

Unit Title:	Principles of Social Media: Advertising and Promotion
Unit Level:	Three
Unit Credit Value:	6
Unit Code:	WNI796
Unit Type:	Academic Subject Content
Unit Review Date:	31/12/2028
Graded / Ungraded:	Graded

This unit has 4 learning outcomes:

Learning outcomes	Assessment criteria
The learner will:	The learner can:
1. Be able to plan how to use digital vouchers for marketing purposes.	1.1 Define the term digital vouchers. 1.2 Explain the potential uses of digital vouchers. 1.3 Research the current disadvantages of digital vouchers. 1.4 Explain how to overcome the barriers of using digital vouchers for acquisition and retention of customers. 1.5 Plan a SMART digital voucher campaign for a business. 1.6 Explain methods of managing a digital voucher system. 1.7 Explain how to measure the effectiveness of a digital voucher campaign.
2. Be able to plan the implementation of Social Networking site advertising campaigns for Marketing purposes.	2.1 Explain the factors to consider when creating Social Networking site adverts. 2.2 Justify the use of Social Networking site advertising campaigns. 2.3 Explain the importance of identifying the required outcomes from the Social Networking advertising campaigns. 2.4 Explain the advantages of creating more than one advertising campaign running in parallel on

	<p>the same social networking site.</p> <p>2.5 Explain why a Social Networking advertising campaign might fail.</p> <p>2.6 Plan parallel Social Networking site advertising campaigns for a business.</p> <p>2.7 Explain methods of monitoring Social Networking site advertising campaigns.</p> <p>2.8 Identify changes that might be required for a Social Networking advertising campaign based on monitoring results.</p>
<p>3. Understand the use of promotional campaigns on social networking sites.</p>	<p>3.1 Define promotional campaigns on social networking sites.</p> <p>3.2 Compare different types of promotional campaigns on social networking sites.</p> <p>3.3 Explain why to use promotional campaigns on social networking sites.</p> <p>3.4 Explain the limitations imposed by social networking sites on promotional campaigns.</p> <p>3.5 Explain how to comply with restrictions on promotional campaigns on social networking sites.</p> <p>3.6 Explain the factors which could cause negative PR when running a promotional campaign.</p>
<p>4. Understand current national and international legal and organisational guidelines for a social networking advertising/promotional campaign.</p>	<p>4.1 Explain the current national and international legal and organizational guidelines relating to the use of social networking site adverts.</p> <p>4.2 Explain the importance of following current national and international legal and organisational guidelines for a social networking advertising/promotional campaign.</p>

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