contact book' (this may be, eg in word document form or spreadsheet).

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

**Unit title:** Marketing Communications: Using Digital Media

**Outcome 1** aims to mirror what a company would do when building and developing a social networking database for business use. Candidates should be actively discouraged from posting inappropriate comments (eg those of a personal nature) and keep the profile to a professional level.

For **Outcome 2**, the candidate should be encouraged to start a weblog, (eg using Blogger or Wordpress) but this is at the discretion of the tutor and centre.

Appropriate topics for a weblog for this Outcome include an advertising, public relations or marketing related issue. It is anticipated that the weblog would consist of c.500 words and this can be assessed by the tutor prior to publication on the weblog rather than afterwards. The choice of topic should be agreed with the tutor.

For a class situation, it is suggested that a general theme be sought around which each weblog may be written. An example may be the ASA, where each candidate blogs on a banned advert or related topic. Each candidate can then follow weblogs by industry practitioners and each other.

Where this Unit is being delivered to a group, each individual candidate should be encouraged to comment on the weblog of all other candidates; and each individual candidate be encouraged to respond to each comment as a matter of etiquette. Appropriate photographs or links to other websites may be added.

In **Outcome 3**, the candidate is to evaluate their social networking profile and activities. This could be in terms of the number of:

- ◆ 'Likes' if it is a Facebook campaign. At least one of the candidates in the class group should be encouraged to create a Facebook page, which can be done via the option on the Sign-up page of 'Create a Page for a celebrity, band, event or business'. Comments will appear on the wall, and the objective is to increase the number of individuals 'liking' the page, not to follow anyone back. Positive or negative comments can be left, and it is important to respond to comments. It is however difficult to give a suggestion as to the number of Likes, as it is dependent on the class-size - a small class-size will result in an initial small number of 'Likes' — this is not important to the success of the overall campaign.
- ◆ weblog Views (c. 10). This suggestion is again based on the class-size, but as the campaign is wider publicised, the number of Views may increase. There is also a difference between single Views and multiple Views by the same people.
- ◆ weblog comments made to article (minimum of six). Individuals within the class should be encouraged to leave a comment which in turn may encourage debate.

Also more sophisticated analytics, eg Google analytics and search engine optimisation, could be used. If a consistent identity and name are delivered, there may be the opportunity to monitor by the page of Google (or any other relevant search engine) the Facebook page and Weblog profile.

As before, the aim is for the personal side of social networking and social media to mirror what happens in business as a Facebook page and Weblog are created and developed. The candidate should be encouraged to view 'business' followers and contacts as more important than 'personal' ones, although each can be considered important.

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

**Unit title:** Marketing Communications: Using Digital Media

### Opportunities for developing Core Skills

There are no Core Skills embedded in this Unit. However, the following table gives some examples of the opportunities for developing Core Skills within this Unit.

Core Skill	SCQF level	Opportunities for Development
<b>Communications</b>	Level 6	All three Outcomes can contribute to the reading and writing aspects of this Core Skill
<b>Written Communication (Reading)</b>	Level 6	Candidates are expected to read and understand complex written information and to collect research data from a range of sources.
<b>Written Communication (Writing)</b>	Level 6	Candidates have to produce well-structured and clear responses addressing the Evidence Requirements. Candidates will be expected to produce and present on-line written materials in the form of weblogs and comments at an industry acceptable level
<b>Problem Solving</b>	Level 6	Candidates have to produce well-structured and clear responses addressing the Evidence Requirements. Written evidence is required in the form of extended response answers.
<b>Working with Others</b>	Level 6	There is the opportunity to develop problem solving Skills. Outcome 2 can contribute to critical thinking as candidates will be required to evaluate media profiles and strategies.
<b>Numeracy</b>	Level 6	In Outcome 3 candidates will have the opportunity to develop numeracy skills by using web analytics to evaluate a social networking campaign.
<b>Information and Communication Technology</b>	Level 6	Candidates will have the opportunity to develop the Core Skill of Information and Communication Technology through the use of the internet for participation in social networking sites and the analysis of web analytics.



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

**Unit title:** Marketing Communications: Using Digital Media

### **Open learning**

If this Unit is to be delivered by open or distance learning methods additional resources will be required for candidate support, assessment and quality assurance. For further information and advice, please see SQA website ([www.sqa.org.uk](http://www.sqa.org.uk)).

### **Disabled candidates and/or those with additional support needs**

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website [www.sqa.org.uk/assessmentarrangements](http://www.sqa.org.uk/assessmentarrangements).

## History of changes to Unit

Version	Description of change	Date

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## General information for candidates

### Unit title: Marketing Communications: Using Digital Media

This Unit is designed to provide you with the knowledge and practical skills to use social networking and weblogs as marketing communications tools.

On achievement of the Unit, you should be able to:

- ◆ Use online digital media in marketing communications.
- ◆ Use weblog publishing tools for marketing communications.
- ◆ Evaluate a digital media campaign.

In this Unit, as part of using digital media, you will create social networking profiles aimed at both the consumer and business markets, make contact with other site members and build a database of contacts.

You will then cover the use publishing tools in order to design, create and post weblogs.

Finally, you will evaluate your social media profile and strategy that you have been working on earlier in the Unit, use web analytics for a digital media campaign and identify different methods of monitoring responses.

Throughout the Unit you will be required to follow current etiquette and practice and to conform to the legal and voluntary regulations which cover digital marketing communications. You are encouraged to mirror professional business practices.

This is a practical Unit so the assessment will be of a practical nature too. Your tutor will outline the exact assessment methods to you.