

Unit Title: **Marketing on Mobile**



Unit Credit Value:	5
Unit Level:	Four
Unit Guided Learning Hours:	31
Ofqual Unit Reference Number:	F/505/9102
Unit Review Date:	31/12/2016
Unit Sector:	15.4 Marketing and Sales

Unit Summary

In this unit, learners will be able to explain a range of technologies and factors, and apply industry best practice knowledge and skills to propose ideas for applications based and location aware solutions for a business-marketing objective. In addition, learners will be able to consider legal and ethical issues and consider interface design issues.

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 how uniqueness of mobile technologies affects marketing	1.1. Evaluate how the unique facets of mobile devices provide opportunities for mobile marketing 1.2. Explain the opportunities for mobile marketing arising from technological developments 1.3. Explain how the limitations of mobile technologies for mobile marketing are overcome by businesses

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
2. Understand mobile marketing communications	2.1. Analyse the potential of mobile marketing to the marketing strategy of a business 2.2. Suggest how apps can be optimised to meet the marketing objectives of a business 2.3. Describe best practice interface design for mobile 2.4. Explain how to optimise a business' website for mobile marketing 2.5. Propose digital marketing techniques for a mobile marketing campaign
3. Understand the use of location aware applications for business	3.1. Explain the uses of different types of location aware applications for mobile marketing for a business 3.2. Explain the ethical issues of location aware applications 3.3. Propose the use of location aware applications for mobile marketing for a business

Assessment Guidance

Learning Outcome 1

1.1 Unique facets: for example personal single user, primary means of communication, emotional attachment by user, close integration of social media, retail and communication, mobile.

1.2 Opportunities: for example retail, promotion, obtain information on user, payment systems, loyalty systems, communication.

1.2 Technological developments: for example GPS, near field communications, camera, barcodes, augmented reality, maps, apps, mobile sites, network speeds, access points, synchronisation of user state across devices.

1.3 Mobile technologies: for example hardware, software, connection, accessibility, analytics and metrics, data allowance.

Learning Outcome 2

2.1 Potential: for example population, numbers of mobile device owners, users, sales data, interdependency, globalisation, deregulation, retail habits, brand identity, emerging markets.

2.2 Marketing objectives: for example existing, changing/evolving.

2.5 Techniques: for example search engine optimisation, paid search, display advertising, SMS and MMS, barcodes, mobile apps, social media.

Learning Outcome 3

3.1 Location aware applications: for example geo-marketing vouchers, games, social media, search, maps.

3.2 Ethical issues: for example cookies, opt-in/opt-out, push notifications, location tracking, data security, business policies and practices.