



Unit title	Email Marketing 2
SQA code	H8RL 04
SCQF level	8
SCQF credit points	7
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	Email Marketing 2	
Learning Outcomes		Assessment Criteria
The candidate will:		The candidate can:
1	Understand requirements for e-mail marketing campaigns.	1.1 Explain the requirements for different stages in e-mail marketing campaigns. 1.2 Explain how to profile target audience for e-mail marketing campaigns. 1.3 Explain ways of generating leads for e-mail marketing. 1.4 Evaluate an e-mail marketing campaign against legal requirements.
2	Understand design criteria for e-mail marketing campaigns.	2.1 Explain possible calls to action of an e-mail message. 2.2 Describe best practice in writing copy for e-mail marketing messages. 2.3 Describe best practice in the technical design of e-mail marketing messages. 2.4 Evaluate e-mail marketing platforms. 2.5 Explain the causes of technical obstacles encountered in e-mail marketing. 2.6 Explain the data required from technology to measure success.
3	Be able to run e-mail marketing campaigns.	3.1 Establish a customer profile for an e-mail marketing campaign. 3.2 Create a brief for an e-mail marketing campaign. 3.3 Create a mailing list for a customer profile. 3.4 Apply criteria from a brief to create a marketing e-mail message. 3.5 Test a marketing e-mail.

Learning Outcomes	Assessment Criteria
The candidate will:	The candidate can:
	<p>3.6 Evaluate the success of an e-mail marketing campaign against aims and objectives from a brief.</p> <p>3.7 Evaluate own performance in running an e-mail marketing campaign.</p> <p>3.8 Recommend actions for improvement to own performance and an e-mail campaign.</p>

Additional information about the Unit
Unit purpose and aim(s)
<p>This Unit is designed to develop the candidates knowledge, understanding and skills of email marketing. They will consider e-mail as a marketing tool and develop their understanding of the requirements for the different stages in e-mail marketing campaigns. They will explain how to profile a target audience and ways of generating leads.</p> <p>Candidates will be required to analyse information to create a brief for an e-mail marketing campaign and establish customer profiles, design a message, test and run a campaign. They will also be required to evaluate their own performance and the success of the campaign and recommend actions for improvement.</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 must plan and run at least one e-mail marketing 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**.