Unit title	Digital Marketing Metrics and Analytics 1
SQA code	H8PP 04
SCQF level	7
SCQF credit points	6
SSC Ref	N/A

History of changes

Publication date: March 2015

Version: 01

Version number	Date	Description	Authorised by

Title	Digital Marketing Metrics and Analytics 1

Learning Outcomes **The candidate will:**	Assessment Criteria **The candidate can:**
1 Understand the sales funnel in digital marketing.	1.1 Describe the stages of the customer experience of the sales funnel. 1.2 Explain the effects of a range of factors on sales funnel conversion rates.
2 Understand how metrics of digital marketing are generated.	2.1 Describe customer experience of different sales journeys. 2.2 Select data required to evaluate success Key Performance Indicators (KPIs). 2.3 Explain the importance of statistically significant data. 2.4 Describe tools used for tracking data. 2.5 Add tracking tools to a campaign. 2.6 Describe how tracking data is viewed.
3 Understand how analytics can be used to optimise digital marketing campaigns.	3.1 Describe features of analytic software. 3.2 Describe how to customise analytics reporting technology for digital marketing campaigns. 3.3 Analyse digital marketing campaign data for insights and trends. 3.4 Describe methods for testing digital marketing campaigns. 3.5 Suggest methods for optimising digital marketing campaigns.

Additional information about the Unit
Unit purpose and aim(s)
This Unit is designed to develop the candidates knowledge and understanding of digital marketing metrics and analytics. Candidates will understand how digital marketing metrics are generated and how analytics can be used to optimise an organisation's digital marketing campaigns.
Details of the relationship between the Unit and relevant national occupational standards (if appropriate)
N/A
Details of the relationship between the Unit and other standards or curricula (if appropriate)
N/A
Assessment requirements specified by a sector or regulatory body (if appropriate)
N/A

Assessment (evidence) Requirements

This Unit is designed to assess the knowledge, understanding and skills of candidates in the workplace context and can be assessed on or off-the-job. Candidates must cover all the Learning Outcomes and Assessment Criteria.

Candidates may be able to prove their occupational knowledge and understanding through performance in the workplace. In addition to performance, questioning may be used to:

♦ confirm knowledge and understanding where it is not apparent from performance
♦ address gaps in knowledge and understanding in performance
♦ authenticate evidence by asking candidates to explain part of the evidence and/or describe the process of producing it

Evidence is likely to be presented in the form of a portfolio.

Guidance on Instruments of Assessment

Appropriate Instruments of Assessment for assessing candidates' underpinning knowledge and understanding include:

♦ Oral questions
♦ Written questions
♦ Multiple-choice questions
♦ Case studies
♦ Assignments
♦ Professional discussion/Personal statement
♦ Observation
♦ Product evidence
♦ Witness testimony

The choice of method should reflect any special assessment requirements candidates may have. For example, some candidates do not respond well to written questions — in any case, it is important to ensure that the appropriate reading level is used.

SQA's Guide to Assessment provides further information on appropriate Instruments of Assessment. This guide is designed to provide support for everyone who assesses for SQA qualifications. It looks at the principles of assessment, and brings together information on assessment in general as well as on best practice in assessment. The Guide to Assessment can be downloaded free from SQA's website **www.sqa.org.uk**.