



GK4X 48 Diploma in Digital Marketing at SCQF Level 8

To attain the qualification candidates must complete **96** SCQF Credits in total. This comprises:

- ◆ 52 mandatory Credits
- ◆ 44 optional Credits

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

Mandatory Units: Candidates must complete 52 credits from this group			
SQA code	Title	SCQF level	SCQF credits
H8R8 04	Marketing Planning	8	12
H8R9 04	Ethics and Legalities of Digital Marketing	7	5
H8RA 04	Business Concepts	8	11
H8RC 04	Project Management 2	8	11
H8RD 04	Digital Marketing Metrics and Analytics 2	8	6
H8RE 04	Personal and Professional Development	8	7

Optional Units: Group A Candidates must complete from 24-44 credits from this group			
SQA code	Title	SCQF level	SCQF credits
H8RF 04	Gamification	6	5
H8RG 04	Content Marketing 2	8	8
H8RH 04	Online Display Advertising 2	8	6
H8RJ 04	Marketing on Mobile	7	6
H8RK 04	Search Engine Marketing 2	8	8
H8RL 04	Email Marketing 2	8	7

H8RM 04	Retention Marketing	8	8
H8RN 04	Video Channel Management	7	7
H8RP 04	Designing an Effective Web Based User Experience	8	8

Optional Units: Group B Candidates can select up to 20 credits from this group			
SQA code	Title	SCQF level	SCQF credits
H8R0 04	Principles of Social Media within a Business	6	6
H8R1 04	Principles of Keywords and Optimisation	8	7
H8R2 04	Content Management System Website Creation	6	8
H8PR 04	Principles of Social Media Advertising and Promotion	7	6
F9D5 04	Website Software 3	6	5
H8R7 04	Delivering e-commerce Solutions	7	9
F9D2 04	Spreadsheet Software 3	6	6
F9A8 04	Using Collaborative Technologies 3	6	6
F9CD 04	Imaging Software 3	6	5
F9AM 04	Video Software 3	6	4
H8RR 04	Relationship Management for Account Managers	8	7