

Unit Title: **Content Marketing**



Unit Credit Value:	5
Unit Level:	Three
Unit Guided Learning Hours:	35
Ofqual Unit Reference Number:	D/505/1587
Unit Review Date:	31/12/2016
Unit Sector:	15.4 Marketing and Sales

Unit Summary

This unit enables learners to be aware of the goals, benefits, methods, factors and technologies of content marketing and provide them with the knowledge and skills to create, implement and evaluate the success of a campaign.

Unit Information

It is expected that before the unit is delivered, the tutor will have read the Qualification Specification to ensure all conditions regarding Rules of Combination, delivery, assessment and internal quality assurance are fulfilled. Additional guidance is available below as Assessment Guidance for Learning Outcomes and Assessment Criteria in **bold**.

This unit has 3 learning outcomes

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Understand content marketing	1.1. Describe content marketing methods 1.2. Explain the benefits of a content marketing campaign to a business 1.3. Outline content marketing ideas for use in a campaign 1.4. Explain the factors to consider when creating a brief for a content marketing campaign 1.5. Explain the legal requirements to be considered for content marketing

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
2. Understand technology used in content marketing	2.1. Explain how technical constraints influence the choice of content media types 2.2. Explain how search engine optimisation is achieved for content media 2.3. Explain the purpose of different types of data provided by technology to measure success
3. Be able to run a content marketing campaign	3.1. Source content media for a content marketing campaign 3.2. Add content media to a web page for a content marketing campaign 3.3. Optimise web pages for search for a content marketing campaign 3.4. Use a system to retrieve data on the success of a content marketing campaign 3.5. Evaluate the success of a content marketing campaign against the aims and objectives of a brief

Assessment Guidance

Learning Outcome 1

Learners could meet LO1 by presenting a (reasoned/justified) proposal in the form of a brief for a content marketing campaign. This can be real or simulated.

1.1 Content marketing methods: the learner should be able to describe a range of methods preferably with examples. They are not expected to describe every available method, but should be able to identify methods across a range of technologies and platforms.

1.4 Factors: aims and objectives, target audience, available skills and resources, cost, time, accessibility, legal, copyright, relevance of context, ethical

1.5 Legal requirements: copyright, product/trades descriptions, trademarks, patents.

Learning Outcome 2

2.1 Constraints: file types, file size, data rates, cross platform compatibility, end-user hardware, network speed etc.

2.1 Content media types: the assessor needs to ensure that the learner understands the range of primary technical constraints associated with content types such as; copy, videos, images, info-graphics, audio, games, apps, eBooks and ePubs, news feeds, webinars, blogs, web forms, forums, social media platforms

2.3 Data: page stats, impressions, viewed, opened, click through rate etc.

Learning Outcome 3

Evidence for LO3 can be based on real or simulated client briefs. It can come from different campaigns.

3.1 Source: the learner must show understanding of the 3 ways to source content (acquire, purchase, create) and demonstrate the processes to complete one of them.

3.3 Optimise: add meta data, keywords etc.

3.5 Evaluate: reports, metrics, analytics.

Delivery Requirements

Appropriate physical resources will be required in order to deliver and assess this unit.

Evidence Requirements

Evidence of practical ability must be demonstrated.