SQA Advanced Unit specification: general information

Unit title: Digital Marketing Communications: An Introduction

Unit code: HR33 47

Superclass: CE

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Source: Scottish Qualifications Authority

Version: 01

Unit purpose

This Unit is designed to provide candidates with an introductory understanding of the role of digital media in contemporary marketing communications. The Unit explores current techniques and provides the candidate with the opportunity to develop practical skills through the use of a social networking tool.

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

1 Explain the digital landscape and communication tools within marketing communications.
2 Explain digital marketing analytical tools.
3 Participate in basic social networking.

Recommended prior knowledge and skills

Access to this Unit is at the discretion of the centre and although this is a stand-alone Unit, it would be expected that candidates would have achieved introductory Units in Marketing or Promotion or equivalents before undertaking this Unit.

Credit points and level

1 SQA 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 National 1 to Doctorates.

Core Skills

There are opportunities to develop the Core Skills of *Communication* at SCQF level 6; *Working with Others* at SCQF level 6; *Information and Communication Technology* at SCQF level 6, and *Numeracy* 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

The Unit can be assessed in a variety of ways. For example, Outcome 1 could be assessed by closed-book; Outcome 2 under restricted open-book with candidates given case study or other stimulus materials regarding web marketing analytics; Outcome 3 could be assessed on a more practical basis with candidates establishing their own basic social networking profile, which could be completed either in the candidate's own time or in class (eg in a computer laboratory). For Outcome 3, it is also anticipated that the candidate will relate some of the theory from Outcome 1 and 2.

SQA Advanced 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

Explain the digital landscape and communication tools within marketing communications.

Knowledge and/or Skills

♦   Digital landscape and communication tools.
♦   Impact of the digital and electronic landscape on marketing communications.
♦   Digital marketing trends.
♦   Regulation, permission and codes of practice.

Evidence Requirements

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

♦   Describe the current digital marketing landscape and the communication tools.
♦   Describe the impact of the current digital landscape on marketing communications.
♦   Explain, giving **one** example from each, how digital marketing techniques are used in the following:
  –   Advertising
  –   Public Relations
  –   Selling
  –   Sales promotion
  –   Direct marketing
♦   Describe **one** new development that is expected to impact on digital marketing in the next twelve months.
♦   Explain the current legal and voluntary regulations which have to be considered when planning a digital marketing campaign.

Assessment guidelines

Through this Outcome candidates will gain an appreciation of the importance of digital communications within marketing communications. The Instrument of Assessment could take the form of a set of structured questions requiring extended responses

Outcome 2

Explain digital marketing analytical tools.

Knowledge and/or Skills

♦ Role of web marketing analytics.
♦ Web marketing analytical tools.

Evidence Requirements

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

♦ Explain the role and use of web marketing analytics.
♦ Describe **three** examples of the use and application of web marketing analytical tools.

Assessment Guidelines

Through this Outcome candidates will gain an understanding of a range of web and marketing analytics used in marketing communications. Candidates could be given a case-study as stimulus material, with a set of structured questions deriving from this which require extended responses be completed in restricted open-book conditions (eg the candidate has access to one single A4 page of their own research notes).

Outcome 3

Participate in basic social networking.

Knowledge and/or Skills

♦ Social networking sites.
♦ Social networking profiles.
♦ Network postings and messages.
♦ Participation in network communications.

Evidence Requirements

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

• Create a basic social networking profile.
• Use the account to follow postings by network members.
• Participate in an online discussion with other network members, including **one** organisation.

Assessment Guidelines

This Outcome requires the candidates to create and use a social networking profile. The assessment for this Outcome can therefore be on a practical basis with candidates completing this either in their own time or in class under guidance and instruction from the tutor (eg in a computer laboratory).

For Outcome 3, it is anticipated that the candidate will relate some of the theory from Outcomes 1 and 2.

SQA Advanced Unit specification: support notes

Unit title: Digital Marketing Communications: An Introduction

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 a mandatory Unit within the SQA Advanced Marketing and SQA Advanced Advertising & Public Relations Group Awards.

This Unit is designed to provide candidates with an overview of current digital marketing communications, which includes electronic marketing.

Outcome 1 covers the contextualisation of the digital landscape, as an increasingly integral part of marketing communications. It also covers the appropriate communication tools and techniques. Candidates should have broad understanding of current digital technologies and how they are used within the key areas of marketing communications — advertising, public relations, selling, sales promotion and direct marketing. The main emphasis is on where things stand presently, the appropriate tools and techniques, and the trends. Candidates will be required to have an understanding of current legal and voluntary regulation which covers the area of digital marketing communications.

Outcome 2 has been designed to provide the candidate with a knowledge and understanding of the range of web analytical tools such as Google Analytics, Coremetrics, Webtrends, Mailchimp, Facebook Insights, etc and how they are used by organisations to collect data which can be used to develop and evaluate digital marketing campaigns.

Outcome 3 recognises the importance of social networking in contemporary marketing communications, and requires the candidate to create and use a social networking profile/ account (eg Facebook, Twitter, UTube, Flickr, etc). While it is recognised there are differences between personal and commercial use, the aim is to mirror commercial use to ensure that the candidate becomes familiar with custom and practice and begins to use it appropriately. It is anticipated that the candidate will relate some of the theory from Outcome 1 and 2 in order to put into practice some of this theory for personal, and ultimately future professional benefit.

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 an introduction. It is intended as a snapshot, capturing the current landscape at the time of delivery, and so guidance on delivery will by nature be broad.

It is crucial that the tutor encourages the candidates to keep up to date with what is happening in digital marketing by reading industry publications and articles so that discussion can take place around this. Candidates therefore are discovering the landscape for themselves within parameters set by the tutor. The focus should be on digital technologies and techniques as used by companies in a marketing communications context.

When looking at digital marketing trends, it is not intended to be a forecast/'crystal ball gaze'. It is looking at a trend which has already begun, then seeing whether it will grow and develop to the level of some others. As a broad example, Sky TV and cinema have seen the development of 3D products — with sports in 3D, animated movies and now television programmes. It may be expected that this development could have an impact on marketing in the future as companies look to advertise in 3D. For assessment of this Outcome, it is suggested that a closed-book set of questions with extended responses is used. The candidate may expand on basic responses, depending on independent research.

In Outcome 2 assessment could be based on case study/stimulus materials with candidate's responses in restricted open-book conditions. While theoretical in concept, a practical approach is encouraged so that candidates can identify their own examples of analytics used to monitor an actual campaign, either via the centre's website or from the website of a local company known to the centre.

For Outcome 3, the candidate is required establish and develop a social networking profile, for example for Twitter, enter a 'bio' and then begin tweeting. Candidates should be encouraged to work in groups to build a network for the group, and expand this to include for example local companies; former candidates; industry journals and publications; and industry leaders — both in the centre's country and beyond. As candidates build and develop their profile, links can then be posted to appropriate articles and points for discussions, tweets, those they are following, and the number of followers.

The assessment would then by nature be holistic, eg as a 'before' and 'after' scenario, along the lines of how many followers, those being followed and tweets when the candidate began the Unit and how many at the end of the Unit. This will enable the candidate to take this forward and use it as a learning tool. An important aspect is that the candidate begins to see that this is the approach companies are taking to social networking, and that the theory from Outcomes 1 and 2 then becomes relevant to Outcome 3.

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
Communication	Level 6	All three Outcomes can contribute to the reading and writing aspects of this Core Skill
Written Communication (Reading)	Level 6	Candidates are expected to read and understand complex written information and communicate using social networking sites
Written Communication (Writing)	Level 6	Candidates have to produce well-structured and clear responses addressing the Evidence Requirements. This may be provided in the form of written extended response answers and by input to social networking sites.
Working with Others	Level 6	In Outcome 3 candidates will be required to work with others by actively participating in a social networking site, by monitoring and posting comments, and taking part in on-line discussions.

Numeracy	Level 6	In Outcome 2 candidates will have the opportunity to develop numeracy skills when evaluating the use of web analytics.
Information and Communication Technology	Level 6	Candidates will have the opportunity to develop the Core Skill of Information and Communication Technology through the use of the internet for analysis of web analytics and the creation of a social networking profile.

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**)

Equality and inclusion

This unit specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence.

Further advice can be found on our website www.sqa.org.uk/assessmentarrangements.

History of changes to Unit

Version	Description of change	Date

General information for candidates

Unit title: Digital Marketing Communications: An Introduction

This Unit introduces you to digital and electronic marketing communications, and explains how the new technologies are being used by organisations in their marketing and promotional activities.

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

♦ Explain the digital landscape and communication tools within marketing communications
♦ Explain digital marketing analytical tools
♦ Participate in basic social networking

In Outcome 1 you will look at the digital and electronic landscape, current digital technologies and how they are used within the key areas of marketing communications — advertising, public relations, selling, sales promotion and direct marketing. The main emphasis is on where things stand at the present moment, the appropriate tools and techniques, and the trends. You will also be required to have an understanding of current legal and voluntary regulation which covers the area of digital marketing communications.

Outcome 2 has been designed to provide you with a knowledge and understanding of the range of web analytical tools available, and how they are used by organisations to help develop digital marketing campaigns.

In Outcome 3 you will create and use a social networking profile/account (eg Twitter). As part of a group you will be encouraged to build your own network, and expand this to include, eg local companies, former candidates, industry journals and publications and industry leaders. Links can then be posted to appropriate articles and points for discussions, and you can build and develop your profile, tweets, those you are following, and the number of your own followers.

While it is recognised there are differences between personal and commercial use, the aim of this Unit is to mirror commercial use so that you become familiar with custom and practice and begin to use it appropriately.

The Unit can be assessed in a variety of forms including producing responses to set questions; and using the theory learned within the Unit, establishing your own social networking profile; however your tutor will outline the exact assessment arrangements.