**This unit has 5 learning outcomes.**

| **LEARNING OUTCOMES** | **ASSESSMENT CRITERIA** |
| --- | --- |
| **The learner will:** | **The learner can:** |
| 1. Understand a Pay Per Click (PPC) campaign. | * 1. Describe features of a PPC campaign.   2. Compare PPC campaigns with traditional forms of advertising.   3. Demonstrate tracking of a PPC campaign.   4. Assess the effectiveness of a PPC campaign. |
| 1. Understand Google Adwords terminology. | * 1. Describe how Adwords campaigns target key audiences.   2. Illustrate the operation of search and content features of Google networks. |
| 1. Create a Google Adwords account. | * 1. Describe how to set up an Adwords account.   2. Demonstrate how to manage multiple campaigns through one account. |
| 1. Understand a Google ad. | * 1. Compare headlines, first lines and second lines in a Google ad.   2. Compare advert display and destination URLs in a Google ad.   3. Compare advert dynamic key words in a Google ad. |
| 1. Understand features of a landing page for PPC. | * 1. Assess effectiveness of landing pages for a PPC campaign.   2. Describe an outline landing page for a given PPC campaign. |

# Assessment information

**Guidance:**

This grid gives details of the assessment activities to be used with the unit attached.

Please refer to the OCNNI and NOCN Assessment Definitions document for definitions of each activity and the expectations for assessment practice and evidence for verification.

**The assessment activities for this unit are indicated in the table below:**

**Key: P = Prescribed** – this assessment method *must* be used to assess the unit.

**O = Optional** – this assessment method *could* be used to assess the unit.

|  |  |  |  |
| --- | --- | --- | --- |
| **Case study** |  | **Project** |  |
| **Written question & answer/test/exam** |  | **Role play/simulation** |  |
| **Essay** |  | **Practical demonstration** | **P** |
| **Report** | **O** | **Group discussion** |  |
| **Oral question and answer** | **O** | **Performance/exhibition** |  |
| **Written description** | **O** | **Production of artefact** | **O** |
| **Reflective log/diary** | **O** | **Practice file** | **O** |

**There should be at least one Prescribed method of assessment**

|  |  |
| --- | --- |
| **Linked to other qualifications** |  |
|  |  |
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| --- | --- | --- |
| **Context & aims of unit:** |  | |
| **Owner:** |  | |
| **Unit Grading Structure** | | **PASS** |
| **Sector Subject Areas (SSA)**  ***More than one SSA can be listed*** | | **6.2** |
| **Unit Review Date (dd/mm/yyyy)** | |  |
| **Availability for Use** | | **Shared – open to all AOs to award credit**  **Restricted – open to a defined group of AOs to award credit including those belonging to NOCN only**  ***Please delete the category not required.*** |
| **Restricted organisations** | | ***Please specify all that apply if applicable.*** |
| **Assessment Guidance – mandatory**  ***Field cannot be left blank.*** | | **Free Text or N/A** |
| **Equivalences** | | ***Maximum length of 150 characters for equivalence description if applicable.*** |