



## Higher National Unit specification

### General information

**Unit title:** Digital Marketing: Fundamentals (SCQF level 7)

**Unit code:** HG1N 34

**Superclass:** CD

**Publication date:** August 2016

**Source:** Scottish Qualifications Authority

**Version:** 01

### Unit purpose

The purpose of this Unit is to introduce learners to a range of digital technologies and techniques used to market products or services, including email, mobile and social media marketing techniques.

The learner will develop an understanding of the measurement of success in digital marketing strategies and have the opportunity to create digital marketing proposals for a product or service. The Unit is suitable for a wide range of learners who have an interest in the digital marketing of products and services. The Unit may be of interest to learners undertaking a variety of courses including web, app, or game development or business and marketing related courses.

The Unit includes a broad knowledge of the main methods of digital marketing, methods of obtaining and analysing data from a marketing campaign and activities involved when working on the technical side of digital marketing.

On completion of this Unit the learner will have a greater understanding of the wide variety of digital marketing techniques used, how to analyse the success of the techniques and how to create digital marketing proposals to support and enhance a marketing campaign.

### Outcomes

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

- 1 Explain the digital technologies and techniques used to support and enhance the marketing of products or services.
- 2 Explain the key principles involved in monitoring and measuring the effectiveness of digital marketing.
- 3 Produce digital marketing proposal for a product or service to a given brief.

## General information

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## Credit points and level

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

## Recommended entry to the Unit

No previous knowledge or experience is required. However, it would be beneficial if learners had some previous knowledge of the concepts and role of marketing within organisations. This may be evidenced by possession of the HN Unit DV6H 34 *E-marketing* or F7BX 34 *Marketing: An Introduction*.

Some previous knowledge of the fundamental skills of web design and online digital media developments would be desirable but not essential.

## 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.

## 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](http://www.sqa.org.uk/assessmentarrangements).

## Higher National Unit specification: Statement of standards

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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.

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. Learners 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 digital technologies and techniques used to support and enhance the marketing of products or services.

#### Knowledge and/or Skills

- ◆ The importance and key objectives of digital marketing
- ◆ Web marketing techniques
- ◆ Email marketing techniques
- ◆ Mobile marketing channels and techniques
- ◆ Social media marketing channels and techniques
- ◆ Viral marketing
- ◆ Affiliate marketing
- ◆ Display online advertising

### Outcome 2

Explain the key principles involved in monitoring and measuring the effectiveness of digital marketing.

#### Knowledge and/or Skills

- ◆ Importance of data analytics
- ◆ Analytics techniques
- ◆ Measures used to evaluate effectiveness
- ◆ Tools used for measuring data

### Outcome 3

Produce digital marketing proposal for a product or service to a given brief.

#### Knowledge and/or Skills

- ◆ Goals and objectives
- ◆ Target market
- ◆ Selection of channels to promote the product or service
- ◆ Benefits of channels selected

## Higher National Unit specification: Statement of standards (cont)

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- ◆ Cost and resource implications of channels selected
- ◆ Regulatory considerations to be observed
- ◆ Content creation considerations to aid promotion
- ◆ Optimisation methods employed
- ◆ Design considerations to aid promotion
- ◆ Deployment
- ◆ Monitoring of performance and results

### Evidence Requirements for this Unit

Learners will need to provide evidence to demonstrate their Knowledge and/or skills across all Outcomes.

The evidence for this Unit may be written or oral or a combination of these. Evidence may be captured, stored and presented in a range of media (including audio and video) and formats (analogue and digital). Particular consideration should be given to digital formats and the use of multimedia.

The Evidence Requirements for this Unit will take two forms:

- 1 Evidence of cognitive competence (knowledge and understanding) for Outcomes 1 and 2
- 2 Evidence of practical competence (practical abilities) for Outcome 3

For Outcome 1, learners must demonstrate that they will be able to explain the digital technologies and techniques used to support and enhance the marketing of products or services, including:

- ◆ Importance of digital marketing
- ◆ Three objectives of digital media marketing
- ◆ Three web marketing techniques
- ◆ Two email marketing techniques
- ◆ Two mobile marketing channels and techniques
- ◆ Two social media marketing channels and techniques
- ◆ The use of viral marketing
- ◆ The use of affiliate marketing
- ◆ The use of display media advertising

For Outcome 2, learners must demonstrate that they will be able to explain the key principles involved in monitoring and measuring the effectiveness of digital marketing, including:

- ◆ Importance of data analytics
- ◆ Three common analytics techniques in use
- ◆ Three common measures used to evaluate effectiveness
- ◆ Three common tools used for measuring data

## Higher National Unit specification: Statement of standards (cont)

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For Outcome 3, learners will be required to produce a digital marketing proposal to a given brief, outlining:

- ◆ The main goals and objectives the proposal aims to achieve
- ◆ The target market
- ◆ The main factors involved in selecting channels to meet stated objectives
- ◆ The benefits of channels selected
- ◆ The cost and resource implications of channels selected
- ◆ Specific legal and other regulations pertaining to channels selected
- ◆ The content creation considerations to aid promotion
- ◆ The optimisation methods employed
- ◆ The design considerations used to aid promotion
- ◆ The process of deployment
- ◆ The appropriate methods to monitor performance and results

All Outcomes may be assessed together in a holistic manner, or separately.

The amount of evidence should be the **minimum** consistent with the defined knowledge and skills. There are **no** time limitations on the production of evidence. The evidence may be produced at any time during the life of the Unit.

Evidence of practical competence may be produced over an extended period of time and carried out under both supervised and unsupervised conditions. When evidence is produced in uncontrolled or loosely controlled conditions it must be authenticated. The *Guidelines on Approaches to Assessment* (see the Support Notes section of this specification) *provides* further advice on methods of authentication.



## Higher National Unit specification: Support Notes

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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 40 hours.

### Guidance on the content and context for this Unit

This Unit is primarily intended to provide learners with the knowledge they will require in order to operate in marketing related activities within a digital design role. In the modern professional environment, it is necessary that people in this area can understand and interpret the business world in which they operate.

Although the Unit is expressed in generic terms, wherever possible it should be related to organisations, institutions, companies and situations which are familiar to learners.

There are three main areas of study:

- 1 The use of digital technologies and techniques that can support and enhance marketing of products or services.

Objectives of a marketing campaign, such as to promote brands, engage customers, increase sales, drive site traffic, suitability of digital marketing techniques to meet marketing objectives.

Digital marketing fundamentals: Methods and techniques commonly used. As this is a rapidly evolving area, the intention is for learners to investigate a range of current methods across a range of channels and platforms.

Web marketing techniques such as Pay Per Click (PPC), Search Engine Optimisation (SEO), Content Marketing, Paid search, distribution/e-commerce sites, eg Amazon.

Email marketing techniques: Newsletters, using prospect email address lists for direct promotional messages, adding value when carrying out e-commerce transactions, notification of updates, personalisation, delivery timing, content, subject line.

Mobile marketing channels and techniques: SMS text message advertising, use of short codes, mobile vouchers for discounts, reminders, eg flight departure. Mobile optimised web landing pages. Contextualisation of display ads to location, Mobile Apps from branded companies to provide direct consumer information thereby building customer relations, use in e-commerce carrying out transactions, eg checking bank balance, ordering a pizza, etc social media marketing channels: forums and discussion, media sharing, eg YouTube and Flickr, Review and rating sites, eg Tripadvisor. Social networking sites such as Facebook, Twitter and LinkedIn also Blogs, etc. Techniques: Social media submission/bookmarking sites, profile raising, providing information, knowledge of customers activities and profiles, use of dashboards to monitor activity

## Higher National Unit specification: Support Notes

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Concept and use of viral marketing: The idea of a high pass rate from one recipient to their personal contacts, without direct intervention of the marketing organisation. It can be used to spread knowledge of a new product or service. Often done by means of videos, graphics picture passing sites.

Concept and use of affiliate marketing: where one organisation can have an agreement with another organisation, whereby they promote their products or services on a site. Can be done through contextualising users search text or content. Revenues can be earned on a Pay per click, Pay per sale, Pay per lead basis.

Concept and use of display advertising: The use of graphical advertisements that appear next to content on websites, emails, applications including mobile, where they are in context of the content or based on users previous search activities.

#### 2 Key principles involved in monitoring and measuring the effectiveness of digital marketing.

Learners should be aware of the importance of data analytics and how it is used by organisations to make more informed decisions, for example, analysing and interpreting data:

- ◆ allows organisations to make more informed and quicker decisions based on the data captured.
- ◆ provides an insight into trends and customer preferences.
- ◆ allows organisations to monitor the Outcomes of their marketing campaigns.
- ◆ helps in the production of new marketing plans, etc.

Common analytics techniques in use such as monitoring: Conversion rates, eg visit-to-click conversion ratio, traffic sources, referring sites, types of visitors — new, returning or non-returning, traffic volumes — days and times, geographical location.

Measures used to evaluate effectiveness would include specific examples of measures used to evaluate success: Key Performance Indicators (KPIs), such things as: Return On Investment, increase in sales, increase in customer/contacts base, improved customer experience. etc.

Examples of Tools used for measuring data could include: use of dashboards for centralising metrics, specific reference to techniques: Funnel Path Analysis, Search Engine Optimisation (SEO) metrics, location tracking tools, goal landing site recording, adword tracking and tagging, e-commerce transaction tracking.

#### 3 Produce a digital marketing proposal for a product or service.

This Outcome is about relating what has been covered in the previous Outcomes to the typical or actual tasks and processes, which have to be carried out when implementing a digital marketing campaign.

It would be expected to cover a multi-channel approach to a campaign and look at which methods could be/have been adopted and why, when looking at the target market segments.

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Specific legal and other regulations pertaining to the actual channels/methods should be mentioned and how to ensure conformity.

Considerations in content writing activities could be use of keywords, repetition of keywords, relevance to intended recipients, etc.

The optimisation methods employed would be dependent on channel but would normally include a detailed discussion over approaches to SEO.

Considerations in design would again be relate to the targeted market segments, but would normally include some discussion on methods of contextualisation to content.

The deployment phase could cover the actual launch methods, eg all together or one at a time, also may refer to other non-online marketing activities, eg TV ads.

When discussing monitoring of performance and results, learners could discuss the typical KPIs expected and the use of analytics tools and specific metrics they would expect to have been used or have been given.

Feedback and actions would cover such things as any amendments made or to be made in the light of previous performance and results.

### Guidance on approaches to delivery of this Unit

This Unit is likely to form part of a Group Award, which is primarily designed to prepare learners for employment in a web development or digital design role. However, study of this Unit is also appropriate for other learners who have prior knowledge of developing interactive applications and who wish to develop their understanding of digital marketing. For instance, someone in a professional role who wishes to gain more knowledge of the digital marketing considerations and terminology that might affect their work.

This Unit requires the learner to be able to relate to actual real world examples of digital marketing, hence it is expected that it will be delivered in the second year of full-time HND Digital Design and Web Development programmes. Where possible during the delivery, links should be drawn with other relevant areas of the course, Web Development: Website Optimisation and Building an e-business.

The use of learner-centred, resource-based methodologies should be as extensive as possible to promote independent study. Visits to local organisations or visits by guest speakers could be used to encourage the learner to see the role of the professional web developer working with marketing professional staff and appreciate the application of the knowledge learned in this course to "Real world" situations and marketing campaigns.

In particular, actual online marketing campaigns for a range of organisations should be utilised and their approaches examined, analysed then discussed by learners in the context of the Unit's Outcomes and Knowledge and Skills values.

Learners may also apply the knowledge gained in this Unit when developing their own websites and may well use their own site as a reference when undertaking Outcome 3.



## Higher National Unit specification: Support Notes (cont)

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The Unit should be delivered in a way that enables learners to appreciate its relevance to the occupational area of Web/Interactive Media Computing/Digital Design/IT.

### Guidance on approaches to assessment of this Unit

Evidence can be generated using different types of assessment. The following are suggestions only. There may be other methods that would be more suitable to learners.

Centres are reminded that prior verification of centre-devised assessments would help to ensure that the national standard is being met. Where learners experience a range of assessment methods, this helps them to develop different skills that should be transferable to work or further and higher education.

This Unit could be assessed by one report/a report and media based presentation that covers the knowledge and skills requirements of all three Outcomes. It is recommended that the assessment be based on an appropriate extended case study or a scenario based on a suitable marketing campaign that provides the opportunity to cover all items in the Evidence Requirements shown above.

The report may also be based around a project involving online marketing techniques with which the learner has been involved and refer to their own work.

It is recommended that learners are provided with a pro-forma to ensure coverage of Evidence Requirements.

If an extended case study is used, it should be given to learners with appropriate time to allow for research and the assimilation of information by learners. Assessors should feel free to answer questions or clarify any misunderstandings relating to the case study that learners may have. Assessors should encourage discussion of the case study in relation to the main areas of study, throughout the Unit.

All Outcomes may be assessed together in a holistic manner, or separately.

Evidence may be wholly or partly produced under controlled conditions. When evidence is produced in uncontrolled or loosely controlled conditions, it must be authenticated. The SQA publication *Guide to Assessment* provides further advice on methods of authentication. Evidence of authentication must be provided when any of the evidence is generated under loosely controlled conditions.

The amount of evidence should be the **minimum** consistent with the defined knowledge and skills. A suggested report/digital media presentation word count would be around 1,200 words. The report and presentation should be in a formal business style and all researched content referenced using a suitable method, eg Harvard.

There are **no** time limitations on the production of evidence. The evidence may be produced at any time during the life of the Unit.

Learners may use reference materials when undertaking assessment.

## **Higher National Unit specification: Support Notes (cont)**

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### **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](http://www.sqa.org.uk/e-assessment).

### **Opportunities for developing Core and other essential skills**

If a report is used for assessment, this may help in signposting Communication Written skills. Broader employability skills could be developed through an increased knowledge of the workplace environment requirements.

## History of changes to Unit

Version	Description of change	Date

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## General information for learners

### Unit title: Digital Marketing: Fundamentals (SCQF level 7)

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 aims to introduce you to the methods and practice of online marketing. No previous knowledge of marketing is required, but you should be familiar with the role of marketing and basic marketing concepts such as the marketing mix, when undertaking this Unit.

It is aimed at someone in a professional web or digital media development role who wishes to gain more knowledge of the online marketing considerations and terminology, that they may need when they are involved in the delivery of an organisation's online marketing project.

The Unit covers online digital methods and techniques that can support and enhance marketing. This is a rapidly evolving area and you will learn about a range of methods employed by organisations in the promotion and placement of their products. This is usually done across a variety of channels using the Web, email, Social Media and Mobile Apps.

The key principles involved in monitoring and measuring online digital marketing effectiveness. Here you will learn about the use of analytics in measuring data, types of metrics, the tools used and the key measures of effectiveness of the methods employed.

The activities involved in implementing an online marketing project. Here you will look at some of the types of activities that you may well be involved with when working in an online project, the processes and considerations to be made.

You will learn in a variety of ways, ranging from using reference materials, interactive discussions with tutors and other learners to researching and investigating case studies of online marketing campaigns in the real world.

The assessment may take different forms. It will be straight-forward and not take much time away from your learning. It may involve you producing a report together with a digital media presentation covering methods and techniques used in digital marketing and their application in a marketing campaign.