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| <b>Unit title</b>         | Principles of Social Media Advertising and Promotion |
| <b>SQA code</b>           | H8PR 04  |
| <b>SCQF level</b>         | 7  |
| <b>SCQF credit points</b> | 6  |
| <b>SSC Ref</b>            | N/A  |

## History of changes

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| <b>Version number</b> | <b>Date</b> | <b>Description</b> | <b>Authorised by</b> |
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| <b>Title</b>               |  | Principles of Social Media Advertising and Promotion |   |
|----------------------------|--|--|---|
| <b>Learning Outcomes</b>   |  | <b>Assessment Criteria</b>                           |   |
| <b>The candidate will:</b> |  | <b>The candidate can:</b>                            |   |
| 1                          | Be able to plan how to use digital vouchers for marketing purposes.  | 1.1  | Define the term digital vouchers.   |
|                            |  | 1.2  | Explain the potential uses of digital vouchers.   |
|                            |  | 1.3  | Research the current disadvantages of digital vouchers.   |
|                            |  | 1.4  | Explain how to overcome the barriers of using digital vouchers for acquisition and retention of customers.                    |
|                            |  | 1.5  | Plan a SMART digital voucher campaign for a business.   |
|                            |  | 1.6  | Explain methods of managing a digital voucher system.   |
|                            |  | 1.7  | Explain how to measure the effectiveness of a digital voucher campaign.   |
| 2                          | Be able to plan the implementation of social networking site advertising campaigns for marketing purposes. | 2.1  | Explain the factors to consider when creating social networking site adverts.   |
|                            |  | 2.2  | Justify the use of social networking site advertising campaigns.  |
|                            |  | 2.3  | Explain the importance of identifying the required outcomes from the social networking advertising campaigns.                 |
|                            |  | 2.4  | Explain the advantages of creating more than one advertising campaign running in parallel on the same social networking site. |
|                            |  | 2.5  | Explain why a social networking advertising campaign might fail.  |
|                            |  | 2.6  | Plan parallel social networking site advertising campaigns for a business.  |
|                            |  | 2.7  | Explain methods of monitoring social networking site advertising campaigns.   |

| <b>Learning Outcomes</b>  | <b>Assessment Criteria</b>   |
|---|--|
| <b>The candidate will:</b>  | <b>The candidate can:</b>  |
|   | 2.8 Identify changes that might be required for a social networking advertising campaign based on monitoring results.  |
| 3 Understand the use of promotional campaigns on social networking sites.   | 3.1 Define promotional campaigns on social networking sites.<br><br>3.2 Compare different types of promotional campaigns on social networking sites.<br><br>3.3 Explain why to use promotional campaigns on social networking sites.<br><br>3.4 Explain the limitations imposed by social networking sites on promotional campaigns.<br><br>3.5 Explain how to comply with restrictions on promotional campaigns on social networking sites.<br><br>3.6 Explain the factors which could cause negative PR when running a promotional campaign. |
| 4 Understand current national and international legal and organisational guidelines for a social networking advertising/promotional campaign. | 4.1 Explain the current national and international legal and organisational guidelines relating to the use of social networking site adverts.<br><br>4.2 Explain the importance of following current national and international legal and organisational guidelines for a social networking advertising/promotional campaign.  |

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| <b>Additional information about the Unit</b>   |
| <b>Unit purpose and aim(s)</b>   |
| This Unit is designed to develop the candidates understanding of advertising and promotion within social media sites and the use of digital vouchers for marketing purposes. Candidates will be required to plan the implementation of social networking site advertising campaigns. |
| <b>Details of the relationship between the Unit and relevant national occupational standards (if appropriate)</b>  |
| N/A  |
| <b>Details of the relationship between the Unit and other standards or curricula (if appropriate)</b>  |
| N/A  |
| <b>Assessment requirements specified by a sector or regulatory body (if appropriate)</b>   |
| N/A  |

## Assessment (evidence) Requirements

This Unit is designed to assess the knowledge, understanding and skills of candidates in the workplace and can be assessed on or off-the-job. Candidates must cover all the Learning Outcomes and Assessment Criteria.

Candidates may be able to prove their occupational knowledge and understanding through performance in the workplace. In addition to performance, questioning may be used to:

- ◆ confirm knowledge and understanding where it is not apparent from performance
- ◆ address gaps in knowledge and understanding in performance
- ◆ authenticate evidence by asking candidates to explain part of the evidence and/or describe the process of producing it

Legal guidelines may include: privacy rights; data protection; discrimination; marketing to minors, etc.

Evidence for this Unit is likely to be presented in the form of a portfolio.

## Guidance on Instruments of Assessment

Appropriate Instruments of Assessment for assessing candidates' underpinning knowledge and understanding include:

- ◆ Oral questions
- ◆ Written questions
- ◆ Multiple-choice questions
- ◆ Case studies
- ◆ Assignments
- ◆ Professional discussion/Personal statement
- ◆ Observation
- ◆ Product evidence
- ◆ Witness testimony

The choice of method should reflect any special assessment requirements candidates may have. For example, some candidates do not respond well to written questions — in any case, it is important to ensure that the appropriate reading level is used.

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](http://www.sqa.org.uk).