

Unit Title: **Online Display Advertising**



Unit Credit Value:	4
Unit Level:	Three
Unit Guided Learning Hours:	23
Ofqual Unit Reference Number:	K/505/1589
Unit Review Date:	31/12/2016
Unit Sector:	15.4 Marketing and Sales

Unit Summary

This unit will equip a learner with the necessary knowledge and skills to create and implement an online display (banner). The learner will understand when to use banner ads, where to locate them, the technical requirements, as well as industry best practice in terms of ad design. They will publish an ad and evaluate its success, and in doing so will develop essential experience in industry best practice.

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 requirements for online display advertising	1.1. Compare online display advertising with search engine marketing 1.2. Compare different types of online display advertising 1.3. Explain the benefits to a business of online display advertising campaigns 1.4. Explain the factors to consider when planning online display advertising campaigns

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
2. Understand technology used in online display marketing	2.1. Describe methods of publishing for publishing online display ads 2.2. Describe the technologies that can be used for creating banner ads 2.3. Describe best practice in banner ad design 2.4. Explain the purpose of different types of data provided by technology to measure success
3. Be able to create an online advertising campaign	3.1. Propose an online display advertising campaign 3.2. Create banner ads for an online display advertising campaign 3.3. Place banner ads on websites 3.4. Evaluate the success of an online display advertising campaign

Assessment Guidance

Learning Outcome 1

1.2 Types: banners, video display (interstitial), ad server/network, inline, in app, pop-up.

1.3 Benefits: control over where ads appear, budget, easy to refine design and message, comprehensive and fast feedback on performance (metrics and analysis).

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

Learning Outcome 2

2.1 Methods of publishing: websites, apps, classified ads, auction sites, Adservers / network, buying platforms, video channels.

2.2 Technologies: for image origination and editing, animation etc.

2.3 Best practice: message (headline, brand), image (creating, acquisition, editing), use of animation, layout, links, alt tag text.

2.4 Different types of data: reports, statistics, metrics (click through rates (CTR), cost per click (CPC), cost per acquisition (CPA), cost per mile (CPM), cost per impression (CPI)).

Learning Outcome 3

3.1 Propose: determine IAB size, suggest style and image use, suggest message, identify target audience, location, link destination.

3.2 Create: source image, create image, edit, write copy, use animation timeline, destination link.

3.4 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.