Open Awards Qualification Unit

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1 Unit Details

Unit Title:	Principles of Digital Marketing
QAC Code:	D/502/9931
Level:	Level 2
Credit Value:	5
Minimum GLH:	40

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):	
1. Understand the role of digital marketing	1.1	Explain the role of digital marketing within the overall marketing strategy
	1.2	Explain the strengths and weaknesses of digital marketing
	1.3	Explain the importance of targeted digital marketing
	1.4	Describe the sources of data lists for use in targeting customers and potential customers
	1.5	Explain the legal requirements and implications of digital marketing
	1.6	Describe the importance of digital data capture systems for digital marketing
2. Understand the use of search engine optimisation (SEO)	2.1	Describe the use of SEO
	2.2	Explain the importance of SEO
	2.3	Explain the advantages and disadvantages of links to other websites
3. Understand the requirements of marketing research using the internet	3.1	Explain how to use search-related internet facilities to enable the identification and retrieval of targeted information

		3.2	Explain the advantages and disadvantages of different internet data collection sources
		3.3	Explain the importance of confirming the accuracy of information retrieved from the internet
4.	Understand the uses of digital marketing devices and messages	4.1	Describe the potential uses of a Customer Relationship Management (CRM) system
		4.2	Explain the importance of data cleansing
		4.3	Describe the use of digital marketing devices
		4.4	Describe the use of digital response systems
		4.5	Explain the advantages and disadvantages of different tracking systems
5.	Understand how to use digital technology for marketing purposes	5.1	Explain how to use a CRM system
		5.2	Explain how to maintain the currency and accuracy of digital databases
		5.3	Explain the advantages and disadvantages of different digital technologies
		5.4	Describe the importance of tailoring messages to different digital media
		5.5	Explain the potential for marketing to social networking sites
		5.6	Explain how to prevent marketing messages being identified as "spam"