

Unit Title:	Marketing on Mobile Devices
Unit Level:	Three
Unit Credit Value:	6
Unit Code:	WNI790
Unit Type:	Academic Subject Content
Unit Review Date:	31/12/2028
Graded / Ungraded:	Graded

This unit has 3 learning outcomes:

Learning outcomes	Assessment criteria
The learner will:	The learner can:
1. Know the unique aspects of mobile marketing.	1.1 Describe unique aspects of mobile devices. 1.2 Describe opportunities for mobile marketing arising from technological developments. 1.3 Describe the limitations of mobile technologies for mobile marketing.
2. Understand mobile marketing communications.	2.1 Compare apps with websites. 2.2 Describe examples of different types of apps. 2.3 Propose how technological developments can be exploited for mobile marketing. 2.4 Describe the challenges of developing websites for mobile marketing. 2.5 Describe methods for optimising websites for mobile marketing.
3. Understand the use of location aware apps for business.	3.1 Describe uses of different types of location aware apps for mobile marketing. 3.2 Outline ethical 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 (Graded)

1. Meets assessment criteria	At least a Pass
2. Further grading	
▪ Meets assessment criteria but not merit grading standards	Pass
▪ Meets assessment criteria and merit but not distinction grading standards	Merit
▪ Meets assessment criteria and distinction grading standards	Distinction