



Higher National Unit specification

General information

Unit title: Advertising and PR: Developing a Digital Advertising and Public Relations Campaign (SCQF level 8)

Unit code: HW0A 35

Superclass: BA

Publication date: October 2017

Source: Scottish Qualifications Authority

Version: 01

Unit purpose

This unit is designed to give learners an understanding of the issues involved in preparing a response to a client 'brief' that requires a digital Public Relations (PR) and Advertising campaign. Learners will develop the knowledge and planning skills necessary for the successful delivery of a digital PR and Advertising proposal in a competitive environment. Learners will also gain understanding on how to use analytics to evaluate a campaign and make recommendations. Learners are to plan and produce a proposal for both a digital PR campaign and a digital advertising campaign then present their proposals to a client.

On successful completion of the unit the learner will be able to:

- 1 Develop a digital PR campaign.
- 2 Develop a digital advertising campaign.
- 3 Present a digital PR and advertising campaign.

Credit points and level

2 Higher National Unit credits at SCQF level 8: (16 SCQF credit points at SCQF level 8)

Recommended entry to the unit

Access to this unit is at the discretion of the centre but it is recommended that the learner has good communication skills, eg at SCQF level 6 or equivalent. It would also be helpful if the learner has some knowledge marketing research and the advertising/PR industry, eg has achieved units such as *Advertising: The Advertising Industry* or equivalent.

Higher National Unit Specification: General information (cont)

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Core Skills

Opportunities to develop aspects of Core Skills are highlighted in the support notes for this unit specification.

There is no automatic certification of Core Skills or Core Skill components in this unit.

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.

The Assessment Support Pack (ASP) for this unit provides assessment and marking guidelines that exemplify the national standard for achievement. It is a valid, reliable and practicable assessment. Centres wishing to develop their own assessments should refer to the ASP to ensure a comparable standard. A list of existing ASPs is available to download from SQA's website (<http://www.sqa.org.uk/sqa/46233.2769.html>).

Equality and inclusion

This unit specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence.

Further advice can be found on our website www.sqa.org.uk/assessmentarrangements.

Higher National Unit Specification: Statement of standards

Unit title: Advertising and PR: Developing a Digital Advertising and Public Relations Campaign (SCQF level 8)

Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

Outcome 1

Develop a digital PR strategy.

Knowledge and/or skills

- ◆ Client brief
- ◆ Primary and secondary research
- ◆ PR objectives
- ◆ Target audience
- ◆ Creative and media proposals
- ◆ Campaign evaluation using analytics

Outcome 2

Develop a digital advertising strategy.

Knowledge and/or skills

- ◆ Client brief
- ◆ Primary and secondary research
- ◆ Advertising objectives
- ◆ Target audience
- ◆ Creative and media proposals
- ◆ Campaign evaluation using analytics

Outcome 3

Present a digital PR and advertising campaign.

Knowledge and/or skills

- ◆ Presentation skills
- ◆ Persuasion techniques

Higher National Unit Specification: Statement of standards (cont)

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Evidence requirements for this unit

Learners will need to provide evidence to demonstrate their knowledge and/or skills across all outcomes by showing that they can:

Outcome 1

- ◆ analyse and interpret the client's PR requirements contained in the brief.
- ◆ set appropriate PR objectives.
- ◆ define target audience digital platform preferences.
- ◆ identify influencer list to be targeted.
- ◆ research competition.
- ◆ produce a PR strategy to expand digital followers.
- ◆ create a content strategy that reflects algorithm software and optimises use of SEO tools.
- ◆ produce shared and new content.
- ◆ explain analytics to evaluate success of campaign.

Outcome 2

- ◆ analyse and interpret the client's advertising requirements contained in the brief.
- ◆ set appropriate advertising objectives.
- ◆ define a target audience and research digital platform preferences.
- ◆ research competition.
- ◆ produce an advertising strategy for a digital campaign.
- ◆ construct a media proposal.
- ◆ evaluate various advert formats.
- ◆ design a creative advert concept based on primary and secondary research.
- ◆ budget effectively across all chosen platforms.
- ◆ create a media schedule.
- ◆ explain methods to be used to evaluate success of campaign.

Outcome 3

- ◆ present engaging creative content effectively using presentation software.
- ◆ persuade audience of appropriateness of suggestions.



Higher National Unit Support Notes

Unit title: Advertising and PR: Developing a Digital Advertising and Public Relations Campaign (SCQF level 8)

Unit support notes are offered as guidance and are not mandatory.

While the exact time allocated to this unit is at the discretion of the centre, the notional design length is 80 hours.

Guidance on the content and context for this unit

This unit is designed to give learners an understanding of how to create an integrated PR and advertising digital campaign for a client organisation. Learners are given practical experience and insight into techniques used in the real world to gain digital databases with their target audience. Learners will create a content marketing strategy designed to keep their target audience engaged and that will combat digital algorithms to ensure visibility for their client. Learners will gain practical use of analytics and SEO tools to ensure they are creating relevant and wanted content that can be tracked and adjusted if unsuccessful.

Learners will gain experience in producing digital advertising and PR proposals, as well as producing creative digital content that will be pitched to the client. Learners will gain an understanding on how to evaluate a digital campaign and what actions should be taken in light of the evaluation.

This unit is designed to simulate a real-life situation that digital marketers work within on a daily basis and will give learners practical skills as well as knowledge of how to create a digital marketing plan that could be used in industry.

Guidance on approaches to delivery of this unit

For Outcome 1, learners should be encouraged to follow organisations that they like and consider what aspects of these organisations' digital communications campaigns appeals to them. Learners should also research successful digital strategies and reflect on what makes digital content engaging. Learners should consider what digital personality they wish to create for their brand and how they intend to produce a variety of interesting and diverse content in brand style. Learners will be taught how to use a variety of tools to create content for social media; and they should explore and learn about all analytics available to each platform. Learners should also test their content and brand personality ideas on their target audience using digital platforms.

Learners will have to research all platforms analytics — these differ across platforms and have varying benefits which should be highlighted. They should also be able to explain and justify how these analytics will be used to monitor and control their campaign over the time period set. Learners must explain how they would adapt their campaign in light of analytic results throughout their campaign.

Higher National Unit Support Notes (cont)

Unit title: Advertising and PR: Developing a Digital Advertising and Public Relations Campaign (SCQF level 8)

For Outcome 2, learners should take the time to consider what brands they feel have strong digital advertising presence. Learners should be given real life examples of the various advert styles and digital advertising platforms available to organisations. They should be encouraged to think about what platforms suit different organisations' needs and how a marketer would go about deciding how best to use their budget in order to place their creative message in front of their target audience. Learners should be introduced to the extensive ways that you can now segment and target your digital advert. Learners should ensure an integrated approach by devising creative content that integrates with their PR campaign. Learners should explore and learn about all analytics available to each Advertising platform. Learners should also test their creative content ideas on their target audience using digital platforms.

Learners will have to research all platforms analytics — these differ across platforms and have varying benefits which should be highlighted. They should also be able to explain and justify how these analytics will be used to monitor and control their campaign over the time period set in the case study. Learners must explain how they would adapt their campaign in light of analytic results throughout their campaign.

For Outcome 3, learners will take part in a 'pitch process' which simulates real-life situation. Learners are to present their digital PR and advertising campaign, including engaging creative content effectively and using presentation software. Their presentation should answer the client brief and detail digital objectives, capturing target audience, primary and secondary research results underpinning creative pitch idea, media scheduling and evaluations. Digital marketing is a thriving industry that is highly competitive, learners must try to persuade the audience that their campaign would be the most effective.

Guidance on approaches to assessment of this unit

Outcome 1 and 2 could be assessed holistically with learners acting as independent digital campaign specialists, developing a portfolio of appropriate evidence that covers the evidence requirements of both outcomes. This could be a traditional portfolio of hard copy evidence or an e-portfolio of digital evidence or a combination of both.

Outcome 3: learners could upload their presentations to their e-portfolios or can submit video content of their presentations. Due to time constraints, learners do not have to present their ideas in person however would still be expected to produce an engaging, well-designed and persuasive presentation to be assessed.

Opportunities for e-assessment

E-assessment may be appropriate for some assessments in this unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or social software. Centres which wish to use e-assessment must ensure that the national standard is applied to all learner evidence and that conditions of assessment as specified in the evidence requirements are met, regardless of the mode of gathering evidence. The most up-to-date guidance on the use of e-assessment to support SQA's qualifications is available at www.sqa.org.uk/e-assessment.

Higher National Unit Support Notes (cont)

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Opportunities for developing Core and other essential skills

Depending on the teaching, learning and assessment approaches adopted there are opportunities to develop Core Skills as follows:

Problem Solving: Components Planning and Organising; Critical Thinking; and Review and Evaluation

Learners are to plan and develop a digital advertising and digital PR campaign based on a client brief or for an organisation. This involves analysing and interpreting the client's PR and advertising requirements; defining target audiences; undertaking primary and secondary research; identifying an influencer list; researching competition/competitors; using analytics and SEO tools, etc. From this work, they make decisions to create ideas and proposals which meets the client's brief. They also have to explain analytics and methods used to evaluate the success of their campaign.

Communications: Components Oral Communication and Written Communication

Across many aspects of this unit, learners are expected to read, understand and create complex information related to digital advertising and PR campaigns. Assessments include the production of written evidence for Outcomes 1 and 2 in hard copy or e-portfolios or a combination of both. And assessment for Outcome 3 is a persuasive oral presentation outlining creative digital advertising and PR proposals to a client/audience.

Information and Communication Technology: Components Accessing information and Providing/Creating Information

Within this unit, learners are to access a wide range of information on digital PR and advertising campaigns which will be mainly online sources. As part of the digital campaigns, they are to define/research target audience digital platform preferences and create content strategy for the digital PR strategy that reflects algorithm software and optimises the use of SEO tools. Assessment for Outcome 3 includes presenting engaging creative content and suggestions effectively using presentation software.

Numeracy

Learners will have opportunities to develop numeracy skills, eg interpreting and analysing research results and budgeting effectively across chosen platforms when developing the digital advertising strategy.

As learners progress through this unit, they will acquire skills and knowledge necessary for planning and producing digital campaigns for both advertising and PR for a client or organisation. They also have to present their campaign proposals in a persuasive manner to the client/audience which simulated the real-life situation in which digital marketers work on a daily basis. The skills and knowledge developed in this unit could therefore be used to enhance learners' employability prospects.

History of changes to unit

Version	Description of change	Date

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General information for learners

Unit title: Advertising and PR: Developing a Digital Advertising and Public Relations Campaign (SCQF level 8)

This section will help you decide whether this is the unit for you by explaining what the Unit is about, what you should know or be able to do before you start, what you will need to do during the Unit and opportunities for further learning and employment.

This unit at SCQF level 8 is a free standing unit that also appears in a range of HN qualifications. It is designed to help you understand how to create an integrated PR and advertising digital campaign for a client organisation. You will get practical experience and insight into digital techniques; create digital campaign for both advertising and PR designed to keep the target audience engaged; use analytics and SEO tools to ensure you are creating relevant content that can be tracked and then adjusted if unsuccessful. You will produce digital advertising and PR proposals, including creative digital content that you present will to a client/audience. Finally, you will evaluate your digital campaign and consider what actions could be taken in light of this evaluation.

On successful completion of the unit, you will be able to:

- ◆ develop a digital PR campaign.
- ◆ develop a digital advertising campaign.
- ◆ present a digital PR and advertising campaign.

Assessments include the production of digital PR and advertising campaigns for a client/organisation. You then have to design digital PR and advertising proposals which you present persuasively to the client/audience. Your tutor/assessor will give you more details of specific assessment arrangements.

To undertake this unit, it would be helpful if you have communication skills at SCQF level 6 or equivalent and some knowledge of the advertising/PR industry and marketing research.

This unit is part of HN in Advertising and PR and other related HN awards — and successful achievement of the unit and these HN awards could provide opportunities for progression to HE, employment in marketing, advertising and PR or related sectors.

There are also opportunities to develop Core Skills in *Communication, Problem Solving, Numeracy and Information* and *Communication Technology (ICT)*.