# Group Award Specification for:

**HNC in Marketing Communications**

**Group Award Code: GN5H 15**

**and**

**HND in Marketing**

**Group Award Code: GN5J 16**

**Validation date: November 2017**

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# Contents

# 1 Introduction

## 1.1 General

This document was previously known as the Arrangements document. The purpose of this document is to:

♦ assist centres to implement, deliver and manage the qualification.
♦ provide a guide for new staff involved in offering the qualification.
♦ inform course managers teaching staff, assessors, learners, employers and HEIs of the aims and purpose of the qualification.
♦ provide details of the range of learners the qualification is suitable for and progression opportunities.

## 1.2 Introduction

The two group awards, ie HNC in Marketing Communications and HND in Marketing, will replace the two current awards, entitled HNC in Marketing and HND in Marketing. In response to the scoping and consultation exercise undertaken, these group awards are:

♦ HNC in Marketing Communications which has been designed to provide learners with the relevant knowledge and skills for entry level jobs in marketing, advertising and public relations. This includes greater focus on practical skills, particularly in the use of digital and social media techniques in marketing communications, while still ensuring a solid grounding in basic marketing theory and practice needed to progress to the HND award or into introductory level employment in the sector. The HNC award therefore now focuses on introduction to marketing; marketing research; advertising and the advertising industry; PR; marketing planning; social media; digital marketing communications of website and content development, including use of analytics, SEO, etc. There is a wide range of optional units in both marketing and business-related subjects to allow centres flexibility to meet local needs and demands.
♦ HND in Marketing which builds on the learners' knowledge and skills gained in the HNC Marketing Communications — and in particular develops their skills in both traditional and digital marketing research, analysis and planning through the application of theory. This HND also focuses on consumer behaviour, sales and brand management. Again, there is a wide range of optional units in marketing topics (both traditional and digital) and business-related subjects such as customer care, project management, managing and working with people, supply chain/logistics etc to allow learners to progress to Higher Education (HE) or enter employment.

## 1.3 Titles of the group awards

**HNC Award:** Consultation was undertaken on the title of this award using a selection of possible titles which reflected the focus of the award. However, when the validation panel considered the proposed title, ie HNC in Marketing Communications (Advertising and PR), it recommended a more appropriate title of **HNC in Marketing Communications** as this more accurately reflects the content of the award.

**HND Award:** The existing title, HND in Marketing has been retained as it is widely recognised and respected, and reflects the purpose of the group award.

## 1.4    Qualification progression pathway

The HNC in Marketing Communications is common to both the HND in Marketing and HND in Advertising and PR as shown below:

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┌──────────────────────────┐        ┌──────────────────────────────┐
│     HND in Marketing     │        │   HND in Advertising and PR  │
└──────────────────────────┘        └──────────────────────────────┘
              ↖                            ↗
                ┌─────────────────────────────────────────┐
                │  HNC in Marketing Communications          │
                │  (ie a stand-alone HNC or 1st year of the │
                │  HND in Marketing or the HND in           │
                │  Advertising and PR)                      │
                └─────────────────────────────────────────┘
```
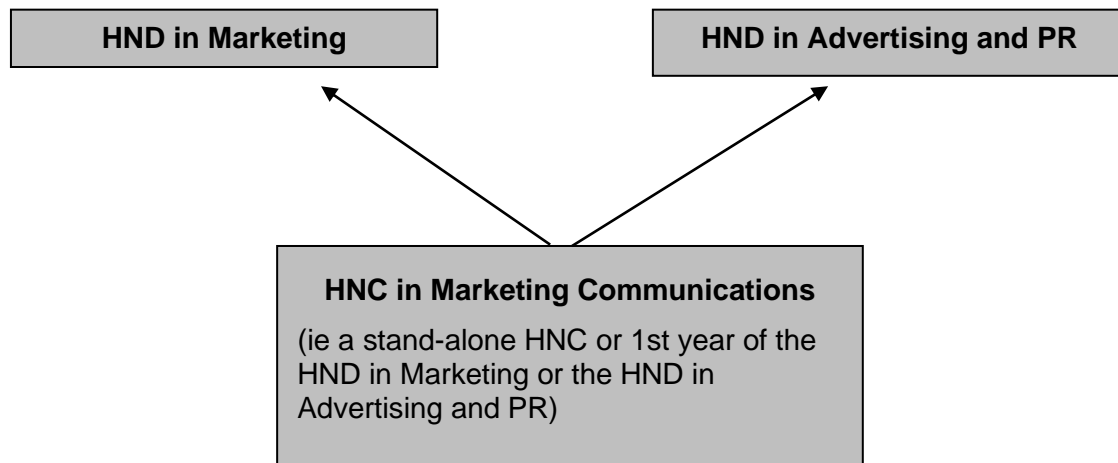
The table below highlights progression opportunities to and from the HNC/HND:

| SCQF level | NQ | HNC/HND/Degree Programmes | SVQs/Competence qualifications/Professional Body |
|---|---|---|---|
| 11 | | MSc Creative Advertising | CIM Chartered Postgraduate Diploma in Marketing |
| 10 | | BA Hons Marketing Management<br>BA Hons Marketing with Digital Media | CIM Professional Diploma in Marketing |
| 9 | | BA Marketing Management<br><br>BA Business with Marketing | |
| 8 | | **HND Marketing**<br>HND Advertising and PR | Diploma in Digital Marketing |
| 7 | | **HNC Marketing Communications** | CIM Professional Certificate in Marketing |
| 6 | NC Advertising and PR<br><br>Higher Business Management | | Diploma in Digital Marketing<br>CIM Introductory Certificate in Marketing |
| 5 | NPA Business and Marketing | | |
| 4 | NPA Business and Marketing | | |

# 2 Qualifications structure

## 2.1 Structure

### 2.1.1 HNC in Marketing Communications

The HNC in Marketing Communications has been designed so that it meets SQA's Design Principles, ie it will be achieved on completion of 12 SQA credits/96 SCQF credit points. At least 48 SCQF credit points must be at SCQF level 7 and the mandatory section must contain at least 48 SCQF credit points. The HNC also includes one graded unit (8 SCQF credit points) at SCQF level 7.

**Mandatory units** — Learners must achieve all mandatory units (ie 8 SQA credits/64 SCQF credits)

| 4 code | 2 code | Unit title | SQA credit | SCQF credit points | SCQF level |
|--------|--------|-----------|-----------|---------------------|-----------|
| F7BX | 34 | Marketing: An Introduction | 1 | 8 | 7 |
| HK55 | 34 | Advertising: The Advertising Industry | 1 | 8 | 7 |
| HC2P | 34 | Public Relations: Principles and Practice | 1 | 8 | 7 |
| HH9T | 34 | Marketing Research Theory | 1 | 8 | 7 |
| HW09 | 34 | Marketing Planning: An Introduction | 1 | 8 | 7 |
| HX3V | 34 | Digital Marketing Communications: Website Tools and Techniques | 1 | 8 | 7 |
| HH6C | 34 | Digital Marketing Communications: Content Development | 1 | 8 | 7 |
| HX47 | 34 | Marketing Communications: Graded Unit 1 | 1 | 8 | 7 |
| | | **Total mandatory credits** | **8** | | |

## Optional units

Learners must achieve optional units totaling 4 SQA credits, 32 SCQF credit points.

| 4 code | 2 code | Unit title | SQA credit | SCQF credit points | SCQF level |
|---|---|---|---|---|---|
| HP8D | 34 | Advertising: Media Sales and Buying | 1 | 8 | 7 |
| J5MA | 34* | Consumer Behaviour and the Marketing Process | 1 | 8 | 7 |
| HP8G | 35 | Direct Marketing | 1 | 8 | 8 |
| HC2N | 35 | Advertising: Media Research | 1 | 8 | 8 |
| DH4C | 34 | Media Analysis: Advertisements | 1 | 8 | 7 |
| FD69 | 34 | Digital Imaging | 1 | 8 | 7 |
| DX33 | 35 | Digital Imaging Project | 1 | 8 | 8 |
| HC2R | 34 | Marketing Communications: An Introduction | 2 | 16 | 7 |
| DG6W | 34 | Principles and Practices of Selling | 1 | 8 | 7 |
| FK8G | 35 | Sales Planning | 1 | 8 | 8 |
| DV8P | 35 | Marketing Relationships | 1 | 8 | 8 |
| HC4A | 35 | Marketing: Brand Management | 1 | 8 | 8 |
| H8PD | 34 | International Marketing: An Introduction | 1 | 8 | 7 |
| F7R3 | 35 | International Marketing: The Mix | 1 | 8 | 8 |
| DV8F | 34 | Services Marketing | 1 | 8 | 7 |
| DV8G | 35 | Contemporary Marketing Issues | 1 | 8 | 8 |
| DV76 | 34 | Advertising: Research and Planning a Local Campaign | 1 | 8 | 7 |
| DV74 | 35 | Advertising: Developing a Campaign | 1 | 8 | 8 |
| DV77 | 35 | Consumer Behaviour: Research and Applications | 1 | 8 | 8 |
| HW04 | 35 | Marketing Communications: Investigation | 2 | 16 | 8 |
| H1F0 | 34 | Creating a Culture of Customer Care | 1 | 8 | 7 |
| J3J2<br>DH8K<br>DV99<br>J7GH | 34<br>34<br>34<br>34* | Maximum of one law unit may be selected:<br><br>Law and the Media<br>Law and the Communications Industry<br>Commercial Law for Marketing<br>Media and the Law | 1 | 8 | 7 |
| F3HT | 34 | Personal Enterprise Skills | 1 | 8 | 7 |
| FF44 | 35 | Creative Industries: Enterprise Activity | 1 | 8 | 8 |
| J462 | 34* | Economic Issues: An Introduction | 1 | 8 | 7 |
| J56G | 35* | Economics 1: Micro and Macro Theory and Application | 1 | 8 | 8 |
| F1MF | 34 | Organisations and Management | 1 | 8 | 7 |
| FK8K | 35 | Managing Marketing Resources | 1 | 8 | 8 |
| H1F2 | 34 | Management: Leadership at Work | 1 | 8 | 7 |
| H358 | 34 | Supply Chain Logistics: An Introduction | 1 | 8 | 7 |
| H35A | 34 | Supply Chain Service Levels: Setting the Standards | 1 | 8 | 7 |
| F1NH | 34 | Project Management: An Introduction | 1 | 8 | 7 |
| F93K | 34 | Financial Accounting Statements: An Introduction | 1 | 8 | 7 |
| F93H | 34 | Using Financial Accounting Statements | 1 | 8 | 7 |
| D7MD | 35 | European Media: Analysis and Investigation | 1 | 8 | 8 |
| H8W8* | 34 | Big Data | 1 | 8 | 7 |

| HT9W* | 34 | Social Media | 1 | 8 | 7 |

*Refer to History of Changes for revision changes

## 2.1.2 HND in Marketing

The HND in Marketing has been designed to meet SQA's Design Principles, ie it will be achieved on completion of 30 SQA credits/240 SCQF credit points. At least 64 SCQF credit points must be at SCQF level 8 and the mandatory section must contain at least 96 SCQF credit points. The HND also includes a graded unit (16 SCQF credit points) at SCQF level 8.

**Mandatory units** — Learners must achieve all mandatory units (ie 17 SQA credits, 136 SCQF credit points)

| 4 code | 2 code | Unit title | SQA credit | SCQF credit points | SCQF level |
|--------|--------|------------|------------|--------------------|-----------|
| F7BX | 34 | Marketing: An Introduction | 1 | 8 | 7 |
| HK55 | 34 | Advertising: The Advertising Industry | 1 | 8 | 7 |
| HC2P | 34 | Public Relations: Principles and Practice | 1 | 8 | 7 |
| HH9T | 34 | Marketing Research Theory | 1 | 8 | 7 |
| HW09 | 34 | Marketing Planning: An Introduction | 1 | 8 | 7 |
| HX3V | 34 | Digital Marketing Communications: Website Tools and Techniques | 1 | 8 | 7 |
| HH6C | 34 | Digital Marketing Communications: Content Development | 1 | 8 | 7 |
| HX47 | 34 | Marketing Communications: Graded Unit 1 | 1 | 8 | 7 |
| J5MA | 34* | Consumer Behaviour and the Marketing Process | 1 | 8 | 7 |
| HW05 | 35 | Professional Sales: Principles and Practices | 1 | 8 | 8 |
| HX13 | 35 | Marketing Analysis and Planning | 1 | 8 | 8 |
| DV8J | 35 | Integrated Marketing Communications | 2 | 16 | 8 |
| HW06 | 35 | Marketing Research Applications | 1 | 8 | 8 |
| HC4A | 35 | Marketing: Brand Management | 1 | 8 | 8 |
| HX48 | 35 | Marketing: Graded Unit 2 | 2 | 16 | 8 |
|  |  | **Total mandatory credits** | **17** |  |  |

**Optional units** — Learners must achieve optional units totaling 13 SQA credits, 104 SCQF credit points.

| 4 code | 2 code | Unit title | SQA credit | SCQF credit points | SCQF level |
|--------|--------|-----------|-----------|-----------|-----------|
| DG6W | 34 | Principles and Practices of Selling | 1 | 8 | 7 |
| FK8G | 35 | Sales Planning | 1 | 8 | 8 |
| DV8P | 35 | Marketing Relationships | 1 | 8 | 8 |
| H8PD | 34 | International Marketing: An Introduction | 1 | 8 | 7 |
| F7R3 | 35 | International Marketing: The Mix | 1 | 8 | 8 |
| DV8F | 34 | Services Marketing | 1 | 8 | 7 |
| DV8G | 35 | Contemporary Marketing Issues | 1 | 8 | 8 |
| FK8K | 35 | Managing Marketing Resources | 1 | 8 | 8 |
| DV77 | 35 | Consumer Behaviour: Research and Applications | 1 | 8 | 8 |
| HW04 | 35 | Marketing Communications: Investigation | 2 | 16 | 8 |
| HP8G | 35 | Direct Marketing | 1 | 8 | 8 |
| HC2R | 34 | Marketing Communications: An Introduction | 2 | 16 | 7 |
| HW0A | 35 | Advertising and PR: Developing a Digital Advertising and Public Relations Campaign | 2 | 16 | 8 |
| DV76 | 34 | Advertising: Research and Planning a Local Campaign | 1 | 8 | 7 |
| DV74 | 35 | Advertising: Developing a Campaign | 1 | 8 | 8 |
| FD69 | 34 | Digital Imaging | 1 | 8 | 7 |
| DX33 | 35 | Digital Imaging Project | 1 | 8 | 8 |
| H1F0 | 34 | Creating a Culture of Customer Care | 1 | 8 | 7 |
| J3J2<br>DH8K<br>DV99<br>J7GH | 34<br>34<br>34<br>34* | Max of one law unit may be selected:<br>Law and the Media<br>Law and the Communications Industry<br>Commercial Law for Marketing<br>Media and the Law | 1 | 8 | 7 |
| F3HT | 34 | Personal Enterprise Skills | 1 | 8 | 7 |
| FF44 | 35 | Creative Industries: Enterprise Activity | 1 | 8 | 8 |
| J462 | 34* | Economic Issues: An Introduction | 1 | 8 | 7 |
| J56G | 35* | Economics 1: Micro and Macro Theory and Application | 1 | 8 | 8 |
| F1MF | 34 | Organisations and Management | 1 | 8 | 7 |
| H1F2 | 34 | Management: Leadership at Work | 1 | 8 | 7 |
| H358 | 34 | Supply Chain Logistics: An Introduction | 1 | 8 | 7 |
| H35A | 34 | Supply Chain Service Levels: Setting the Standards | 1 | 8 | 7 |
| F1NH | 34 | Project Management: An Introduction | 1 | 8 | 7 |
| F93K | 34 | Financial Accounting Statements: An Introduction | 1 | 8 | 7 |
| F93H | 34 | Using Financial Accounting Statements | 1 | 8 | 7 |
| D7MD | 35 | European Media: Analysis and Investigation | 1 | 8 | 8 |
| HP8D* | 34 | Advertising: Media Sales and Buying | 1 | 8 | 7 |
| HC2N* | 35 | Advertising: Media Research | 1 | 8 | 8 |
| DH4C* | 34 | Media Analysis: Advertisements | 1 | 8 | 7 |
| H8W8* | 34 | Big Data | 1 | 8 | 7 |
| HT9W* | 34 | Social Media | 1 | 8 | 7 |

*Refer to History of Changes for revision changes

# 3    Aims of the qualifications

The HNC in Marketing Communications and HND in Marketing are designed to provide learners with the skills and competences which will allow them to pursue a range of opportunities in employment, HE and professional development.

## 3.1    General aims of the qualifications

The HNC in Marketing Communications and HND in Marketing have the following **general** aims to:

1    enable learners to develop a range of Core Skills in *Communication, Problem Solving; Working with Others; Information and Communication Technology (ICT)* and *Numeracy* as required by employers and for progression in higher/professional education.
2    develop an individual personally and vocationally within the SCQF.
3    offer individual learners the opportunity to acquire up to date and transferable skills in marketing, advertising and PR.
4    develop independent study and research skills.
5    provide a degree of choice for learners to enable them to pursue a range of different employment opportunities and HE pathways within the field of marketing, advertising, PR and business.

## 3.2    Specific aims of the qualifications

**For the HNC in Marketing Communications:** the group award and individual units provide the opportunity to:

6    prepare learners for employment in marketing, advertising, PR and media roles at a junior/introductory level across private and public sector agencies, consultancies and industry.
7    develop the learner's knowledge and skills in marketing communications with specific reference to digital and traditional techniques for marketing, advertising and PR.
8    prepare learners for progression to further studies in marketing at HND level or to 1st or 2nd year entry of HE or professional qualifications in either marketing or advertising, PR, or non-related qualifications.

**For the HND in Marketing:** the group awards and individual units provide the opportunity to:

9    prepare learners for employment in marketing and business at the level of marketing assistant/trainee manager/executive or equivalent across the private and public sectors.
10    further develop learners' contemporary vocational knowledge and skills in marketing subjects achieved at HNC level and specifically in marketing analysis and planning at an operational level.
11    prepare learners for progression to 2nd or 3rd year entry of HE and advanced professional qualifications in either marketing or non-related qualifications.

## 3.3 Graded units

Graded units are designed to assess the learner's ability to retain the knowledge and/or skills gained in the units of the group awards; to grade the learner's achievement and to meet the key aims of the group awards.

Both graded units for these group awards remain project-based Units (practical assignments) as it is felt that the skills developed in planning, developing and evaluating projects are best suited for learners entering the various career paths in marketing, and therefore meet the aims of both awards.

As required by the HN Design Principles, the HNC in Marketing Communications and the HND in Marketing contain two graded units, which learners must achieve:

♦ For the HNC Award, learners must achieve the *Marketing Communications: Graded Unit 1* which is one single credit Graded Unit at SCQF level 7.
♦ For the HND Award, learners must achieve the *Marketing Graded Unit 2* which is a double credit (16 SCQF credit points) graded unit at SCQF level 8; together with the *Marketing Communications: Graded Unit 1* from the HNC award.

These graded units reflect the structures of the awards. Assessment exemplars for the Graded units will be available and the case studies will clearly reflect the differences in the SCQF level of the unit specifications, as well as the input required by learners.

# 4 Recommended entry to the qualifications

Entry to the qualifications is at the discretion of the centre. The following information on prior knowledge, skills, experience or qualifications that provide suitable preparation for this qualification has been provided by the Qualification Design Team (QDT) as guidance only.

Learners would benefit from having attained the skills, knowledge and understanding required by one or more of the following or equivalent qualifications and/or experience:

## 4.1 Prior qualifications

♦ Relevant National Qualifications or National Qualification Group Awards at SCQF level 5 or 6.
♦ Any two National Qualifications at Higher level (preferably including Higher English) together with three National 5 passes.
♦ Appropriate groupings of National Units, for example those focussing on marketing, market research, advertising, media studies or general business studies.
♦ An SVQ at SCQF level 5 or 6 in a relevant area.
♦ Different combinations of National Qualifications, Vocational Qualifications and equivalent qualifications from other awarding bodies in relevant areas.
♦ For learners where English is not their first language, it is recommended that they possess *English for Speakers of Other languages (ESOL)* at SCQF level 5 or an overall score of 5.5 in IELTS.

## 4.2 Work experience

Those with relevant work experience but without appropriate qualifications may be accepted for entry if the enrolling centre is satisfied that the learner has a reasonable expectation of successfully completing the group awards. This may be established through a written application, face-to-face interview or other means as deemed appropriate by the centre.

## 4.3    Entry to Year 2 HND in Marketing

In order to achieve the HND in Marketing, learners must gain a total of 30 HN credits from the appropriate parts of the qualification structure. Access to the HND in Marketing typically varies between a requirement to have a minimum of between 12 and 15 credits, usually including all of the HNC in Marketing Communications mandatory units.

## 4.4    Core Skills entry profile

The Core Skill entry profile provides a summary of the associated assessment activities that exemplify why a particular level has been recommended for these qualifications. The information should be used to identify if additional learning support needs to be put in place for learners whose Core Skills profile is below the recommended entry level or whether learners should be encouraged to do an alternative level or learning programme.

Across units in both group awards, learners undertake a wide range of assessment activities which require learners to already have developed skills in communication, numeracy and information technology. They will also encounter tasks, projects and assignments that require problem solving skills and will have to work with others in teams/small groups (reflecting industry practice). It is therefore recommended that learners possess the following minimum Core Skills or equivalent on entry to the HNC in Marketing Communications or the HND in Marketing.

| Core Skill | Recommended SCQF entry profile | Associated assessment activities |
|---|---|---|
| Communication | 5 | Production of a wide range of structured reports and plans to professional industry standards; a range of presentations, eg for marketing, promotion and campaign proposals; creation of accurate, creative and persuasive digital content; production of complex questionnaires; dealing with objection handling and Q&A sessions; creation of wikis, blogs, activity logs. |
| Numeracy | 5 | Analysis and interpretation of market information and marketing research data and survey results; use of analytics; construct attitude scales/coding plans for market research; application of statistical techniques. |
| Information and Communication Technology (ICT) | 5 | Website design and content; creation of social media platforms; online research; use of digital software and tools such as content management systems, online research tools and questionnaires, etc SEO; use of relevant ICT tools and applications to support presentations. |

| Core Skill | Recommended SCQF entry profile | Associated assessment activities |
|---|---|---|
| Problem Solving | 4 | Marketing planning; qualitative and quantitative research; seek solutions to a wide range of clients' briefs and case studies by planning, producing and presenting proposals; undertake SWOT and PESTEL analyses; website and digital/social media analyses; evaluation and review of, eg research methodologies, proposals created, etc. |
| Working with Others | 4 | Group working and assessment, ie working in small groups/pairs to reflect industry practice such as to research, develop and present proposals then deal with client questioning, objection handling, Q&A, etc. |

# 5 Additional benefits of the qualifications in meeting employer needs

These qualifications were designed to meet a specific purpose and what follows are details on how that purpose has been met through mapping of the units to the aims of the qualification. Through meeting the aims, additional value has been achieved by linking the unit standards with those defined in National Occupational Standards and/or trade/professional body requirements. In addition, significant opportunities exist for learners to develop the more generic skill, known as Core Skills through doing this qualification.

## 5.1 Mapping of qualification aims to mandatory units

This mapping refers to the both the general and specific aims outlined earlier (in Section 3).

| Code | Unit title | Aims | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| F7BX 34 | Marketing: An Introduction | X | X | X | X | X | X | X | X | X | X | X |
| HK55 34 | Advertising: The Advertising Industry | X | X | X | X | X | X | X | X | X | X | X |
| HC2P 34 | Public Relations: Principles and Practice | X | X | X | X | X | X | X | X | X | X | X |
| HH9T 34 | Marketing Research Theory | X | X | X | X | X | X | X | X | X | X | X |
| HX3V 34 | Digital Marketing Communications: Website Tools and Techniques | X | X | X | X | X | X | X | X | X | X | X |
| HH6C 34 | Digital Marketing Communications: Content Development | X | X | X | X | X | X | X | X | X | X | X |
| HW09 34 | Marketing Planning: An Introduction | X | X | X | X | X | X | X | X | X | X | X |
| HX47 34 | Marketing Communications: Graded Unit 1 | X | X | X | X | X | X | X | X | X | X | X |
| J5MA 34 | Consumer Behaviour and the Marketing Process | X | X | X | X | X | X | | X | X | X | X |
| HW05 35 | Professional Sales: Principles and Practice | X | X | X | X | X | X | X | X | X | X | X |
| HX13 35 | Marketing Analysis and Planning | X | X | X | X | X | X | X | X | X | X | X |
| DV8J 35 | Integrated Marketing Communications | X | X | X | X | X | X | X | X | X | X | X |
| HW06 35 | Marketing Research Applications | X | X | X | X | X | X | X | X | X | X | X |
| HC4A 35 | Marketing: Brand Management | X | X | X | X | X | X | X | X | X | X | X |
| HX48 35 | Marketing: Graded Unit 2 | X | X | X | X | X | X | X | X | X | X | X |

## 5.2 Mapping of National Occupational Standards (NOS) to mandatory units

**(NB: The full NOS titles are listed below this table)**

| Code | Unit title | CFAMAR1 | CFAMAR2 | CFAMAR3 | CFAMAR4 | CFAMAR5 | CFAMAR6 | CFAMAR8 | CFAMAR9 | CFAMAR10 | CFAMAR11 | CFAMAR12 | CFAMAR13 | CFAMAR14 | CFAMAR15 | CFAMAR16 | CFAMAR17 | CFAMAR18 | CFAMAR20 | CFAMAR21 | CFAMAR22 | CFAMAR23 | CFAMAR24 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| F7BX 34 | Marketing: An Introduction | | | | | X | X | | X | X | X | | | | | | X | | | X | X | X | |
| HK55 34 | Advertising: The Advertising Industry | | X | X | | X | X | | X | X | X | | | | | | X | | | | | | |
| HC2P 34 | Public Relations: Principles and Practice | | X | X | | X | X | | X | X | X | | | | | | X | | | | | | X |
| HH9T 34 | Marketing Research Theory | X | X | X | X | | X | X | | X | X | | | | | | X | | | | | | |
| HX3V 34 | Digital Marketing Communications: Website Tools and Techniques | | X | X | | X | X | | X | X | X | | | | | | X | | | | | X | X |
| HH6C 34 | Digital Marketing Communications: Content Development | | X | X | | X | X | | X | X | X | | | | | | X | | | | | X | X |
| HW09 34 | Marketing Planning: An Introduction | | | | | X | X | | | | X | | | | | | X | | | | | | |
| HX47 34 | Marketing Communications: Graded Unit 1 | | X | X | | X | X | | X | X | X | X | | | | | X | | | | | X | X |
| J5MA 34 | Consumer Behaviour and the Marketing Process | | | | | X | X | | | | | | | | | | X | | | | | | |
| HW05 35 | Professional Sales: Principles and Practice | | | | | X | X | X | X | X | X | | | | | | X | | | X | | X | X |

| Code | Unit title | NOS | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | CFAMAR1 | CFAMAR2 | CFAMAR3 | CFAMAR4 | CFAMAR5 | CFAMAR6 | CFAMAR8 | CFAMAR9 | CFAMAR10 | CFAMAR11 | CFAMAR12 | CFAMAR13 | CFAMAR14 | CFAMAR15 | CFAMAR16 | CFAMAR17 | CFAMAR18 | CFAMAR20 | CFAMAR21 | CFAMAR22 | CFAMAR23 | CFAMAR24 |
| HX13 35 | Marketing Analysis and Planning | | | X | | X | X | | X | X | X | X | | | | X | X | | X | X | X | X | X |
| XDV8J 35 | Integrated Marketing Communications | | | X | | X | X | | X | X | X | | X | X | X | | X | | | | | X | X |
| HW06 35 | Marketing Research Applications | X | X | X | X | X | X | X | | X | X | | | | | | X | | | | | | |
| HC4A 35 | Marketing: Brand Management | | X | X | | X | X | | X | X | X | | X | X | X | | X | | | | X | X | X |
| HX48 35 | Marketing: Graded Unit 2 | | | X | | X | X | | X | X | X | X | X | | | X | X | | X | X | X | X | X |
| | | 1 | 2 | 3 | 4 | 5 | 6 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 20 | 21 | 22 | 23 | 24 |

| CFA No. | NOS Title |
|---|---|
| CFAMAR1 | Design and plan marketing research |
| CFAMAR2 | Collect marketing research data |
| CFAMAR3 | Analyse marketing research data |
| CFAMAR4 | Interpret and present marketing research findings |
| CFAMAR5 | Develop a customer insight strategy |
| CFAMAR6 | Implement and evaluate a customer insight strategy |
| CFAMAR8 | Obtain stakeholder feedback |
| CFAMAR9 | Develop a customer-focused organisation |
| CFAMAR10 | Ensure marketing activities comply with legal, regulatory and ethical requirements |
| CFAMAR11 | Assess market opportunities |
| CFAMAR12 | Create and evolve a marketing strategy for an organisation |
| CFAMAR13 | Develop brand strategy |
| CFAMAR14 | Manage brand identity |
| CFAMAR15 | Manage brand and corporate reputation |
| CFAMAR16 | Develop a marketing plan |
| CFAMAR17 | Identify market segments |
| CFAMAR18 | Implement an organisation's marketing plan |
| CFAMAR20 | Develop and implement pricing policy |
| CFAMAR21 | Support the identification of distribution channels |
| CFAMAR22 | Manage the product and/or service portfolio |
| CFAMAR23 | Develop a strategy and plan for marketing campaigns or activities |
| CFAMAR24 | Develop the creative content for a marketing campaign or activity |

## 5.3 Mapping of Core Skills development opportunities across the qualifications

This table outlines the Core Skills that will be developed in each mandatory unit.

**E = Embedded**    the Core Skill/Core Skill component is embedded within the unit which means that learners who achieve the unit will automatically have their Core Skills profile updated on their certificate.

**S = Signposted**    which means learners will be developing aspects of Core Skills through teaching and learning approaches but not enough to attract automatic certification.

| Unit code | Unit title | Communication | | | Numeracy | | ICT | | Problem Solving | | | Working with Others | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Written (Reading) | Written (Writing) | Oral | Using Number | Using Graphical Information | Accessing Information | Providing/Creating Information | Critical Thinking | Planning and Organising | Reviewing and Evaluating | Working Co-operatively with Others | Reviewing Co-operative Contribution |
| F7BX 34 | Marketing: An Introduction | S | S | S | | | | | S | S | S | | |
| HK55 34 | Advertising: The Advertising Industry | S | S | S | | | S | S | S | | S | | |
| HC2P 34 | Public Relations: Principles and Practice | S | S | S | | | S | S | S | | S | | |
| HH9T 34 | Marketing Research Theory | S | S | | S | | S | S | S | S | | | |
| HW09 34 | Marketing Planning: An Introduction | S | S | | S | S | S | S | S | S | S | | |
| HX3V 34 | Digital Marketing Communications: Website Tools and Techniques | S | S | | | | S | S | S | | | | |
| HH6C 34 | Digital Marketing Communications: Content Development | S | S | S | | | S | S | E | | S | | |

| Unit code | Unit title | Communication | | | Numeracy | | ICT | | Problem Solving | | | Working with Others | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Written (Reading) | Written (Writing) | Oral | Using Number | Using Graphical Information | Accessing Information | Providing/Creating Information | Critical Thinking | Planning and Organising | Reviewing and Evaluating | Working Co-operatively with Others | Reviewing Co-operative Contribution |
| HX47 34 | Marketing Communications: Graded Unit 1 | S | S | S | | | S | S | S | S | S | | |
| J5MA 34 | Consumer Behaviour and the Marketing Process | S | S | S | | | | | S | | S | | |
| HW05 35 | Professional Sales: Principles and Practice | S | S | S | | | S | S | E | E | E | S | |
| HX13 35 | Marketing Analysis and Planning | S | S | | S | S | S | S | S | S | S | | |
| DV8J 35 | Integrated Marketing Communications | S | S | S | | | S | | | | | | |
| HW06 35 | Marketing Research Applications | S | S | S | S | | E | E | E | E | E | | |
| HC4A 35 | Marketing: Brand Management | S | S | S | | | S | S | E | E | S | S | |
| HX48 35 | Marketing: Graded Unit 2 | S | S | S | | | S | | S | S | S | | |

## 5.4 Assessment strategy for the qualifications

Each unit specification includes evidence requirements and assessment guidance. The evidence requirements are mandatory but the majority of units do not stipulate the method of assessment to allow centres flexibility to provide more creative or innovative forms of assessment. The table below provides details of the suggested assessment methods.

| Unit | | Assessment | | |
|---|---|---|---|---|
| | | Outcome 1 | Outcome 2 | Outcome 3 |
| F7BX 34 | Marketing: An Introduction | Open-book. Structured questions or case study or project. | Open-book. Structured questions or case study or project. | |
| HK55 34 | Advertising: The Advertising Industry | Open-book. This unit could be assessed holistically by a portfolio of evidence covering all three outcomes or could be assessed outcome by outcome. Each outcome could be assessed by means of a short report/document and/or a presentation. | | |
| HC2P 34 | Public Relations: Principles and Practice | Open-book. Extended responses to a range of structured questions. | Production of a range of PR materials. | |
| HH9T 34 | Marketing Research Theory | The explanatory nature of Outcome 1 lends itself to an assessment along the lines of a set of structured questions requiring extended responses, completed under controlled conditions. | Restricted open-book and supervised conditions. Extended responses on various research methodologies. | Justification of sampling method and design of a questionnaire for the research project. |
| HW09 34 | Marketing Planning: An Introduction | Closed-book. Responses to questions. | Closed-book. Responses to questions. | Open-book. Production of internal and external audit; and SWOT analysis. |
| HX3V 34 | Digital Marketing Communications: Website Tools and Techniques | Open-book. Responses to set of restricted response questions — by e-assessment. Or integrated with Outcomes 2 and 3 in the form of a client presentation. | Open-book. Responses to set of restricted response questions — by e-assessment. Or integrated with Outcomes 1 and 3 in the form of a client presentation. | Creation of a website using a CMS system template Could be integrated with Outcomes 1 and 2 in the form of a presentation to a client showcasing their proposed website. |

| Unit | Assessment | | |
|---|---|---|---|
| | **Outcome 1** | **Outcome 2** | **Outcome 3** |
| HH6C 34 Digital Marketing Communications: Content Development | Open-book. Theoretical evidence covering the importance of social media in marketing and the development of a social media marketing plan — by e-assessment. Practical evidence covering the creation of three social media platforms. | Open-book. Theoretical evidence covering the importance of SEO — by e-assessment. Creation of website content and links to designated websites. | Open-book. Practical evidence of the use of website analytical tools. Report or presentation summarising website and social media analytics findings. |
| HX47 34 Marketing Communications: Graded Unit 1 | Practical assignment (project) completed under open-book conditions. The project task involves the production of an outline proposal for a marketing communications campaign in response to a client brief including a presentation. | | |
| J5MA 34 Consumer Behaviour and the Marketing Process | Set of structured questions based on a case study or other piece of stimulus material. | Set of structured questions based on a case study or other piece of stimulus material. | |
| HW05 35 Professional Sales: Principles and Practice | Open-book. Responses to questions or a report. | Open-book Research and development of a business prospect brief for an organisation. | Sales presentation to a business buyer for an organisation. |
| HX13 35 Marketing Analysis and Planning | Open-book. Analytical report or presentation | Open-book. Analytical report or presentation | Production of a marketing plan building from Outcomes 1 and 2. |
| DV8J 35 Integrated Marketing Communications | Open or Closed-book. Restricted response questions. | Open-book. Questions based on a case study or stimulus material covering various marketing communications models and theories. | Open-book. Production of two integrated marketing communications plans suited to two different industry contexts. |

| Unit | Assessment | | |
|---|---|---|---|
| | **Outcome 1** | **Outcome 2** | **Outcome 3** |
| HW06 35 Marketing Research Applications | Open-book.<br>All three outcomes can be assessed holistically by an assignment or a project or individually.<br><br>If assessing individually the assessment could take the form of the learner undertaking qualitative research and outlining the outcomes either through an oral presentation or wiki or a blog. | Open-book.<br>All three outcomes can be assessed holistically by an assignment or a project or individually.<br><br>If assessing individually the assessment could take the form of the learner constructing a digital, online questionnaire appropriate to a brief. | Open-book.<br>All three outcomes can be assessed holistically by an assignment or a project or individually.<br><br>If assessing individually the assessment could take the form of a presentation detailing the questionnaire findings. |
| HC4A 35 Marketing: Brand Management | Open-book.<br>Assessment covering the fundamental theory of branding can take a variety of formats, such as blogs, wiki or a report. | Open-book.<br>Assessment covering the knowledge of creating successful brands through the use of multi-media techniques can take a variety of formats, such as blogs, wiki or a report. | Open-book.<br>Creation of a proposal for an online media campaign. Learners can be assessed on an individual basis or as part of a group. |
| HX48 35 Marketing: Graded Unit 2 | Assessment for this unit is a practical assignment which relates to planning, developing and evaluating a response to case study materials. Learners are required carry out a marketing audit and produce a one-year marketing plan at an operational level for an organisation. | | |

# 6 Guidance on approaches to delivery and assessment

The HNC in Marketing Communications and HND in Marketing are designed for learners who want to progress to HE or enter employment in a wide range of marketing careers. These group awards have been designed to enable learners to develop the skills to enter at trainee manager or executive level posts in a wide variety of private and public organisations, where job opportunities exist in both in-house departments and specialist agencies in marketing, market research, selling and promotion.

These group awards aim to develop the learner's practical, interpersonal and social skills which stakeholders have identified as important requirements.

These group awards also prepare learners for progression to a range of further programmes of study either in HE or professional qualifications as outlined earlier.

## 6.1 Sequencing/integration of units

The units across the HNC in Marketing Communications and HND in Marketing have been sequenced to allow the learners to progress from a basic initial understanding of marketing and marketing communications to then develop a greater understanding of the role and function of marketing in industry. Indeed, the HND in Marketing places increased emphasis on providing the opportunity to apply the theory by developing practical skills in research, analysis and planning. With this in mind, the graded unit assessments take the form of a practical assignment for both the HNC and the HND.

In the HNC Marketing Communications, it is recommended that units delivering introductory knowledge and skills in marketing and marketing communications are delivered early on in the programme.

Such units are:

♦ *Marketing: An Introduction*
♦ *Marketing Research Theory*
♦ *Advertising: The Advertising Industry*
♦ *Public Relations: Principles and Practice*
♦ *Marketing Planning*

From an early stage, and throughout the programme, there are opportunities to develop appropriate ICT skills, particularly in marketing communications across a range of units in the programme, eg this can be done through using ICT to access relevant marketing communications information and using appropriate software to create websites, content, marketing information, assessment materials, etc.

In the HND in Marketing, it is recommended the following units are delivered early:

♦ *Marketing Analysis and Planning*
♦ *Marketing Research Applications*
♦ *Integrated Marketing Communication*

Learners need to be made aware that the rapid growth of digital media has had a significant impact on marketing and that new forms of digital marketing techniques and platforms will be emerging all the time. It is important to ensure that where appropriate, learners are made aware of and introduced to the benefits of different forms of digital marketing. However, while covering these areas, teaching should emphasise the need for digital techniques to be integrated with more traditional marketing communication techniques.

Learners are likely to be very familiar with and use, for example, social media, blogs etc. Teaching should therefore include the professional use of digital media, as well as the importance and advantages of these in the business context — such as obtaining real-time feedback; use of SEO; analytics; facilitating anywhere/anytime marketing; helping get a deeper understanding of consumer behaviour, etc.

The HNC in Marketing Communications and HND in Marketing place a greater emphasis on a holistic approach to assessment — with either combinations of Outcomes assessed together or entire Units being assessed — to allow the learners to participate in the learning process in a holistic way. The unit specifications in the HNC and the HND therefore include guidance on assessment which can include both open and closed-book assessments; e-assessment and practical exercises including the use of the internet for social networking.

The graded units, as well as encapsulating the key aims of both qualifications, provide the opportunity for learners to integrate and apply the knowledge and skills learned from individual units. For this reason, it is recommended that both graded units should be delivered during the second half of each academic year.

It is recommended that throughout the delivery of the awards, centres should encourage learners to develop creative, innovative and entrepreneurial skills which are so important to the future growth of both the sector and the wider economy. Also, to give learners maximum benefit from the HNC and the HND, centres should consider ongoing relevant industry contact (eg visiting lectures from industry professionals) with particular emphasis on the fast-changing environment of digital marketing and social media communications.

**Further guidance on delivery and assessment can be found at Appendix 1.**

## 6.2    Recognition of prior learning

SQA recognises that learners gain knowledge and skills acquired through formal, non-formal and informal learning contexts.

In some instances, a full group award may be achieved through the recognition of prior learning. However, it is unlikely that a learner would have the appropriate prior learning and experience to meet all the requirements of a full group award.

The recognition of prior learning may **not** be used as a method of assessing in the following types of units and assessments:

♦   HN Graded Units
♦   Course and/or external assessments
♦   Other integrative assessment units (which may or not be graded)
♦   Certain types of assessment instruments where the standard may be compromised by not using the same assessment method outlined in the unit
♦   Where there is an existing requirement for a licence to practice
♦   Where there are specific health and safety requirements
♦   Where there are regulatory, professional or other statutory requirements
♦   Where otherwise specified in an assessment strategy

More information and guidance on the *Recognition of Prior Learning* (RPL) may be found on our website **www.sqa.org.uk**.

The following sub-sections outline how existing SQA unit(s) may contribute to this group award. Additionally, they also outline how this group award may be recognised for professional and articulation purposes.

## 6.2.1  Articulation and/or progression

Progression routes from further education into university have become harmonised over recent years. Many universities and FE colleges have concluded formal arrangements for articulation. Where 'matching' degree programmes exist, it is now generally standardised as second year entry for HNC learners and third year entry for HND learners. Generally, universities are looking for at least 'B' passes in graded units.

The HNC in Marketing Communications and HND in Marketing can provide entry variously into 2nd and 3rd year of degree programmes. However, some university degree programmes require specific subjects to be included in the award; for example — economics, finance or management subjects. These group awards therefore provide a range of optional units in order to accommodate these requirements. Other universities will consider entry on an individual basis.

A large number of related degree programmes are offered at a range of HE institutions throughout Scotland and these are listed below.

| University | Degree Programme |
|---|---|
| Edinburgh Napier University | BA (Hons) Communication, Advertising and PR<br>BA (Hons) Marketing Management<br>BA (Hons) Marketing Management with Consumer Studies<br>BA (Hons) Marketing Management with Entrepreneurship<br>BA (Hons) Marketing Management with Languages<br>BA (Hons) Marketing with Digital Media |
| Glasgow Caledonian University | BA (Hons) Marketing<br>BA (Hons) Media<br>BA (Hons Multimedia Journalism<br>BA (Hons) Social Science and Media<br>BA (Hons) International Retail Marketing<br>BA (Hons) International Fashion Branding<br>BA (Hons) International Marketing<br>BA (Hons) International Business and Marketing |
| Heriot-Watt University | BA Business with Marketing |
| Queen Margaret University | BA/BA (Hons) Public Relations, Marketing and Events |
| Robert Gordon University | BA (Hons) Public Relations<br>BA Management with Marketing |
| University of Abertay, Dundee | BA (Hons) Marketing and Business |
| University of Dundee | MA Business Economics and Marketing |

| University | Degree Programme |
|---|---|
| University of Stirling | BA Marketing<br>BA Digital Media |
| University of Strathclyde | BA Marketing |
| University of the West of Scotland | BA Marketing |

## 6.2.2  Professional recognition

Successful learners could also progress to qualifications from a range of professional bodies in this area, eg:

♦ Certificate and/or Diploma and/or Digital Diploma in Professional Marketing (CIM)
♦ Diploma in Digital Marketing (CAM)
♦ Institute of Direct and Digital Marketing (IDM) qualifications

## 6.2.3  Transitional arrangements

As the aims and content of the previous and revised group awards are broadly the same, learners in the transitional phase should not be adversely affected. The following outlines possible scenarios and ways of crediting learners' previous achievement:

♦ Learners who have been certificated for the current HNC in Marketing (GC81 15) will be able to complete the current HND in Marketing (GC83 16) using either current or revised units. The current HND Marketing (GC83 16) framework will incorporate the revised units where these have been identified as a direct replacement.
♦ Where learners have partially completed the previous HNC in Marketing (GC81 15) via a number of discrete units, credit transfer will need to be agreed on a unit-by-unit basis.
♦ Where learners have partially completed the previous HND in Marketing (GC83 16) via a number of discrete units, credit transfer will need to be agreed on a unit-by-unit basis.

## 6.2.4  Credit transfer

Credit transfer can be given where there is broad equivalence between the subject-related content of the unit (or combination of units). Learners who are given credit transfer between the previous HN Units and new/revised HN Units must still satisfy all other conditions of SQA's HN Design Principles, including the mandatory units and the correct number of credits at the correct SCQF level.

Guidance on unit-by-unit credit transfer of the marketing units is given in the following table — which lists current and old units with their credit transfer conditions. Decisions about credit transfer is subject to the centre's internal verification processes.

| Title of new unit (credit value in brackets) | Title of old unit (credit value in brackets) | Credit transfer conditions (credit value in brackets) |
|---|---|---|
| Advertising: The Advertising Industry HK5534 (1) | Advertising: The Advertising Industry DV7234 (1) | Full transfer |
| Public Relations: Principles and Practice HC2P34 (1) | Public Relations: Principles and Practice FK8N34 (1) | Full transfer |
| Public Relations: Strategic Analysis, Planning and Application HC4935 (2) | Public Relations: Strategic Analysis, Planning and Application FM1035 (2) | Full transfer |
| Marketing Research Theory HH9T34 (1) | Marketing Research Theory FK8M 34 (1) | Full transfer |
| Marketing Research Applications HW0635 (1) | Marketing Research Applications FK8L35 (1) | Full transfer |
| Marketing Communications: An Introduction HC2R34 (2) | Principles of Promotional DV8V34 (2) | Full transfer |
| Professional Sales: Principles and Practices (1) HW0535 | Principle and Practice of Selling DG6W34 (1) | Outcome 3 only |
| Marketing Analysis and Planning HX1335 (1) | Marketing Planning Process DV8N35 (1) | Full transfer |
| Marketing Communications: Investigation HW0435 (2) | Industrial Investigation DV7935 (2) | Full transfer |
| Direct Marketing HP8G35 (1) | Direct Marketing FK8J35 (1) | Full transfer |
| Marketing: Brand Management HC4A35 (1) | Marketing Brand Management DV8M35 (1) | Full transfer |

**Apart from the graded units, all other existing marketing communications and marketing mandatory and optional units remain unchanged.**

## 6.3    Opportunities for e-assessment

There are opportunities for parts of this programme to be delivered by e-learning/e-assessment such as the use of e-portfolios, wikis, blogs, etc.

SQA is working with centres to produce e-assessments for two mandatory units, ie *Digital Marketing Communications: Website Tools and Techniques* and *Digital Marketing Communications: Content Development*. These will be available from SOLAR which is SQA's e-Assessment service. SOLAR uses secure onscreen assessment solutions called SecureAssess, which is now the UK's leading e-assessment solution and only requires a browser and internet access. More information on SOLAR can be found at the following link: www.sqasolar.org.uk

## 6.4    Support materials

SQA, in co-operation with centres, is producing a wide range of Assessment Support Packs (ASPs) for the mandatory units of both the HNC and the HND. As well as assisting individual assessors/tutors to make assessment decisions, these ASPs help ensure consistency and standardisation of assessment across centres. And as outlined above, SQA are working with centres to produce e-assessments for *the Digital Marketing Communications Website Tools and Techniques* and *Digital Marketing Communications: Content Development* units.

## 6.5　Resource requirements

Centres should ensure that they have the appropriate resources and equipment to deliver these group awards. In particular, suitably qualified staff with up to date knowledge and expertise in traditional and digital areas of marketing. It is also important that centres provide the necessary IT equipment and software required to support the delivery of these group awards.

# 7　General information for centres

### Equality and inclusion

The unit specifications making up this group award have been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners will 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**.

### Internal and external verification

All instruments of assessment used within this/these qualification(s) should be internally verified, using the appropriate policy within the centre and the guidelines set by SQA.

External verification will be carried out by SQA to ensure that internal assessment is within the national guidelines for these qualifications.

Further information on internal and external verification can be found in *SQA's Guide to Assessment* **(www.sqa.org.uk/GuideToAssessment)**.

# 8    Glossary of terms

**Embedded Core Skills:** is where the assessment evidence for the unit also includes full evidence for complete Core Skill or Core Skill components. A learner successfully completing the unit will be automatically certificated for the Core Skill. (This depends on the unit having been successfully audited and validated for Core Skills certification.)

**Graded unit:** Graded units assess learners' ability to integrate what they have learned while working towards the units of the group award. Their purpose is to add value to the group award, making it more than the sum of its parts, and to encourage learners to retain and adapt their skills and knowledge.

**Group award:** An alternative term which can be used for qualification.

**SQA credit value:** The credit value allocated to a unit gives an indication of the contribution the unit makes to an SQA group award. An SQA credit value of 1 given to an SQA unit represents approximately 40 hours of programmed learning, teaching and assessment.

**SCQF:** The Scottish Credit and Qualification Framework (SCQF) provides the national common framework for describing all relevant programmes of learning and qualifications in Scotland. SCQF terminology is used throughout this guide to refer to credits and levels. For further information on the SCQF visit the SCQF website at **www.scqf.org.uk**.

**SCQF credit points:** SCQF credit points provide a means of describing and comparing the amount of learning that is required to complete a qualification at a given level of the Framework. One National Unit credit is equivalent to 6 SCQF credit points. One National Unit credit at Advanced Higher and one Higher National Unit credit (irrespective of level) is equivalent to 8 SCQF credit points.

**SCQF levels:** The level a qualification is assigned within the framework is an indication of how hard it is to achieve. The SCQF covers 12 levels of learning. HNCs and HNDs are available at SCQF levels 7 and 8 respectively. Higher National Units will normally be at levels 6–9 and Graded Units will be at level 7 and 8. National Qualification Group Awards are available at SCQF levels 2–6 and will normally be made up of National Units which are available from SCQF levels 2–7.

**Signposted Core Skills:** refers to opportunities to develop Core Skills arise in learning and teaching but are not automatically certificated.

# History of changes

It is anticipated that changes will take place during the life of the qualification and this section will record these changes. This document is the latest version and incorporates the changes summarised below. Centres are advised to check SQA's APS Navigator to confirm they are using the up to date qualification structure.

**NOTE:**     Where a Unit is revised by another unit:

♦   No new centres may be approved to offer the unit which has been revised.
♦   Centres should only enter learners for the unit which has been revised where they are expected to complete the unit before its finish date.

| Version Number | Description | Date |
|---|---|---|
| 08 | **Revision of unit:**  J3J2 34 Law and the Media has been revised by J7GH 34 Media and the Law. The HN unit: Law and the Media J3J2 34 will finish on 31/07/2025. | 19/06/23 |
| 07 | **Addition of Unit:** HT9W 34 Social Media has been added as an optional unit to the HND Framework | 13/07/22 |
| 06 | **Addition of Units:** Big Data (H8W8 34) added to HNC and HND frameworks as an Optional unit. Social Media (HT9W 34) added to HNC framework as an Optional unit. | 26/11/21 |
| 05 | **Revision of Units:** DG6L 34 Consumer Behaviour and the Marketing Process (finish date 31/072023) has been replaced by J5MA 34 Consumer Behaviour and the Marketing Process (start date 01/08/2021) for both Frameworks | 24/08/21 |
| 04 | **Revision of Units:** F7J6 35 Economics 1: Micro and Macro Theory and Application (finish date 31/072023) has been replaced by J56G 35 Economics 1: Micro and Macro Theory and Application (start date 0108/2021) for both frameworks | 25/01/21 |
| 03 | **Revision of units**: HP8D 34 Advertising: Media Sales and Buying, HC2N 35 Advertising: Media Research and DH4C 34 Media Analysis: Advertisements added as optional units available to the HND in Marketing (GN5J 16) framework. | 17/08/20 |
| 02 | **Revision of Unit:** F7J8 34 Economics Issues: An Introduction (finished 31/07/2021) has been replaced by J462 34 Economics Issues: An Introduction (start date 01/08/2020) for both frameworks | 26/04/20 |
|  |  |  |
|  |  |  |
|  |  |  |

# Acknowledgement

# 9     General information for learners

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

The HNC in Marketing Communications and the HND in Marketing are designed to provide you with the knowledge, understanding and skills to help you gain employment in the marketing (or related) sector or to progress to higher education (HE) and/or professional body qualifications.

**HNC in Marketing Communications**

This qualification at SCQF level 7 offers a blend of traditional and digital marketing subjects such as the 4 Ps of marketing, traditional advertising (eg in newspapers), developing professional press releases, use of social media, development of websites and web content, SEO and analytics, etc. The mandatory section includes the following subjects:

♦   Marketing (the 4 Ps)
♦   Advertising
♦   Public Relations (PR)
♦   Market research
♦   Digital marketing communications (including web tools, techniques and content development)
♦   Marketing planning

It also offers you units in other relevant marketing topics, as well as wider areas such as, business, economics, law, management, etc. Your centre will provide you with details of the optional units available in addition to the mandatory subjects.

**HND in Marketing**

This qualification builds on the HNC in Marketing Communications — but this time focuses on developing skills in both traditional and digital marketing research, analysis and planning, consumer behaviour, sales/selling and brand management. This is therefore a higher level award, ie SCQF level 8 which is comparable with 2nd year of a degree programme. In addition to the topics covered in the HNC in Marketing Communications, the mandatory section also covers areas such as:

♦   Marketing planning and analysis
♦   Marketing research applications
♦   Consumer behaviour
♦   Selling
♦   Integrated marketing communications
♦   Brand management
♦   Application of digital techniques in marketing

Again, there is a range of optional units which cover relevant marketing and wider subjects, such as project management, customer service, enterprise, supply chain/logistics, etc.

There is a wide range of assessments involved in both of these qualifications, ranging from production of reports (eg on marketing research you have undertaken), responding to questions and case study materials, production of marketing plans, doing presentations, developing e-portfolios of evidence, etc. And again, your centre will outline clearly all assessments arrangements.

Both awards include a graded unit, which are designed to assess your ability to retain and integrate the knowledge and skills gained in the awards and also, to grade your achievement. There are three grades:

A — if you achieve 70% or over
B — if you achieve between 60% and 69%
C — if you achieve between 50% and 59%

For the HNC in Marketing Communications, the graded unit is a project in the form of a practical assignment in which you will undertake research and produce and present proposals for an Advertising and PR campaign.

For the HND in Marketing, the graded unit project is in the form of a case study, where you will review an organisation's current position in the market, carry out a marketing audit and develop an appropriate one-year marketing plan for the organisation, justifying your decisions, etc.

Depending on how your centre delivers and assesses these qualifications, there will be many opportunities for you to develop Core Skills — in particular in *Communication, Problem Solving, Numeracy* and *Information and Communication Technology (ICT)*. And where you work in groups or pairs, there will also be opportunities to develop Core Skills in *Working with Others*.

Good luck with your studies.

# Appendix 1: Recommended Delivery Schedule — HNC in Marketing Communications and HND in Marketing

| HNC in MARKETING COMMUNICATIONS — (HND YEAR 1) | | | HND MARKETING in — (HND YEAR 2) | | |
|---|---|---|---|---|---|
| **Block 1** | **Block 2** | **Block 3** | **Block 1** | **Block 2** | **Block 3** |
| **Marketing: An Introduction** | **Marketing Planning: An Introduction** | **Graded Unit 1 (1 credit)** | **Marketing Analysis and Planning** | **Graded Unit 2 (2 Credits)** | |
| **Advertising: The Advertising Industry** | Option 1: | Option 2: | **Integrated Marketing Communications (2 credits)** | | Option 7: |
| **Public Relations: Principles and Practice** | **Digital Marketing Communications: Website Tools and Techniques** | **Digital Marketing Communications: Content Development** | **Marketing Research Applications** | **Marketing: Brand Management** | Option 8: Sales Planning |
| **Marketing Research Theory** | **Consumer Behaviour and the Marketing Process** | Option 3: | **Professional Sales: Principles and Practice** | Option 9: Marketing Relationships | Option 10: Contemporary Marketing Issues |
| Option 4: An Introduction to Financial Accounting Statements | Option 5: Economic Issues: An Introduction | Option 6: Economics 1: Micro and Macro Theory | Option 11: International Marketing: An Introduction | Option 12: International Marketing: The Mix | Option 13: |

**NB**: It is not compulsory to deliver the options suggested above. The project based graded units could also be timetabled to be spread over the whole academic session, eg the *Graded Unit 1* could also be timetabled for one hour per week and the *Graded Unit 2* for two hours per week across the whole year.

The above recommended HNC delivery schedule outlines a programme for full-time learners who are likely to be completing 15 credits rather than 12 credits.