Unit Title: **Online Display Advertising**

Unit Credit Value: 5
Unit Level: Four
Unit Guided Learning Hours: 26
Ofqual Unit Reference Number: A/505/9101
Unit Review Date: 31/12/2016
Unit Sector: 15.4 Marketing and Sales

**Unit Summary**
This unit puts the learner in the driving seat of a campaign. They will evaluate the relevance of a banner ad campaign against a marketing objective for a given target audience and plan, implement and refine a campaign. In addition, the learner will be expected to reflect on their performance and critically analyse their working methods to make improvements.

**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

<table>
<thead>
<tr>
<th>LEARNING OUTCOMES</th>
<th>ASSESSMENT CRITERIA</th>
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<tbody>
<tr>
<td>The learner will:</td>
<td>The learner can:</td>
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| 1. Understand requirements for online display advertising | 1.1. Explain how to **profile** target audiences for online display ad campaigns  
1.2. Evaluate the suitability of **publishing locations** for online display ad campaigns for different target audiences  
1.3. Explain the **factors** to consider when planning online display ad campaigns |
| 2. Understand technology used in online display ad campaigns | 2.1. Evaluate the relative merits of the **methods of publishing** display ads  
2.2. Describe the **tools** that can be used for creating banner ads  
2.3. Explain **best practice** in banner ad design  
2.4. Explain the **data** required to measure success of online display advertising |
## LEARNING OUTCOMES

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| 3. Be able to manage an online display ad campaign | 3.1. **Plan** an online advertising campaign  
3.2. **Create** banner ads for an online display campaign  
3.3. **Manage** a banner ad campaign  
3.4. Evaluate the success of a banner ad campaign against aims and objectives of a brief  
3.5. Evaluate own performance in running online display ad campaigns  
3.6. Recommend actions for improvement to own performance ad campaign |

## Assessment Guidance

### Learning Outcome 1

1.1 **Profile:** for example Location, gender, previous buying habits, lifestyle, age, ethnicity.  
1.2 **Publishing locations:** for example websites, apps, classified ads, social media, online productivity platforms.  
1.3 **Factors:** aims and objectives, target audience, available skills and resources, cost, time, accessibility, legal, copyright, ethical, competitors, context.

### Learning Outcome 2

2.1 **Methods of publishing:** Adservers / network, buying platforms, real-time bidding, re-targeting.  
2.2 **Tools:** for example for project management, for image origination and editing, animation.  
2.3 **Best practice:** message (headline, brand), image (creating, acquisition, editing), use of animation, layout.  
2.4 **Data:** for example reports, statistics, metrics (click through rates (CTR), cost per click (CPC), cost per acquisition (CPA), cost per mille (CPM), cost per impression (CPI)).

### Learning Outcome 3

3.1 **Plan:** aims and objectives, budgets, deadlines, design, testing, delivery, target audience, metrics, publishing system, resources, link destination.  
3.2 **Create:** source image, create image, resources, link destination.  
3.3 **Manage:** monitor and adjust plan, work to agreed targets, refine ads as required, analyse data, liaison with others.
Unit Title: Online Display Advertising

Delivery Requirements
Appropriate physical resources will be required in order to deliver and assess this unit.

Evidence Requirements
Evidence of practical ability must be demonstrated.