

<b>Unit Title:</b>	<b>Principles of digital marketing and research</b>
OCR unit number:	73
Level:	3
Credit value:	7
Guided learning hours:	50
Unit reference number:	F/502/9937

## Unit aim and purpose

This unit aims to develop the knowledge and skills required to understand the requirements of digital marketing and how to use digital technology for marketing purposes.

Learning Outcomes	Assessment Criteria
<b>The Learner will:</b> 1 Understand the role and requirements of digital marketing	<b>The Learner can:</b> 1.1 Explain the role of digital marketing within the overall marketing strategy 1.2 Explain the strengths and weaknesses of digital marketing for different marketing applications 1.3 Explain the importance of targeted digital marketing 1.4 Describe the sources of data lists for use in targeting customers and potential customers 1.5 Explain the legal requirements and implications of digital marketing 1.6 Describe the design requirements of data capture and reporting systems for digital marketing 1.7 Explain the importance of evaluating the impact of digital marketing activities
2 Understand the principles of search engine optimisation (SEO)	2.1 Explain the importance of search engine optimisation 2.2 Describe how to calculate the cost-efficiency of SEO 2.3 Explain the use of Meta Tags, website codes and keywords 2.4 Explain the use of offsite SEO in optimising marketing effectiveness 2.5 Explain the design principles of response systems 2.6 Explain the advantages and disadvantages of links to other websites
3 Understand the principles of marketing research using the internet	3.1 Explain the scope for customising search-related internet facilities to enable the identification and retrieval of targeted information 3.2 Explain the advantages and disadvantages of different data mining techniques

Learning Outcomes	Assessment Criteria
	3.3 Explain how to use multiple-table relational databases 3.4 Explain how to ensure the validity and reliability of information retrieved from the internet
4 Understand the principles of digital marketing device and message design	4.1 Explain the potential uses of a Customer Relationship Management (CRM) system 4.2 Explain the design requirements of a CRM system 4.3 Describe the characteristics of an effective digital marketing device 4.4 Describe the characteristics of an effective digital response system 4.5 Explain the requirements, advantages and disadvantages of different tracking systems 4.6 Explain how to overcome the barriers posed by non-interoperable technologies
5 Understand how to use digital technology for marketing purposes	5.1 Explain the implications for the use of digital technology of campaigns that are aimed at retention, acquisition and conversion 5.2 Explain methods of managing digital databases including permission marketing and the application of suppressions/opt-outs 5.3 Explain the advantages and disadvantages of different digital technologies and combination of technologies for a range of marketing applications

## Assessment

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This unit is internally assessed by centre staff and externally verified by OCR Assessors.

## Guidance on assessment

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Skills CFA Assessment Strategy Competence units (S/NVQ)

## Additional information

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For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850) on the OCR website [www.ocr.org.uk](http://www.ocr.org.uk).