

SKABT0932 (SQA Unit Code F7AT 04)

Contribute to the planning and implementation of promotional activities



Overview

This unit is about working with others to plan, implement and evaluate promotional activities. The ability to competently present information and interact with the public whilst demonstrating skills is a particularly important aspect of this unit.

The main outcomes of this unit are:

1. contribute to the planning and preparation of promotional activities
2. implement promotional activities
3. participate in the evaluation of promotional activities

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Performance criteria

You must be able to:

- P1 **contribute to the planning and preparation of promotional activities**
- P1.1 making recommendations to the relevant person for suitable **promotional activities** and identifying the potential benefits for the business
- P1.2 identifying and agreeing specific, measurable, achievable, realistic and time bound **objectives** and target groups for the activity with the relevant person(s)
- P1.3 agreeing requirements for the activity with all relevant persons in sufficient detail to allow the work to be planned
- P1.4 producing an agreed plan showing the
- type of promotional activity
 - **objectives** of the activity
 - roles and responsibilities of others involved
 - resource requirements
 - preparation and implementation activities
 - timescales
 - the budget
 - methods of evaluation
- P1.5 agreeing a plan that takes into account any legal requirements, when necessary
- P1.6 ensuring resources are available to meet the planned timescale
- P2 **implement promotional activities** by
- P2.1 implementing **promotional activities** to meet the agreed plan
- P2.2 effectively adapting **promotional activities**, when necessary, in response to changed circumstances and/or problems
- P2.3 using resources effectively throughout the **promotional activities**
- P2.4 clearly and accurately communicating the essential features and benefits of products and services to the target group
- P2.5 using methods of communication that are suitable for the type of promotional activity being undertaken
- P2.6 presenting information in logical steps
- P2.7 encouraging the target group to ask questions about the services and products being promoted
- P2.8 responding to questions and queries in a way which promotes goodwill and enhances the business image
- P2.9 actively encouraging the target group to take advantage of the services and products being promoted
- P2.10 clearing away products and equipment at the end of the **promotional activity**, when necessary, to meet the requirements of the venue

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- P3 **participate in the evaluation of promotional activities** by
 - P3.1 using the methods agreed in your promotional activity plan to gain feedback from the relevant sources
 - P3.2 collating and recording the information gained from the feedback using a clear and concise format and method of presentation
 - P3.3 drawing accurate and clear conclusions on the effectiveness of the promotional activity in meeting the agreed **objectives**
 - P3.4 participating in discussions giving a clear and well structured summary of the results of the evaluation
 - P3.5 making recommendations for improvements to any future **promotional activities** based upon the outcomes of your evaluation

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Knowledge and understanding

You need to know and understand:

Venue and legal requirements

- K1 the practical requirements and restrictions of any venue
- K2 the contract requirements, local bye-laws and legislation which could restrict your promotional activity in any venue used
- K3 the importance of considering health and safety and other legal requirements
- K4 the health and safety procedures applicable to any venue you use
- K5 the potential hazards you must consider when working at any venue
- K6 the steps that should be taken to minimise risks when working at an external venue

You need to know and understand:

Promotional event planning and preparation

- K7 the purpose and value of detailed and accurate planning
- K8 the type of resourcing requirements necessary for promotional activities (e.g. individuals, tools and equipment, materials, time, venue)
- K9 how the nature of the target group can influence the choice of promotional activity
- K10 how to match types of promotional activities to objectives
- K11 how to present a plan for promotional activities
- K12 why it is important to consider methods of evaluation at the planning stage
- K13 how to write objectives that are Specific, Measurable, Achievable, Realistic and Time Bound (ie SMART objectives)
- K14 the importance of working to a budget
- K15 where and how to obtain resources
- K16 the importance of clearly defining the roles and responsibilities of those involved in promotional activities
- K17 the importance of allocating roles and responsibilities to match an individual's competence levels
- K18 the importance of gaining an individual's commitment and agreement to undertake a role in the promotional activity
- K19 the types of foreseeable problems that occur and ways of resolving them

You need to know and understand:

Services and products

- K20 the features and benefits of the products and/or services being promoted

You need to know and understand:

Selling Skills

- K21 how to recognise buying signals and to close sales
- K22 the difference between the features of a product or service and the benefits of a product or service
- K23 how to tailor your presentation of the benefits of products and/or services

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to meet individual needs and interests

You need to know and understand:

Communication techniques

- K24 how and when to participate in discussions
- K25 how to give a short presentation (eg timing, pace, use of voice, use of graphics, etc)
- K26 methods of presenting information (eg pictorially, graphically, verbally)
- K27 methods of creating a visual impact
- K28 how and when to make openings to encourage others to ask questions
- K29 how to answer questions and manage queries in a way likely to maintain goodwill

You need to know and understand:

Evaluation techniques

- K30 the purpose of evaluation activities
- K31 the areas of the promotional activity which should be evaluated
- K32 the most suitable methods of gaining feedback for the promotional activities in the range
- K33 how to collate, analyse and summarise evaluation feedback in a clear and concise way
- K34 suitable ways of formatting and producing an evaluation report

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Additional Information

**Scope/range
related to
performance
criteria**

1. **Promotional activities are**
 - 1.1. demonstrations
 - 1.2. displays
 - 1.3. advertising campaigns

2. **Objectives are**
 - 2.1. to enhance business image
 - 2.2. to increase business

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