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| **Core Skills Signposting** |
| **Qualification Title(s)** | SVQ in Digital Marketing at SCQF Level 7 |
| **Developed by** | Instructus  |
| **Approved by ACG** | 22/03/2023 |
| **Version**  | 1 |

## Introduction

Core Skills signposting indicates if there are opportunities within units to develop Core Skills in the workplace to a specified SCQF level. The signposting document should also acknowledge where there are no opportunities to develop Core Skills. This signposting can be used by providers and assessors to plan the development and assessment of Core Skills.

The five Core Skills are:

* Communication
* Information and Communication Technology
* Numeracy
* Problem Solving
* Working with Others

\*SSO may insert additional introductory text to contextualise the core skills signposting to their sector\*

**Key:**

|  |  |
| --- | --- |
| / | No coverage |
|  | Some or partially coverage |
|  | Full coverage |

## Core Skills Signposting

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| Qualification or Suite Title: SVQ in Digital Marketing at SCQF Level 7 |
| URN | Unit title | C | ICT | N | PS | WWO |
| SFJ HA203 | Manage personal development and reflect on current practice | 6 | 6 | / | 6 | 6 |
| INSDGM008 | Develop skills and competencies about social media channels and digital platforms | 5 | 6 | / | / | 5 |
| INSDGM006 | Promote content through social media channels, CRM systems and digital platforms | 5 | 6 | / | 5 | 5 |
| INSDGM003 | Comply with ethical, legal, regulatory requirements and codes of practice in digital marketing | 6 | 5 | / | 6 | 5 |
| INSDGM001 | Develop and implement digital marketing strategies | 6 | 6 | 5 | 5 | 6 |
| INSDGM004 | Write and create content for multiple digital platforms | 6 | 6 | 5 | 5 | 6 |
| INSDGM010  | Manage, evaluate and report on digital marketing campaigns | 6 | 6 | 5 | 6 | 6 |
| INSDGM011 | Use analytical tools to evaluate performance of digital marketing activities | 6 | 6 | 5 | 6 | 6 |
| INSMAR004 | Develop, implement and evaluate a customer insight strategy | 6 | 5 | 4 | 5 | 6 |
| INSMAR005 | Develop and maintain marketing information systems | 6 | 6 | / | 6 | 5 |
| TECHDUOC2 | Plan and manage social media collaboration activities | 6 | 6 | / | 5 | 6 |
| TECHDUPP2 | Create enhanced digital presentations | 5 | 6 | / | / | 5 |
| TECHDUDL1 | Undertake digital skills learning and development activities | 6 | 6 | / | / | 5 |
| TECHDUBI2 | Produce data visualisations to support business insights | 5 | 6 | 5 | 5 | 5 |
| TECHDUDC2 | Create and update web pages | 5 | 6 | / | / | 5 |
| TECHDUDM1 | Create digital images | 5 | 6 | / | / | 5 |
| TECHDUDM2 | Create enhanced digital media assets | 5 | 6 | / | / | 5 |
| TECHDUDM3 | Produce advanced digital media assets | 5 | 6 | / | / | 5 |
| INSMAR002 | Collect and analyse marketing research data | 6 | 6 | 5 | 6 | 6 |
| INSBA021 | Carry out and analyse research | 5 | / | 5 | 6 | 5 |
| INSMAR011  | Develop brand strategy | 6 | / | / | 5 | 6 |
| INSMAR012 | Manage brand identity and corporate reputation | 6 | / | / | 6 | 6 |

*All numbers refer to SCQF level – any blanks indicate no opportunity.*