



Unit title	Marketing on Mobile Devices
SQA code	H8PW 04
SCQF level	6
SCQF credit points	4
SSC Ref	N/A

History of changes

Publication date: March 2015

Version: 01

Version number	Date	Description	Authorised by

© Scottish Qualifications Authority 2015

This publication may be reproduced in whole or in part for educational purposes provided that no profit is derived from reproduction and that, if reproduced in part, the source is acknowledged.

Title		Marketing on Mobile Devices	
Learning Outcomes		Assessment Criteria	
The candidate will:		The candidate can:	
1	Know unique aspects of mobile marketing.	1.1	Describe unique aspects of mobile devices.
		1.2	Describe opportunities for mobile marketing arising from technological developments.
		1.3	Describe the limitations of mobile technologies for mobile marketing.
2	Understand mobile marketing communications.	2.1	Compare apps with websites.
		2.2	Describe examples of different types of apps.
		2.3	Propose how technological developments can be exploited for mobile marketing.
		2.4	Describe the challenges of developing websites for mobile marketing.
		2.5	Describe methods for optimising websites for mobile marketing.
3	Understand the use of location aware apps for business.	3.1	Describe uses of different types of location aware apps for mobile marketing.
		3.2	Outline ethical implications of location aware apps.
		3.3	Describe how location aware apps target consumers.
		3.4	Propose the use of location aware apps for mobile marketing.

Additional information about the Unit
Unit purpose and aim(s)
This Unit is designed to provide candidates with an understanding of the opportunities and limitations of mobile technology in terms of marketing. On completion of the Unit, candidates will be able to describe relevant technologies such as location aware apps and optimised websites and propose ideas for their use in a mobile marketing campaign.
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

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

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.