

Open Awards Qualification Unit



This unit forms part of a regulated qualification. Click [here](#) to view qualifications.

1 Unit Details

Unit Title:	Use Digital and Social Media in Marketing Campaigns
Unit Reference Number:	L/507/5318
Level:	Level 2
Credit Value:	2
Minimum GLH:	7

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand planning requirements for the use of digital and social media	1.1 Describe the importance of the objectives and budget for digital and social media marketing aligning with the marketing plan
	1.2 Describe how to identify the nature and location of target customers
	1.3 Describe sources of information about the nature and location of target customer groups
	1.4 Explain the implications of retention and acquisition programmes as they affect the choice of digital/social media
	1.5 Explain how to reach target customers in accordance with the plan
	1.6 Explain the requirements of a data collection and reporting system that is capable of capturing the information required by the plan
	1.7 Explain the importance of agreeing the message that conveys the marketing proposition
2. Be able to market to target customers using digital and social media	2.1 Ensure marketing messages are distributed in accordance with the plan

2.2 Ensure that digital/social media marketing is conducted in accordance with legal regulatory and industry requirements and standards

2.3 Explain how to address problems in accordance with the plan