

Higher National Unit Specification

General information for centres

Unit title: Advertising 2: Advertising Practice

Unit code: D7XW 35

Unit purpose: This Unit is about developing practical advertising skills through advertising campaign assignments in business and media situations. This is a specialist Unit and is aimed at the candidate with an interest in entering the industry or progressing to related studies at a higher level.

On completion of the Unit the candidate should be able to:

1. Explain the legal and voluntary controls which may affect the production of advertising materials in the UK
2. Produce creative proposals for an advertising campaign to a given brief
3. Produce a media plan for an advertising campaign to a given brief
4. Produce advertisements for an advertising campaign to a given brief

Credit value: 2 HN Credits at SCQF level 8: (16 SCQF credit points at SCQF level 8)

SCQF (the Scottish Credit and Qualifications Framework) brings Scottish qualifications into a single framework of 12 levels ranging from SQA Access 1 to doctorates. The SCQF includes degrees; HNC/Ds; SQA National Qualifications; and SVQs. Each SQA Unit is allocated a number of SCQF credit points at a specific level. 1 SCQF point = 10 hours of learning. HN candidates are normally expected to input a further number of hours, matched to the credit value of the Unit, of non-contact time or candidate-led effort to consolidate and reinforce learning.

Recommended prior knowledge and skills: Access to this Unit is at the discretion of the centre, but it would be beneficial if the candidate had possession of HN Unit D7M6 34 *Advertising 1: The Advertising Industry*, or similar qualifications or experience.

Core skills: There may be opportunities to gather evidence towards core skills in this Unit, although there is no automatic certification of core skills or core skills components.

Context for delivery: If this Unit is delivered as part of a group award, it is recommended that it should be taught and assessed within the subject area of the group award to which it contributes.

Assessment: There is an opportunity to integrate the assessment for Outcomes 2, 3 and 4. Assessment will be open-book. Outcome 1 should be submitted in folio form. Outcomes 2, 3 and 4 may be integrated and take the form of a campaign proposal and a presentation.

Higher National Unit specification: statement of standards

Unit title: Advertising 2: Advertising Practice

The sections of the Unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Explain the legal and voluntary controls which may affect the production of advertising material in the UK

Knowledge and/or skills

- the existing controls in relation to print and non-broadcast material in the UK
- the existing controls in relation to broadcast material in the UK
- the impact of statutory laws in relation to the production of advertising material in the UK

Evidence requirements

The candidate will need evidence to demonstrate his/her knowledge and/or skills by showing that he/she can:

- explain controls which print, non-broadcast and broadcast advertisements are subject to in the UK
- illustrate the effects of voluntary controls which relate to the production of advertising material
- illustrate the effects of the statutory laws which relate to the production of advertising material in the UK
- justify arguments by using recent UK Advertising Industry examples.

The response should be presented in a folio containing analysed exemplar material. A folio of a minimum of 1500 words would be required.

A minimum of three controversial areas should be covered.

Assessment guidelines

The assessment evidence for this outcome should be a folio, which could include advertisements that are of a controversial nature.

Higher National Unit specification: statement of standards (cont)

Unit title: Advertising 2: Advertising Practice

Outcome 2

Produce creative proposals for an advertising campaign to a given brief

Knowledge and/or skills

- overall creative strategy
- the relationship between a background brief and a full creative brief
- elements of a creative brief
- production of creative briefs
- the relationship between a creative brief and a creative proposal
- creative strategies for specific market sectors/products/services

Evidence requirements

The candidate will need evidence to demonstrate his/her knowledge and/or skills by showing that he/she can:

- develop the background brief through research
- demonstrate the relationship between a background brief and a full creative brief clearly in relation to a given task
- produce a creative brief which is effective and consistent with the campaign objectives given
- produce creative proposals which are effective and consistent with the creative brief
- justify creative proposals through research and evaluation of findings.

Evidence will take the form of a written response of a minimum of 800 words **and** oral evidence in the form of a presentation of no more than ten minutes to be delivered as a creative pitch in the style used by professional advertising agencies. Three creative proposals should be produced. The proposals should be to a standard acceptable in the media industry.

Assessment will be open-book.

Assessment guidelines

The assessment for this Outcome can be integrated with Outcomes 3 and 4. The candidate, having successfully produced more than one creative proposal (Outcome 2), could use one of them as the basis for the media plan (Outcome 3) and advertisements (Outcome 4). Refer to the Assessment Guidelines section for full details.

Higher National Unit specification: statement of standards (cont)

Unit title: Advertising 2: Advertising Practice

Outcome 3

Produce a media plan for an advertising campaign to a given brief

Knowledge and/or skills

- development of background brief through research
- elements of a media brief
- production of a media brief
- criteria for selection of media
- range of media
- scheduling
- relationship between media proposals and media objectives

Evidence requirements

The candidate will need evidence to demonstrate his/her knowledge and/or skills by showing that he/she can:

- produce an effective media brief consistent with the campaign objectives
- justify the selection of media in terms of the media brief and their likely effectiveness
- demonstrate and justify the use of media selected
- produce a media schedule.

Assessment evidence should take the form of a written response of no more than 1000 words and/or an oral response of no more than 12 minutes. The media schedule should be to a standard acceptable in the media industry.

Assessment will be open-book.

Assessment guidelines

The assessment for this Outcome can be integrated with Outcomes 2 and 4. The candidate, having successfully produced more than one creative proposal (Outcome 2), should use one of them as the basis for the media plan (Outcome 3) and advertisements (Outcome 4). Refer to the Assessment Guidelines section (Outcome 4) for full details.

Outcome 4

Produce advertisements for an advertising campaign to a given brief

Knowledge and/or skills

- formats for different media
- creative execution of effective advertisements
- voluntary and legal controls affecting the production of advertising material

Higher National Unit specification: statement of standards (cont)

Unit title: Advertising 2: Advertising Practice

Evidence requirements

The candidate will need evidence to demonstrate his/her knowledge and/or skills by showing that he/she can:

- produce advertisements which fulfil the given brief
- produce advertisements for a specific market sector
- produce advertisements which comply with recognised practice and relevant controls.

Two different types of advertisements should be produced. While proposals and ideas may be discussed in groups, the products **must** be the candidate's own work. The evidence should be produced to a standard acceptable within the media industry.

Assessment will be open-book.

Assessment guidelines

The assessment for this Outcome can be combined with Outcomes 2 and 3. The candidate, having successfully produced more than one creative proposal (Outcome 2), should use one of them as the basis for the media plan (Outcome 3) and advertisements (Outcome 4). The two types of advertisement could be selected from both a broadcast and non-broadcast medium.

Administrative Information

Unit code: D7XW 35

Unit title: Advertising 2: Advertising Practice

Superclass category: BA

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Higher National Unit specification: support notes

Unit title: Advertising 2: Advertising Practice

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 80 hours.

Guidance on the content and context for this Unit

This Unit is intended to enable candidates to experience the kind of practical work undertaken by personnel employed in a typical full service advertising agency.

Outcome 1 looks at the controls which apply to print and non-broadcast materials.

As well as self-regulating voluntary controls, relevant statutory controls in relation to the production of advertisements are examined. Laws such as Control of Misleading Advertisements Regulations 1988 and the Trades Description Act 1968 should also be covered, as should the role of the Broadcasting Act in setting up such professional bodies as the Advertising Standards Authority and Independent Television Commission.

The work of the Advertising Standards Authority (ASA), which helps to ensure that the British Codes of Advertising and Sales Promotion are complied with, should be examined, as should the work of the Independent Television Commission (ITC) and its Radio counterpart are studied.

For Outcome 2 candidates will produce creative proposals of an advertising campaign. They will present these proposals in the form of a 'pitch', the oral presentation used by account executives within agencies. In Outcome 3 candidates will produce a full media plan which includes costings and a media schedule. Two advertisements, each in a different format, will be produced in Outcome 4. All of the above will conform to the legal and voluntary controls which affect the production of advertising materials, the candidate having earlier compiled a folio in which the controls relating to both print and broadcast materials have been identified and explained. An accurate understanding of the process which a campaign follows, from initial brief to the completed advertisement, will be gained by the candidate.

Completion of this Unit will give candidates a clear and practical understanding of some of the most important creative advertising skills required by the UK Advertising Industry. They will have an understanding of those personnel who specialise in these areas, and will also have experienced the type of work they carry out. All of this undertaken in the correct sequence should ensure that the process of creative advertising is learned.

Higher National Unit specification: support notes (cont)

Unit title: Advertising 2: Advertising Practice

Guidance on the delivery and assessment of this Unit

As part of the formative work for this Unit a whole group exercise which involves the examination of award winning campaigns could be used to pinpoint effective creative and media strategies.

Assessment guidelines for integrating Outcomes 2, 3 and 4

Candidates should submit work on an on-going basis, culminating in the presentation of a creative pitch. Where Outcomes 2, 3 and 4 are being assessed holistically, the candidate will need evidence to demonstrate his/her knowledge and/or skills by showing that he/she can produce advertising material covering the following:

- a creative brief
- a minimum of three creative proposals and evaluations
- a media brief
- media proposals
- media schedule
- two advertisements.

The candidate must also make an oral presentation which will take the form of a creative pitch.

All of the above must be based on a given background brief and produced to a standard acceptable within the media industry.

For Outcome 1 candidates should compile a folio in which information that identifies and explains the voluntary controls and the statutory laws is analysed. The folio would be made more interesting by the inclusion of advertisements which in the opinion of either the bodies concerned (or the candidate) are of a controversial nature. Knowledge of what can and cannot be done will enable the candidates to appreciate the constraints placed on professionals working within the advertising industry.

The Unit can then be approached from the stand point of an advertising agency receiving a brief and working through all the stages to completion. Candidates may take on the role of various types of advertising personnel. When 'pitching' for the account, for example, they will be demonstrating the work of the 'account executive'. Other roles will include that of 'media planner' and 'creative manager'. Again formative work could involve the whole class working on a given campaign before requiring the candidate to work on material to be submitted for summative assessment purposes.

In Outcomes 2, 3 and 4 an integrative approach is useful in order that candidates understand the link between the background brief and the subsequent creative brief and creative

proposals (Outcome 2), the media brief and the resultant media proposals (Outcome 3) and the production of advertisements (Outcome 4).

Higher National Unit specification: support notes (cont)

Unit title: Advertising 2: Advertising Practice

- Candidates will be working to a background brief from a client and will have to produce the advertising material within a set timescale, usually eight weeks.
- Candidates should work on one client brief for a specific market and produce all the necessary creative material.
- The brief should provide the following information:
 - the name of the client and the product or service to be advertised
 - information regarding the product/service and its packaging and use
 - current or intended market segments
 - advertising budget available
 - current or intended distribution channels
 - pricing policy
 - information relating to the competition.
- Candidates should work as individuals rather than a group.

Outcome 2 looks firstly at the background brief given by the client (or potential client) to the account executive of the advertising agency. Candidates should understand the importance of this information and its usefulness in helping the Account Executive to formulate a full creative brief to be given to the creatives within his/her department. Candidates should then, having been shown examples of actual creative briefs, produce one to the same standard. Each candidate should then prepare creative proposals. These will have to be evaluated and the most effective one taken forward for presentation. The most appropriate time to 'pitch' the creative proposal is likely to be towards the end of the course when the two advertisements required for Outcome 4 have been completed and can be used in the presentation. This is best done using other candidates to act as the potential client(s). They can be encouraged to ask questions and offer criticism, just as would happen at the real event.

1. Creative Brief

- (a) A clear explanation of the relationship between the background brief and the full creative brief produced
- (b) An effective creative brief which is consistent with the given campaign objectives

2. Creative Proposals and Evaluations

- (a) Creative proposals which are effective and consistent with the given campaign objectives
- (b) An effective creative brief which is consistent with the given campaign objectives

3. Creative Pitch

- (a) Effective creative proposals are consistent with the creative pitch

Higher National Unit specification: support notes (cont)

Unit title: Advertising 2: Advertising Practice

In Outcome 3 the importance of media planning within an advertising campaign is examined. Candidates should be encouraged to think about a media brief which, when produced, will properly reflect the needs of the stated campaign objectives. The candidate will be required to produce a sequential media plan which is fully costed and conforms to typical industry layout and style. Actual copies of these documents may be obtained from advertising agencies and used to illustrate what is required of the candidate.

1. Media Brief

- (a) Effective media brief which is consistent with the campaign objectives

2. Media Proposals

- (a) Justification of the media vehicles selected in terms of media brief and effectiveness
- (b) Justification of the media proposals in terms of media objectives and effectiveness

3. Media Schedule

- (a) Justification of the media vehicles selected in terms of media brief and effectiveness
- (b) Justification of the media proposals in terms of media objectives and effectiveness

Higher National Unit specification: support notes (cont)

Unit title: Advertising 2: Advertising Practice

Outcome 4 involves the candidate in the process of producing two advertisements. Each should take a different format. Candidates may wish to record an advertisement suitable for radio transmission or even the storyboard and script for a television/cinema advertisement. The important thing is that what they produce conforms to the stipulation that they 'are effective in terms of achieving specified creative proposals.' The focus is not on the candidate's artistic capabilities. It is, however, important that the advertisements produced comply with the relevant voluntary and statutory controls.

Advertisements

- (a) Advertisements which are effective in terms of achieving the specified creative proposals
- (b) Advertisements which comply with recognised practice and relevant controls, as studied in Outcome 1 of this Unit.

Open learning

This Unit could be delivered by open and/or distance learning. However, it would require planning by the centre to ensure that Outcomes 1 and 2 were conducted in conditions where arrangements have been put in place to assure the authenticity of the candidate's work.

Frequent contact between candidate and centre would require to be maintained in order that useful progress was being made with regard to Outcome 3.

For further information and advice, please see *Assessment and Quality Assurance for Open and Distance Learning* (SQA, February 2001 – publication code A1030).

Special needs

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. Special needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering special alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Special Assessment and Certification Arrangements for Candidates with Special Needs and Candidates for whom English is an Additional Language* (SQA, 2000).

General information for candidates

Unit title: Advertising 2: Advertising Practice

This Unit is designed to enable you to develop a range of creative skills in a practical way by undertaking advertising campaign assignments in simulated business and media situations. It is primarily intended to show you some of the important creative skills used in the advertising industry. You will learn about those people within an advertising agency who use these skills and the order in which the work is done. This will enable you to understand how an initial request from an organisation that needs professional advertising help starts a process which ultimately produces a successful advertising campaign.

You will look at the controls which affect the type of advertisements that can be produced and printed or broadcast. In some cases these controls are voluntary, but they can also be statutory. From there, you will look at the type of brief that advertisers give to advertising agencies explaining the type of advertising campaign that they think they should launch. It is then up to the agency to turn this into a creative brief. This tells the creative people at the agency what message and type of advertisement they should begin to work on. You will then look at the type of media (press, television, billboards for example) which would be most likely to reach the 'target market'. The information is contained within a media brief. After this you will create two advertisements which meet the needs of the creative brief.

Before you are assessed you will have the opportunity to develop the skills necessary for successful completion of the Outcomes.

On completion of the Unit you should be able to:

1. Explain the legal and voluntary controls which may affect the production of advertising materials in the UK
2. Produce creative proposals for an advertising campaign to a given brief
3. Produce a media plan for an advertising campaign to a given brief
4. Produce advertisements for an advertising campaign to a given brief