

UAN:	H/505/9108
Level:	4
Credit value:	6
GLH:	30
Aim:	<p>Video channels are one digital marketing technique that can be used by an organisation. Whilst there are many platforms that enable individuals to set up their own channel, the management of that channel for marketing purposes requires both technical and theoretical understanding.</p> <p>This unit will develop in learners an understanding of the technical requirements for managing a video channel for digital marketing including sourcing and configuring content as well as search engine optimisation. Learners will also understand both the opportunities and constraints that video channels offer the digital marketer.</p>

Learning outcome
The learner will:
1. understand video channel technologies
Assessment criteria
The learner can:
1.1 explain the technical considerations of video channel management
1.2 evaluate the suitability of different platforms to meet video channel requirements
1.3 explain how to achieve search engine optimisation for video channels.

Range
Technical considerations
File formats, video quality, channel configuration options.

Learning outcome

The learner will:

2. understand requirements for video channel management

Assessment criteria

The learner can:

- 2.1 describe how video content is sourced
- 2.2 explain how video channel brand guidelines contribute to an organisation's marketing objectives
- 2.3 describe the content of a video channel brief
- 2.4 explain the legal and ethical issues to consider in using video content
- 2.5 recommend how a video channel can be promoted to meet marketing objectives
- 2.6 explain opportunities for monetising video channels.

Learning outcome

The learner will:

3. be able to manage a video channel

Assessment criteria

The learner can:

- 3.1 source content to meet a brief
- 3.2 schedule content release
- 3.3 **configure** content for release
- 3.4 evaluate the success of the video content against a brief
- 3.5 evaluate own performance
- 3.6 recommend actions for improvement of own performance and video content.

Range**Configure**

Tags, comments, copyright information, embedding, privacy, SEO, branding.