

Group Award Title: SVQ in Digital Marketing at SCQF level 7

Group Award Code: GV45 23

SCQF overall credit: Minimum: 42 Maximum: 58

To attain the qualification, candidates must complete eight units. This consists of:

* four mandatory units.
* four optional units.

Please note the table below shows the SSC identification codes listed alongside the corresponding SQA unit codes. It is important that SQA unit codes are used in all your recording documentation, and when your results are communicated to SQA.

# Mandatory units: Candidates must complete all four units

| **SQA code** | **SSC code** | **Title** | **SCQF****level** | **SCQF****credits** | **SQA****credits** |
| --- | --- | --- | --- | --- | --- |
| J6SN 04 | SFJ HA203 | [Manage Personal Development and Reflect on Current Practice](https://www.sqa.org.uk/files/aq/J6SN04.pdf) | 7 | 8 |  |
| J6X3 04 | INSDGM008 | [Develop Skills and Competencies About Social Media Channels and Digital Platforms](https://www.sqa.org.uk/files/aq/J6X304.pdf) | 6 | 6 |  |
| J7W8 04 | INSDGM006 | [Promote Content Through Social Media Channels, CRM Systems and Digital Platforms](https://www.sqa.org.uk/files/aq/J7W804.pdf) | 7 | 7 |  |
| J7W9 04 | INSDGM003 | [Comply with Ethical, Legal, Regulatory Requirements and Codes of Practice in Digital Marketing](https://www.sqa.org.uk/sqa/files/aq/J7W904.pdf) | 5 | 4 |  |

# Optional units: Total of four units to be completed

| **SQA code** | **SSC code** | **Title** | **SCQF****level** | **SCQF****credits** | **SQA****credits** |
| --- | --- | --- | --- | --- | --- |
| J7WA 04 | INSDGM001 | [Develop and Implement Digital Marketing Strategies](https://www.sqa.org.uk/sqa/files/aq/J7WA04.pdf) | 8 | 8 |  |
| J7WC 04 | INSDGM004 | [Write and Create Content for Multiple Digital Platforms](https://www.sqa.org.uk/sqa/files/aq/J7WC04.pdf) | 7 | 7 |  |
| J7WD 04 | INSDGM010 | [Manage, Evaluate and Report on Digital Marketing Campaigns](https://www.sqa.org.uk/sqa/files/aq/J7WD04.pdf) | 8 | 7 |  |
| J7WE 04 | INSDGM011 | [Use Analytical Tools to Evaluate Performance of Digital Marketing Activities](https://www.sqa.org.uk/sqa/files/aq/J7WE04.pdf) | 7 | 6 |  |
| J7WF 04 | INSMAR004 | [Develop, Implement and Evaluate a Customer Insight Strategy](https://www.sqa.org.uk/sqa/files/aq/J7WF04.pdf) | 7 | 10 |  |
| J7WH 04 | INSMAR005 | [Develop and Maintain Marketing Information Systems](https://www.sqa.org.uk/sqa/files/aq/J7WH04.pdf) | 7 | 6 |  |
| J7VY 04 | TECHDU0C2 | [Plan and Manage Social Media Collaboration Activities](https://www.sqa.org.uk/sqa/files/aq/J7VY04.pdf) | 6 | 5 |  |
| J7W0 04 | TECHDUPP2 | [Create Enhanced Digital Presentations](https://www.sqa.org.uk/sqa/files/aq/J7W004.pdf) | 5 | 4 |  |
| J7W1 04 | TECHDUDL1 | [Undertake Digital Skills Learning and Development Activities](https://www.sqa.org.uk/sqa/files/aq/J7W104.pdf) | 6 | 4 |  |
| J7W2 04 | TECHDUBI2 | [Produce Data Visualisations to Support Business Insights](https://www.sqa.org.uk/sqa/files/aq/J7W204.pdf) | 6 | 5 |  |
| J7W3 04 | TECHDUDC2 | [Create and Update Web Pages](https://www.sqa.org.uk/sqa/files/aq/J7W304.pdf) | 6 | 5 |  |
| J7W5 04 | TECHDUDM1 | [Create Digital Images](https://www.sqa.org.uk/sqa/files/aq/J7W504.pdf) | 6 | 5 |  |
| J7W6 04 | TECHDUDM2 | [Create Enhanced Digital Media Assets](https://www.sqa.org.uk/sqa/files/aq/J7W604.pdf) | 6 | 4 |  |
| J7W7 04 | TECHDUDM3 | [Produce Advanced Digital Media Assets](https://www.sqa.org.uk/sqa/files/aq/J7W704.pdf) | 7 | 5 |  |

# Restricted Optional Sub-group: Research (0–1 units can be taken)

| **SQA code** | **SSC code** | **Title** | **SCQF****level** | **SCQF****credits** | **SQA****credits** |
| --- | --- | --- | --- | --- | --- |
| J7WL 04 | INSMAR002 | [Collect and Analyse Marketing Research Data](https://www.sqa.org.uk/sqa/files/aq/J7WL04.pdf) | 6 | 6 |  |
| J7WP 04 | INSBA021 | [Carry Out and Analyse Research](https://www.sqa.org.uk/sqa/files/aq/J7WP04.pdf) | 6 | 6 |  |

# Restricted Optional Sub-group: Brand (0–1 units can be taken)

| **SQA code** | **SSC code** | **Title** | **SCQF****level** | **SCQF****credits** | **SQA****credits** |
| --- | --- | --- | --- | --- | --- |
| J7WR 04 | INSMAR011 | [Develop Brand Strategy](https://www.sqa.org.uk/sqa/files/aq/J7WR04.pdf) | 8 | 8 |  |
| J7WW 04 | INSMAR012 | [Manage Brand Identity and Corporate Reputation](https://www.sqa.org.uk/sqa/files/aq/J7WW04.pdf) | 8 | 8 |  |

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