OCR
Oxford Cambridge and RSA

Unit Title:	Principles of digital marketing
OCR unit number:	56
Level:	2
Credit value:	5
Guided learning hours:	40
Unit reference number:	D/502/9931

Unit aim and purpose

This unit aims to develop knowledge and understanding of digital marketing. Upon completion of this unit, learners will have developed an understanding of the role of digital marketing, and of how digital technology is used for marketing purposes.

Learning Outcomes	**Assessment Criteria**
The Learner will:	**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

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Learning Outcomes	Assessment Criteria
	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”

Assessment

This unit is internally assessed by centre staff and externally verified by OCR Assessors.

Guidance on assessment

Skills CFA Assessment Strategy Competence units (S/NVQ)

Additional information

For further information regarding administration for this qualification, please refer to the OCR document ‘*Admin Guide: Vocational Qualifications’ (A850)* on the OCR website www.ocr.org.uk .

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