SQA Advanced Unit Specification

General information

Unit title: Digital Marketing Communications: Content Development (SCQF level 7)

Unit code: HX5J 47

Superclass:	CC
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Source:	Scottish Qualifications Authority
Version:	01

Unit purpose

Learners will be provided with the skills, knowledge, and tools required to create and link digital media platforms to a basic website for an organisation. This unit therefore covers how digital communication platforms integrate with websites and the importance of optimised content to provide analytics for organisations, including search engine optimisation (SEO), use of keywords and digital content generation.

This is a stand-alone unit, but also the second of two units intended to be delivered in sequence to cover the fundamental principles of online marketing. The first unit (*Digital Marketing Communications: Website Tools and Techniques*) covers the importance of an organisational website as the key foundation of online marketing; and develops knowledge and skills to create a website using a content management system (CMS).

Using a basic designated website for an organisation, this unit is intended to develop learners' practical application of digital skills and understanding of the digital marketing process. Learners will have the opportunity to create social media platforms, use a content management system and monitor analytical software.

Outcomes

On completion of this unit the learner will be able to:

1   use social media platforms as a business tool
2   use a CMS and SEO tool to generate digital content
3   analyse use of social media and website analytics

Credit points and level

1 SQA Credit at SCQF level 7: (8 SCQF credit points at SCQF level 7)

Recommended entry to the unit

Entry to this unit is at the discretion of centres. However, it is recommended that learners have achieved *Digital Marketing Essentials 1* or equivalent. It is also advised that learners should have good communication skills which could be demonstrated by achievement of core skill of *Communication* and *ICT* at SCQF level 5, or by possession of English or Business Administration at SCQF level 6 or equivalent.

Core skills

Achievement of this unit gives automatic certification of the following core skills component:

Complete core skill   None

Core skill component   Critical Thinking at SCQF level 6

There are also opportunities to develop aspects of core skills which are highlighted in the support notes of this unit specification.

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.

The Assessment Support Pack (ASP) for this unit provides assessment and marking guidelines that exemplify the national standard for achievement. It is a valid, reliable and practicable assessment. Centres wishing to develop their own assessments should refer to the ASP to ensure a comparable standard. A list of existing ASPs is available to download from SQA's website (https://www.sqa.org.uk/sqa/90557.10883.html)

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**.

SQA Advanced Unit Specification: Statement of standards

Acceptable performance in this unit will be the satisfactory achievement of the standards set out in this part of the unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

Outcome 1

Use social media platforms as a business tool.

Knowledge and/or skills

♦   Role of social media within a digital marketing strategy
♦   Social media platforms and trends valuable to organisations
♦   Social media platform linking to professional websites
♦   Target audiences
♦   Social media content generation
♦   Social media management tools

Outcome 2

Use a content management system and SEO tool to generate digital content.

Knowledge and/or skills

♦   Consumer motivation behind SEO
♦   Value-based digital content marketing
♦   SEO optimisation tools
♦   Website content generation
♦   Importance of link building to websites
♦   Upload content to websites

Outcome 3

Analyse use of social media and website analytics.

Knowledge and/or skills

♦   Use of social media
♦   Use of website analytics
♦   Improving digital content through digital analysis

Evidence requirements for this unit

Learners will need to provide evidence to demonstrate their knowledge and/or skills across all outcomes by showing that they can:

Outcome 1

♦ explain the role of social media within a digital marketing strategy.
♦ describe different types of social media platforms used by organisations and justify selected choices.
♦ using a designated website:
— create content for three social media platforms that engages positively with identified target audiences
— link these social media platforms to the website
— identify the target audiences for networking through three social media platforms
— create a four-weekly calendar of updates using a social media management tool.

Outcome 2

♦ explain the link between SEO and value-based content marketing which includes:
— customer research
— identifying needs
— value-based content based on identified needs.
♦ explain the importance of link building in website optimisation.
♦ research digital competition.
♦ using the website from Outcome 1:
— use a SEO tool in the development of website content
— create links with three relevant websites
— based on research, create additional website content using a content management system.

Outcome 3

♦ using the website from Outcomes 1 and 2:
— explain the social media analytics available from social media created
— explain the website analytics
— explain links between social media analytics and search engine optimisation
— make recommendations to improve the website and social media content based on the analysis of analytics
— provide a summary of website and social media analytics, making content recommendations based on findings and clearly explaining how the process link together.

Learners have to adhere to current etiquette and practice and conform to the legal and voluntary regulations which cover digital marketing communications.

See support notes for information on Assessment Guidance:

Support Notes

Unit Support Notes are offered as guidance and 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 learner with the knowledge and practical skills in the application of digital skills and understanding of the digital marketing process.

This unit is a stand-alone unit however it has also been designed to follow on from *Digital Marketing Communications: Website Tools and Techniques* unit which covers the importance of organisational websites to online marketing and gives learners the opportunity to develop a basic website for an organisation using a content management system.

In this content development unit, learners will now develop their own social media platforms and strategies which will be linked to an existing basic website for an organisation (see above). This will give the learner practical experience of media networking for business. Learners will also develop first-hand knowledge of SEO tools, content management tools and various analytics tools for both website and social media. These tools are highly desirable for any learner wishing to pursue a career in public relations and marketing.

It is the purpose of this unit to give learners the practical skills required to construct a commercial digital platform to promote a business from inception. Learners will have acquired the skills necessary to grow and expand their 'business' digital network — giving the learner a digital portfolio that can also be used, eg to improve the learner's employability.

Learners will have to adhere to current etiquette and practice and conform to the legal and voluntary regulations which cover digital marketing communications.

Guidance on approaches to delivery of this unit

An example of a weekly planner for the delivery of this unit can be found in the table below:

Week 1 (3 hours)	Theory: How to use Facebook to: ♦ Increase traffic to the website ♦ Increase brand awareness ♦ Build a relationship with target audience ♦ Creates opportunities for market research ♦ Paid advertising ♦ Measurement and metrics Practical: ♦ Set up Facebook business page and link to the designated website Theory: How to use Twitter to: ♦ Increase traffic to the website ♦ Increase brand awareness ♦ Paid advertising ♦ Share photos, videos and news ♦ See what people are saying about learners' organisation/business ♦ Demonstrate industry knowledge ♦ Measurement and Metrics Practical: ♦ Set up Twitter profile and link to the designated website

Week 2 (3 hours)	Theory: How to use LinkedIn to: ♦ Increase brand awareness ♦ Increase brand value ♦ Demonstrate capabilities ♦ Connect with prospective customers ♦ Use the analytics data Practical: ♦ Set up a profile and link to the designated website Theory: How to use video marketing: ♦ How to create a video ♦ How to get your video found ♦ Creating a viral video ♦ Show examples and statistics ♦ Measuring results ♦ Benefits to SEO Practical: ♦ Learners to set up video channel; create a video and link to the designated website
Week 3 (3 hours)	Practical: ♦ Introduce a social media management tool ♦ Learners to plan and create a four-week content calendar — including images, video content message updates, etc
Week 4 (3 hours)	**Assessment**: See next section (Guidance on approaches to assessment of this unit) for suggested assessments

Week 5 (3 hours)	Theory: ♦ History of SEO ♦ How SEO links to content based marketing ♦ Importance of value-based marketing ♦ How to develop a linking strategy Practical: ♦ Identify target audience ♦ Use keyword tool to assist in identifying trends your target audience search ♦ Research competition/good practice through social media and website searches ♦ Create website content based on target audience(s) identified, SEO findings and research link to all websites
Weeks 6 and 7	**Assessment** — See next section (Guidance on approaches to assessment of this unit) for suggested assessments
Week 8	Theory: ♦ Explanation analytics Facebook and Twitter ♦ Explanation analytics LinkedIn and YouTube Practical: ♦ Learners analyse social media analytics
Week 9	Theory: ♦ Explanation website analytics Practical: ♦ Learners analyse own website analytics
Week 10	Assessment — See next section (Guidance on approaches to assessment of this unit) for suggested assessments Learners expand report from second assessment to include a summary of the learner's website and social media analytics findings — making content recommendations based on findings; and, in conclusion, clearly explaining how the whole process links together using their own project as an example.
Week 11	Remediation
Week 12	Remediation

Guidance on approaches to assessment of this unit

Evidence can be generated using different types of assessment. The following are suggestions only. There may be other methods that would be more suitable to learners.

Centres are reminded that prior verification of centre-devised assessments would help to ensure that the national standard is being met. Where learners experience a range of assessment methods, this helps them to develop different skills that should be transferable to work or further and higher education.

Outcome 1

Assessment for the theoretical evidence requirements can take a variety of forms including a short report or a presentation (oral or written format), etc. Where it is a report, it could be along the following lines:

♦ introduction explaining the importance of social media as part of a digital marketing strategy
♦ detail a short social media marketing plan outlining objectives, strategy for each platform and how they intend to monitor and evaluate their strategy
♦ attach the four-week calendar and screen shots from each platform

For the practical evidence requirements, it is a combination of:

♦ creation of three social media platforms linked to a designated website
♦ social media networking
♦ production of a calendar using social media management tool

Outcome 2

Assessment for the theoretical evidence requirements can again take a variety of forms including a report or presentation, etc. Where it is a report, it could be along the following lines:

Learners expand report from first assessment to include the following sections:

♦ Importance of SEO to digital marketing strategy
♦ Identification TA outlined
♦ Findings using keyword tool
♦ Overview of digital research findings
♦ Conclusions detailing explanation of decision for website content including topic; keywords to be covered; and link to designated website

For the practical evidence requirements, it is the creation of additional content for the designated website in Outcome 1, using a content management system and linked to three other websites. This includes the use of SEO tool such as a keyword tools and webmaster tools to help generate content for the learner's website content management system.

Outcome 3

Assessment can take a variety of formats including a professional report or a presentation (oral or in written format). Where it is a short report, it could be along the following lines: Learners further expand their report to include:

♦ a summary of their' website and social media analytics findings
♦ making content recommendations based on findings
♦ in conclusion, clearly explaining how the whole process links together using their own project as an example

For practical evidence requirements, learners are to use analytical tools available for all digital platforms they have devised.

Alternatively, a more holistic approach can be taken, for example the learner creating a cohesive report that embodies all learning throughout the unit.

Opportunities for e-assessment

E-assessment may be appropriate for some assessments in this unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or social software. Centres which wish to use e-assessment must ensure that the national standard is applied to all learner evidence and that conditions of assessment as specified in the evidence requirements are met, regardless of the mode of gathering evidence. The most up-to-date guidance on the use of e-assessment to support SQA's qualifications is available at **www.sqa.org.uk/e-assessment**.

Opportunities for developing core and other essential skills

Depending on the teaching, learning and assessment approaches adopted there are opportunities to develop core skills as follows:

Problem Solving: Components Critical Thinking and Review and Evaluation

Learners have to make decisions and create ideas for website and social media platforms and undertake both digital and website analysis. They also have to review decisions made and make recommendations to improve website content and social media content based on their analysis.

This unit has the Critical Thinking component of Problem Solving embedded in it. This means that when learners achieve the unit, their core skills profile will also be updated to show they have achieved Critical Thinking at SCQF level 6.

Communications: Components Oral Communication and Written Communication

Learners are to produce value-based content for both websites and social media platforms.

Learners may provide evidence for theory requirements in the form of oral presentations or short written reports.
Information and Communication Technology: Components Accessing information and Providing/Creating Information

Within this unit, learners are to use a range of software tools, eg to create content (content management system) and for SEO optimisation and for analytics. They are also to create social media platforms which are to be linked to created websites.

As learners progress through this unit, they will have acquired skills necessary to grow and expand a business digital network. They can also generate a digital portfolio which could be used to improve their employability prospects.

History of changes to unit

Version	Description of change	Date

Further information
Call SQA's Customer Contact Centre on 44 (0) 141 500 5030 or 0345 279 1000. Alternatively, complete our Centre Feedback Form.

General information for learners

This section will help you decide whether this is the unit for you by explaining what the unit is about, what you should know or be able to do before you start, what you will need to do during the unit and opportunities for further learning and employment.

This unit has been designed as both a 'stand-alone' unit and the second of two units, ie:

Digital Marketing Communications: Website Tools and Techniques
Digital Marketing Communications: Content Development

In the first unit, *Digital Marketing Communications: Website Tools and Techniques*, you would learn about the importance of websites to organisations and have the opportunity to develop a website for an organisation using a content management system.

However in this unit, *Digital Marketing Communications: Content Development*, you will develop skills, knowledge and tools to create and link digital media platforms to a basic website for an organisation. You will develop first-hand knowledge of search engine optimisation (SEO) tools, content management tools and various analytics tools for both websites and social media platforms. These tools are highly desirable for anyone wishing to pursue a career in public relations and marketing.

This unit will help you develop the practical skills required to construct a commercial digital platform from inception to promote a business or organisation. You also have to ensure that everything you develop is in line with professional etiquette and conforms to current legal and voluntary regulations covering digital marketing communications.

On achieving this unit, you will have acquired the skills necessary to grow and expand a 'business' digital network, which could give you a digital portfolio that can also be used, for example, to help you when seeking employment in marketing sector.

Assessments will be outlined by your tutor/assessor but are likely to include production of short report(s) or presentations for the more theoretic aspects but there are also practical assessments such as producing content for websites, creating social media platforms for business, social media networking, etc.

In this unit, there are opportunities to develop Core Skills in *Problem Solving*; *Communication*; and *Information and Communication Technologies (ICT)*.

This unit has the Critical Thinking component of Problem Solving embedded in it. This means that when you achieve the unit, your core skills profile will also be updated to show you have achieved Critical Thinking at SCQF level 6.