

## Unit Title: **Marketing on Mobile Devices**



Unit Credit Value:	<b>5</b>
Unit Level:	<b>Three</b>
Unit Guided Learning Hours:	<b>27</b>
Ofqual Unit Reference Number:	<b>H/505/1588</b>
Unit Review Date:	<b>31/12/2016</b>
Unit Sector:	<b>15.4 Marketing and Sales</b>

### **Unit Summary**

This unit equips learners with an understanding of the primary concepts and technologies of mobile technology as they relate to marketing. Learner will be expected to be able to describe relevant technologies such as location aware apps and optimised websites and propose ideas for their use in a marketing 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**

<b>LEARNING OUTCOMES</b>	<b>ASSESSMENT CRITERIA</b>
<b>The learner will:</b>	<b>The learner can:</b>
1. Know the unique aspects of mobile marketing	1.1. Describe <b>unique aspects</b> of mobile devices 1.2. Describe <b>opportunities</b> for mobile marketing arising from <b>technological developments</b> 1.3. Describe the limitations of <b>mobile technologies</b> for mobile marketing

LEARNING OUTCOMES	ASSESSMENT CRITERIA
<b>The learner will:</b>	<b>The learner can:</b>
2. Understand mobile marketing communications	2.1. Compare apps with websites 2.2. Describe examples of different <b>types of apps</b> 2.3. Propose how <b>technological developments</b> can be exploited for mobile marketing 2.4. Describe the <b>challenges</b> of developing websites for mobile marketing 2.5. Describe <b>methods</b> for optimising websites for mobile marketing
3. Understand the use of location aware apps for business	3.1. Describe uses of different types of <b>location aware apps</b> for mobile marketing 3.2. Outline <b>ethical</b> implications of location aware apps 3.3. Describe how location aware apps target consumers 3.4. Propose the use of location aware apps for mobile marketing

**Assessment Guidance**

**Learning Outcome 1**

**1.1 Unique aspects:** personal single user, primary means of communication, emotional attachment by user, all pervasive, personal space, close integration of social media, retail and communication, mobile.

**1.2 Opportunities:** retail, promotion, obtain information on user, payment systems, loyalty systems, communication.

**1.2 Technological developments:** GPS processors, near field communications, camera, QR codes, augmented reality, maps, apps, mobile sites, network speeds.

**1.4 Mobile technologies:** hardware, software, connection, accessibility, acquiring analytics and metrics.

**Learning Outcome 2**

**2.2 Types of apps:** branded, retail, location aware, social media, games.

**2.3 Technological developments:** near field communications, camera, QR codes, maps, apps, mobile sites, responsive design technologies.

**2.4 Challenges:** screen size, connection, software compatibility, user attitude, time.

**2.5 Methods:** responsive design, html5, media queries.

## Unit Title: **Marketing on Mobile Devices**



### **Learning Outcome 3**

**3.1 Location aware applications:** geo-marketing vouchers, games, social media, search, maps.

**3.2 Ethical:** privacy, use of information, security.

---

### **Delivery Requirements**

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