



GK4W 46 Diploma in Digital Marketing at SCQF Level 6

To attain the qualification candidates must complete **65** SCQF Credits in total. This comprises:

- ◆ 27 mandatory credits
- 38 optional credits

Please see optional groupings for the minimum and maximum credits permitted from each group.

Mandatory Units: Candidates must complete 27 credits from this group

SQA code	Title	SCQF level	SCQF credits
H8PK 04	Understanding the Business Environment	6	2
H8PL 04	Understand Legal, Regulatory and Ethical Requirements in Sales or Marketing	5	2
F9A8 04	Using Collaborative Technologies 3	6	6
H8PM 04	Principles of Marketing and Evaluation	6	7
H8PN 04	Develop own Professionalism	6	4
H8PP 04	Digital Marketing Metrics and Analytics 1	7	6

Optional Units: Group A Candidates must complete from 14-30 credits from this group

SQA code	Title	SCQF level	SCQF credits
H8PR 04	Principles of Social Media Advertising and Promotion	7	6
H8PT 04	Search Engine Marketing 1	6	5
H8PV 04	Content Marketing 1	6	5
H8PW 04	Marketing on Mobile Devices	6	4
H8PX 04	Online Display Advertising 1	6	5
H8PY 04	Email Marketing 1	6	5

Optional Units: Group B Candidates must complete from 8-24 credits from this group			
SQA code	Title	SCQF level	SCQF credits
F9CC 04	Imaging Software 2	5	4
F9AL 04	Video Software 2	5	3
F9D1 04	Spreadsheet Software 2	5	4
H8R0 04	Principles of Social Media within a Business	6	6
H8R1 04	Principles of Keywords and Optimisation	8	7
H8R2 04	Content Management System Website Creation	6	8
F9D5 04	Website Software 3	6	5
H8R3 04	Principles of Marketing Stakeholder Relationships	7	5
H8R4 04	Brand Development	6	5
H8R5 04	Project Management 1	7	4
H8WP 04	Analyse and Report data	6	6
H8R6 04	Produce Copy for Digital Media Communication	6	5
F9AM 04	Video Software 3	6	4
H8R7 04	Delivering e-commerce Solutions	7	9