Unit title	Brand Development
SQA code	H8R4 04
SCQF level	6
SCQF credit points	5
SSC Ref	N/A

History of changes

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Title	Brand Development
Learning Outcomes **The candidate will:**	**Assessment Criteria** **The candidate can:**
1 Understand the constituents of the promotional mix.	1.1 Explain what is meant by promotional mix. 1.2 Assess the suitability of a promotional mix for a product or service.
2 Understand how to promote a brand to customers.	2.1 Explain the benefits of branding. 2.2 Explain ways in which a new business might establish its brand. 2.3 Explain how a business might use an established brand in its promotional mix.
3 Be able to prepare promotional plans.	3.1 Design a promotional campaign to establish a new brand. 3.2 Design a promotional campaign for a new product or service which utilises an existing brand. 3.3 Create a plan for implementing and reviewing a promotional campaign.

Additional information about the Unit
Unit purpose and aim(s)
This Unit is designed to develop the candidate's knowledge, understanding and skills in branding. Candidate's will explain the promotional mix and assess its suitability for a product or service. Candidate's will also develop an understanding of the importance of branding and develop the skills needed to prepare plans for a promotional campaign for new and existing brands.
Details of the relationship between the Unit and relevant national occupational standards (if appropriate)
N/A
Details of the relationship between the Unit and other standards or curricula (if appropriate)
N/A
Assessment requirements specified by a sector or regulatory body (if appropriate)
N/A

Assessment (evidence) Requirements
Candidates must cover all the Learning Outcomes and Assessment Criteria and design a promotional campaign to establish a new brand and also design a promotional campaign utilising an existing brand. This Unit is designed to assess the skills of candidate's in the workplace. Observation of candidate's performance can only be carried out on-the-job and should be the preferred source of evidence of competent performance. Collection of supplementary evidence of performance can be used to further substantiate, support and expand the evidence base for competent performance where this is necessary. This may arise in situations where evidence from direct observation of the candidate's on-the-job is deemed insufficient to fully meet the required standards. Supplementary evidence may include: ♦ witness testimony ♦ questioning ♦ professional discussion ♦ product and photographic evidence ♦ relevant active documentation, reports, presentations ♦ other valid evidence which relates directly to candidate's performance on-the job Evidence for this Unit is likely to be presented in the form of a portfolio.
Guidance on Instruments of Assessment
SQA's Guide to Assessment provides further information on appropriate Instruments of Assessment. This guide is designed to provide support for everyone who assesses for SQA qualifications. It looks at the principles of assessment, and brings together information on assessment in general as well as on best practice in assessment. The Guide to Assessment can be downloaded free from SQA's website **www.sqa.org.uk**.