



Unit title	Content Marketing 1
SQA code	H8PV 04
SCQF level	6
SCQF credit points	5
SSC Ref	N/A

History of changes

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Title	Content Marketing 1	
Learning Outcomes		Assessment Criteria
The candidate will:		The candidate can:
1	Understand content marketing.	1.1 Describe content marketing methods. 1.2 Explain the benefits of a content marketing campaign to a business. 1.3 Outline content marketing ideas for use in a campaign. 1.4 Explain the factors to consider when creating a brief for a content marketing campaign. 1.5 Explain the legal requirements to be considered for content marketing.
2	Understand technology used in content marketing.	2.1 Explain how technical constraints influence the choice of content media types. 2.2 Explain how search engine optimisation is achieved for content media. 2.3 Explain the purpose of different types of data provided by technology to measure success.
3	Be able to run a content marketing campaign.	3.1 Source content media for a content marketing campaign. 3.2 Add content media to a web page for a content marketing campaign. 3.3 Optimise web pages for search for a content marketing campaign. 3.4 Use a system to retrieve data on the success of a content marketing campaign. 3.5 Evaluate the success of a content marketing campaign against the aims and objectives of a brief.

Additional information about the Unit
Unit purpose and aim(s)
<p>This Unit is designed to develop the candidates knowledge and skills in Content Marketing, ie the marketing technique of creating and sharing valuable, relevant and consistent content to attract and acquire and retain customers.</p> <p>Candidates will develop their knowledge of the technology used in content marketing and will run and evaluate a content marketing campaign.</p>
Details of the relationship between the Unit and relevant national occupational standards (if appropriate)
N/A
Details of the relationship between the Unit and other standards or curricula (if appropriate)
N/A
Assessment requirements specified by a sector or regulatory body (if appropriate)
N/A

Assessment (evidence) Requirements

Candidates must cover all the Learning Outcomes and Assessment Criteria and run at least one content marketing campaign.

This Unit is designed to assess the skills of candidates in the workplace. Observation of learner performance can only be carried out on-the-job and should be the preferred source of evidence of competent performance.

Collection of supplementary evidence of performance can be used to further substantiate, support and expand the evidence base for competent performance where this is necessary. This may arise in situations where evidence from direct observation of the candidates on-the-job is deemed insufficient to fully meet the required standards. Supplementary evidence may include:

- ◆ witness testimony
- ◆ questioning
- ◆ professional discussion
- ◆ product and photographic evidence
- ◆ relevant active documentation, reports, presentations
- ◆ other valid evidence which relates directly to learner performance on-the job

Legal requirements could include: copyright, trade description, patents, etc.

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

Guidance on Instruments of Assessment

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.