



## GK4W 46 Diploma in Digital Marketing at SCQF Level 6

To attain the qualification candidates must complete **65 SCQF Credits** in total. This comprises:

- ◆ 27 mandatory credits
- 38 optional credits

Please see optional groupings for the minimum and maximum credits permitted from each group.

### Mandatory Units: Candidates must complete 27 credits from this group

SQA code	Title	SCQF level	SCQF credits
H8PK 04	<a href="#">Understanding the Business Environment</a>	6	2
H8PL 04	<a href="#">Understand Legal, Regulatory and Ethical Requirements in Sales or Marketing</a>	5	2
F9A8 04	<a href="#">Using Collaborative Technologies 3</a>	6	6
H8PM 04	<a href="#">Principles of Marketing and Evaluation</a>	6	7
H8PN 04	<a href="#">Develop own Professionalism</a>	6	4
H8PP 04	<a href="#">Digital Marketing Metrics and Analytics 1</a>	7	6

### Optional Units: Group A Candidates must complete from 14-30 credits from this group

SQA code	Title	SCQF level	SCQF credits
H8PR 04	<a href="#">Principles of Social Media Advertising and Promotion</a>	7	6
H8PT 04	<a href="#">Search Engine Marketing 1</a>	6	5
H8PV 04	<a href="#">Content Marketing 1</a>	6	5
H8PW 04	<a href="#">Marketing on Mobile Devices</a>	6	4
H8PX 04	<a href="#">Online Display Advertising 1</a>	6	5
H8PY 04	<a href="#">Email Marketing 1</a>	6	5

<b>Optional Units: Group B Candidates must complete from 8-24 credits from this group</b>			
<b>SQA code</b>	<b>Title</b>	<b>SCQF level</b>	<b>SCQF credits</b>
F9CC 04	<a href="#">Design and Imaging Software 2</a>	5	4
F9AL 04	<a href="#">Audio and Video Software 2</a>	5	3
F9D1 04	<a href="#">Spreadsheet Software 2</a>	5	4
H8R0 04	<a href="#">Principles of Social Media within a Business</a>	6	6
H8R1 04	<a href="#">Principles of Keywords and Optimisation</a>	8	7
H8R2 04	<a href="#">Content Management System Website Creation</a>	6	8
F9D5 04	<a href="#">Website Software 3</a>	6	5
H8R3 04	<a href="#">Principles of Marketing Stakeholder Relationships</a>	7	5
H8R4 04	<a href="#">Brand Development</a>	6	5
H8R5 04	<a href="#">Project Management 1</a>	7	4
H8WP 04	<a href="#">Analyse and Report data</a>	6	6
H8R6 04	<a href="#">Produce Copy for Digital Media Communication</a>	6	5
F9AM 04	<a href="#">Video Software 3</a>	6	4
H8R7 04	<a href="#">Delivering e-commerce Solutions</a>	7	9