

Unit Title: **Develop Own Professionalism**



Unit Credit Value:	4
Unit Level:	Three
Unit Guided Learning Hours:	29
Ofqual Unit Reference Number:	L/505/1584
Unit Review Date:	31/12/2016
Unit Sector:	15.4 Marketing and Sales

Unit Summary

This unit provides learners with the understanding needed to develop their own professionalism through working in digital marketing and so become more effective employees and colleagues.

Learners will develop skills needed to develop their own personal development plans. Using feedback from a range of sources, they will be able to set their own development goals and plan the use of a range of development activities to meet those goals. Learners will develop team working skills, by acknowledging the impact their own and others behaviours have on team success. Learners will understand what is required of them in the workplace in terms of professional practice, taking account of legal, ethical and quality issues and related practices and procedures that may be in place in a workplace.

Learners will also understand the career opportunities that are available to them. They will learn about the implications of different types of employment contracts, opportunities that may arise for promotion or freelance work and how they can get the support needed to take the next step.

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 4 learning outcomes

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Be able to develop own professional skills	1.1. Describe development activities needed to meet own development needs 1.2. Review feedback from others on performance 1.3. Explain personal goals 1.4. Plan development activities to meet agreed personal goals
2. Be able to work as a member of a team to achieve defined goals	2.1. Organise own time to meet team goals 2.2. Behave in a way that accommodates individual team members 2.3. Provide feedback in a constructive and positive manner 2.4. Respond to feedback in a constructive and positive manner 2.5. Reduce obstacles to effective team work
3. Understand what is required of professional practice	3.1. Describe legal considerations of professional practice 3.2. Describe ethical considerations of professional practice 3.3. Describe how quality management affects own job role 3.4. Identify conflicts of interest which can arise from own job role
4. Understand career development opportunities	4.1. Explain the differences between types of employment status 4.2. Explain career progression pathways in digital marketing 4.3. Describe sources of support for career progression in digital marketing

Assessment Guidance

Learning Outcome 1

1.1 and 1.4 Development activities: activities can include anything that contributes to short and long term career goals, such as; keeping abreast of emerging developments, developing own networks, developing own expertise, taking on additional responsibilities which develop skills and demonstrate greater competence, taking on more complex projects, coaching and mentoring, voluntary work, formal training courses, webinars, professional and personal research activities.

1.2 Others: colleagues, superiors, clients etc.

Learning Outcome 2

2.2 Accommodates: show that the needs of others are considered in order to maintain good relationships with work colleagues and to improve the success of work activities; recognise and consider diversity, individual difference, perspectives and needs, interests, responsibilities, concerns, commitments .

2.5 Obstacles: time, commitments, communication, planning, skills of individuals, delegation of tasks, quality requirements, leadership, duplication etc.

Learning Outcome 3

Learners should provide an overview of all of the considerations in terms of how they could affect their job role activities or the activities of their workplace. It is not expected that every possible issue is described but a good understanding of primary issues is required.

3.1 Legal considerations: data protection, health and safety, computer misuse, copyright and intellectual property, trademarks, privacy, product/trade descriptions, financial transactions etc.

3.2 Ethical considerations: privacy, use of personal and financial information, security, copyright, product descriptions etc.

3.3 Quality management: systems, policies, practices, documentation etc.

Learning Outcome 4

4.1 Types of employment: self-employed (sole trader, partnership), employed, fixed term contract, zero hours contract etc.

4.2 Career progression pathways: promotion, job roles, freelance, own company etc.

4.3 Sources of support: business link and start up organisations, careers services, employment agencies, information etc.

Evidence Requirements

Evidence of practical ability must be demonstrated.