



Unit title	Online Display Advertising 2
SQA code	H8RH 04
SCQF level	8
SCQF credit points	6
SSC ref	N/A

History of changes

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Title	Online Display Advertising 2		
Learning Outcomes		Assessment Criteria	
The candidate will:		The candidate can:	
1	Understand requirements for online display advertising.	1.1	Explain how to profile target audiences for online display ad campaigns.
		1.2	Evaluate the suitability of publishing locations for online display ad campaigns for different target audiences.
		1.3	Explain the factors to consider when planning online display ad campaigns.
2	Understand technology used in online display ad campaigns.	2.1	Evaluate the relative merits of the methods of publishing display ads.
		2.2	Describe the tools that can be used for creating banner ads.
		2.3	Explain best practice in banner ad design.
		2.4	Explain the data required to measure success of online display advertising.
3	Be able to manage an online display ad campaign.	3.1	Plan an online advertising campaign.
		3.2	Create banner ads for an online display campaign.
		3.3	Manage a banner ad campaign.
		3.4	Evaluate the success of a banner ad campaign against aims and objectives of a brief.
		3.5	Evaluate own performance in running online display ad campaigns.
		3.6	Recommend actions for improvement to own performance ad campaign.

Additional information about the Unit
Unit purpose and aim(s)
<p>This Unit is designed to develop the candidates knowledge, understanding and skills in online display advertising</p> <p>Candidates will develop their understanding of the technology used in online advertising campaigns. They will be required to plan an online advertising campaign, create banner ads, manage the campaign and finally evaluate the success of the campaign.</p> <p>In addition, candidates will be expected to reflect on their performance in running the campaign and recommend actions for improvements.</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 including the planning, managing and evaluation of an online advertising campaign.

This Unit is designed to assess the skills of candidates in the workplace. Observation of candidate 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 candidate 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.