



Higher National Unit specification: general information

Unit title: Direct Marketing

Unit code: FK8J 35

Superclass: BA

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Unit purpose

This Unit is designed to enable the candidate to explain the role of direct marketing and produce a direct marketing plan to achieve the marketing objectives of an organisation.

On completion of the Unit the candidate should be able to:

- 1 Explain the role and characteristics of Direct Marketing.
- 2 Produce a Direct Marketing plan for an organisation.

Recommended prior knowledge and skills

Entry to this Unit is at the discretion of the centre however it is advised that candidates should have achieved a basic introductory Unit in marketing or promotion such as the HN Units entitled *Principles of Marketing* or *Principles of Promotion* or equivalent.

Credit points and level

1 Higher National Unit credit at SCQF level 8: (7 SCQF credit points at SCQF level 8*)

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Core Skills

There are opportunities to develop the Core Skills of *Communication* and *Problem Solving* at SCQF level 6 and *Numeracy* at SCQF level 5 in this Unit, although there is no automatic certification of Core Skills or Core Skills components

General information (cont)

Context for delivery

If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

Assessment

Assessment for this Unit can be carried out in either an Outcome by Outcome basis or as an integrated Unit for a more holistic approach.

For example, Outcome 1 may be assessed by candidates producing examples of current practice to demonstrate the role of Direct Marketing within organisations. In Outcome 2, candidates are to produce a Direct Marketing plan for an organisation.

If an holistic approach is adopted, Evidence Requirements for both Outcomes must be met in full.

Higher National Unit specification: statement of standards

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The sections of the Unit stating the Outcomes, Knowledge and/or Skills, and Evidence Requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the Knowledge and/or Skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Explain the role and characteristics of Direct Marketing.

Knowledge and/or Skills

- ◆ Role of Direct Marketing
- ◆ Benefits and features of Direct Marketing
- ◆ Customer acquisition strategy
- ◆ Customer retention strategy and lifetime value concept
- ◆ Media choice
- ◆ Impact of technology on Direct Marketing
- ◆ Legal and voluntary controls

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ explain the role of Direct Marketing in achieving marketing objectives
- ◆ explain the benefits and features of Direct Marketing
- ◆ explain customer acquisition strategies for **two** of the following:
 - market selection
 - profiling
 - targeting
- ◆ explain customer retention strategies and the application of 'Lifetime Value Concept'
- ◆ assess media appropriateness in terms of:
 - target market
 - response
 - materials used
- ◆ assess the impact of digital technology on Direct Marketing, for **two** of the following:
 - communication
 - media
 - databases
 - response analysis and evaluation
- ◆ explain one legal and one voluntary control which constrain Direct Marketing

Higher National Unit specification: statement of standards (cont)

Unit title: Direct Marketing

Assessment Guidelines

Candidates are to provide evidence, researched and sourced from current practice within the industry, to demonstrate their knowledge and understanding of the items listed in the Evidence Requirements.

It should be noted that the candidate should be familiar with the key theoretical concepts underlying promotional strategy generally and Direct Marketing specifically. For this Outcome emphasis should be placed on the appropriate application of theory to current practice within the industry.

Outcome 2

Produce a Direct Marketing plan for an organisation.

Knowledge and/or Skills

- ◆ Direct Marketing plan

Evidence Requirements

Candidates will need to provide evidence in the form of a Direct Marketing plan for an organisation which will include:

- ◆ objectives which are based on the organisation's marketing objectives
- ◆ justification of target market(s) selected
- ◆ a rationale for a creative proposal
- ◆ justification of selected media and database(s)
- ◆ a schedule for the campaign, including timings, dates and costs
- ◆ identification of effective methods of response analysis and evaluation.

Assessment Guidelines

Candidates are to produce a Direct Marketing plan for a specific organisation which covers the items outlined in the Evidence Requirements. The organisation can be either one described in a case study or the candidate's own choice.

As per Outcome 1, the candidate should be familiar with the key theoretical concepts underlying promotional strategy generally and Direct Marketing specifically. For this Outcome, emphasis should be placed on the appropriate application of theory, coupled with demonstration of initiative and the development of original ideas and proposals.

Higher National Unit specification: support notes

Unit title: Direct Marketing

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

Guidance on the content and context for this Unit

This Unit is a mandatory Unit within the HN Advertising and PR Group Award and an optional Unit within the HN Marketing Group Award and is intended for candidates who should be familiar with the basic theories and principles underpinning the Unit. The focus, therefore, is on practical application.

Also candidates should be made aware of the rapid growth and application of the wide range of digital media and the impact that this has on direct marketing.

Guidance on the delivery and assessment of this Unit

It is recommended that up to 60% of the Unit allocation is spent on Outcome 1 as it also provides the knowledge and skills to aid decision making when planning the proposed Direct Marketing campaign in Outcome 2.

Outcome 1

Delivery/assessment should develop the candidate's understanding of the promotional objectives of organisations. The candidate should understand the role of Direct Marketing within the overall promotional strategy. The evidence produced by candidates should demonstrate their knowledge and awareness of the practical application of Direct Marketing by different organisations to achieve a range of communication objectives.

Candidates should be encouraged to examine the constantly changing nature of Direct Marketing, particularly through the ongoing development and application of digital technology.

Candidates should analyse a range of Direct Marketing campaigns, commenting on the target markets, communication media, databases, response, analysis and evaluation. Understanding and analysis of Customer Acquisition and Retention strategies should also be demonstrated.

Candidates should demonstrate awareness of the legal and voluntary control of the Direct Marketing industry and the role and influence of current professional and regulatory bodies.

Outcome 2

Delivery/assessment should develop the candidate's ability to plan a Direct Marketing campaign for an organisation. Candidates should be encouraged to apply the findings of their research from Outcome 1 and produce a Direct Marketing plan that will meet the organisational and Direct Marketing objectives.

Higher National Unit specification: support notes (cont)

Unit title: Direct Marketing

The organisation can be one from case study materials or one selected by the candidate. Where the candidate is selecting the organisation, tutors should provide guidance to ensure that the organisation selected is appropriate and will allow candidates to cover all Evidence Requirements.

Innovative and creative solutions should be encouraged in terms of the communication, media, including digital media and database selection, but strong emphasis should be placed on accountability, effectiveness, appropriateness, analysis and evaluation.

Candidates should be encouraged to take great care and pay attention to detail in the presentation of their Direct Marketing plan.

The research, analysis and production of the Direct Marketing plan can be completed in the candidate's own time. Where written evidence is provided by the candidate, it is expected to be approximately 1,000-1,500 words to ensure all Evidence Requirements are covered. The proposed creative content could be produced by the candidate or could be illustrated by examples.

The assessor may wish to adopt a flexible 'tutorial' or 'project supervision' form of delivery for this Outcome.

Opportunities for developing Core Skills

There are no Core Skills embedded in this Unit. However, the following table gives some examples of the opportunities for developing Core Skills within this Unit.

Core Skill	SCQF level	Opportunities for development
Communication	Level 6	Both Outcomes can contribute to the reading and writing aspects of this Core Skill.
Written Communication (Reading)	Level 6	Candidates are expected to read and understand complex written information.
Written Communication (Writing)	Level 6	There are opportunities to develop written communication where candidates produce written responses as these have to be well-structured and clear responses addressing the Evidence Requirements. Evidence is required in the form of the production of a direct marketing plan and could also include extended response answers.

Higher National Unit specification: support notes (cont)

Unit title: Direct Marketing

Core Skill	SCQF level	Opportunities for development
Problem Solving	Level 6	When producing the direct marketing plan, candidates will analyse and seek solutions to a range of theoretical and practical problems, and will identify and work towards specific targets and objectives. This will provide opportunities to develop elements of planning, critical thinking and general problem solving skills to an advanced level.
Numeracy	Level 5	Candidates will need to work within a cost budget when planning marketing activities, and identify quantitative methods of evaluating the success of the campaign.

Open learning

If this Unit is delivered by open or flexible learning, additional resources and material will be required for candidate support, assessment and quality assurance. Further information and advice can be found on our website www.sqa.org.uk.

Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website www.sqa.org.uk/assessmentarrangements.

History of changes to Unit

Version	Description of change	Date
02	Insertion of short guidance in Support Notes (in Guidance on the content and context) of this Unit re inclusion of the impact and application of digital media on direct marketing.	03/11/14

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General information for candidates

Unit title: Direct Marketing

This Unit is intended for those already familiar with the principles of marketing and promotion. You will already be aware of many of the ideas and concepts covered in this Unit. The main emphasis of the Unit is therefore the application of these ideas.

For this Unit, you will look at the role of Direct Marketing, research the industry and analyse current campaigns. This will help you to understand why organisations use Direct Marketing, and how digital technology is driving the development of the industry.

You will then produce a Direct Marketing Plan for an organisation. The emphasis here is on understanding the objectives of the organisation, identifying how Direct Marketing will help them to meet these goals and developing a plan that will successfully achieve these aims.

On completion of the Unit you should be able to:

- ◆ explain the role and characteristics of Direct Marketing
- ◆ produce a Direct Marketing plan for an organisation.

Your tutor will explain in detail the assessment for this Unit but it is likely to be assessed by two separate assignments. It is also likely that you will conduct the research and produce the Direct Marketing plan for an organisation in your own time. It is important that you take time to research and analyse current practice within the industry. A good understanding of how Direct Marketing works for different organisations, with a variety of objectives, will help you produce an effective plan for an organisation.