

Open Awards Qualification Unit



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1 Unit Details

Unit Title:	Principles of Digital Marketing
Unique Reference Number:	D/615/9704
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 For a chosen organisation, explain the role of digital marketing in overall marketing strategy
	1.2 Explain the possible strengths and weaknesses of digital marketing
	1.3 Explain the importance of targeted digital marketing
	1.4 Explain the legal implication of acquiring, using and sharing marketing data/ customer information
	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 Give an example of SEO
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 a minimum of 2 ways a targeted customer could consume digital marketing communications
	4.4	Describe the use of digital response systems
	4.5	Explain the advantages and disadvantages of different tracking systems
	4.6	Identify a minimum of 3 pieces of software which could be used in digital marketing efforts
5. Understand how to use digital technology for marketing purposes	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 and limitations of tailoring messages to different digital media
	5.5	Explain the potential for marketing via social networking sites
	5.6	Explain how to prevent marketing messages being identified as “spam”