

<b>UAN:</b>	<b>D/505/9107</b>
<b>Level:</b>	3
<b>Credit value:</b>	5
<b>GLH:</b>	27
<b>Aim:</b>	<p>Game dynamics and mechanics are essential elements of any game, whether traditional or digital. The application of these to digital marketing is an emerging and there are increasing applications of this approach.</p> <p>This unit develops in learners an understanding of the fundamentals of gamification theory. Learners apply this theory by creating their own vision for gamification in a digital marketing context.</p>

<b>Learning outcome</b>
The learner will:
1. understand gamification theory
<b>Assessment criteria</b>
The learner can:
1.1 explain how <b>game dynamics</b> are used in marketing
1.2 explain how <b>game mechanics</b> are used on marketing
1.3 explain how gamification is used for different types of marketing objectives
1.4 asses the capability of platforms for gamification
1.5 explain the success criteria used to measure gamification
1.6 explain <b>ethical issues</b> of gamification.

<b>Range</b>
<b>Game dynamics</b> Rewards, achievement, competition, status, self-expression, altruism
<b>Game mechanics</b> Points, challenges, leaderboards, levels, virtual goods and spaces, gifts and charity
<b>Ethical issues</b> Addiction, in-app purchases, IP, duty of care, security, privacy.

<b>Learning outcome</b>
The learner will: 2. be able to propose gamification solutions to marketing objectives
<b>Assessment criteria</b>
The learner can: 2.1 describe a gamification proposal 2.2 explain how a gamification proposal meets marketing objectives 2.3 <b>plan</b> the implementation of a gamification proposal.

<b>Range</b>
<b>Plan</b> Timing, resources, sequencing of activities, testing.

## **Unit 336            Gamification**

### Supporting information

#### **Guidance**

1.3 Marketing objectives for example;  
Increase sales, engagement, awareness, trending, positive action, reduce negative sentiment.