

## Higher National Unit Specification

### General information for centres

**Unit title:** Promotional Mix

**Unit code:** DG6K 34

**Unit purpose:** This Unit is designed to provide candidates with the knowledge and understanding of the promotional mix elements available and to allow candidates to evaluate them and understand how they can be applied to achieve specific marketing objectives.

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

1. Evaluate the role and importance of the main promotional mix techniques available to an organisation.
2. Research, design and present an above the line campaign that meets a specified brief.
3. Research, design and present a below the line campaign that meets a specified brief.

**Credit value:** 1 HN Credit at SCQF level 7: (8 SCQF credit points at SCQF level 7\*)

*\*SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

**Recommended prior knowledge and skills:** Access to this Unit is at the discretion of the centre. However, it would be beneficial if the candidate has achieved Core skills Communications at Intermediate 2.

**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. This Unit may also be offered as part of other Higher National Programmes.

**Assessment:** In order to pass this Unit, candidates must provide sufficient evidence that they have satisfied the minimum evidence requirements for each Outcome. It should be noted that Outcome 1 refers to the underpinning knowledge and skills within the promotional mix. Outcome 1 will be assessed by a restricted response question paper. The evidence generated from Outcome 1 could also be assessed in Outcomes 2 and 3, which require those knowledge and skills, encouraging a more holistic assessment process.

## **General information for centres (cont)**

Outcomes 2 and 3 will take the form of a presentation responding to the same case study/brief and will require the application of the knowledge and skills covered in Outcome 1. The presentation for Outcome 2 will require the candidate to deliver appropriate above the line media/techniques that address the case study/brief and checklist criteria.

The presentation for Outcome 3 will address the below the line media/techniques. Presentations should last between 8 to 10 minutes in length. Time should be allocated to allow candidates the opportunity to gather sufficient information and materials.

## Higher National Unit specification: statement of standards

**Unit title:** Promotional Mix

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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

Evaluate the role and importance of the main promotional mix techniques available to an organisation

#### Knowledge and/or skills

- ◆ Definitions of target markets and publics
- ◆ Above and below the line advertising
- ◆ Public Relations (PR) media and techniques
- ◆ Sales promotion media and techniques
- ◆ Direct/Personal selling media and techniques

#### Evidence requirements

To achieve this Outcome each candidate must provide evidence that demonstrates his/her knowledge and/or skills.

Each candidate must provide evidence to show that she/he can:

- ◆ Define and explain target markets:
  - *socio-economic*
  - *psychographic*
  - *geo-demographic*
- ◆ Define and explain the term publics:
  - *community*
  - *suppliers*
  - *distributors*
  - *employees*
  - *media/opinion leaders*

## Higher National Unit specification: statement of standards (cont)

### Unit title: Promotional Mix

- ◆ Identify and explain Above the Line and Below the Line advertising:
  - *press*
  - *magazines*
  - *television*
  - *independent local radio*
  - *billboards/posters (outdoor)*
  - *transport*
  - *cinema*
  - *direct mail*
  - *sponsorship, point of sale*
  - *exhibitions*
  - *sales literature*

### Assessment guidelines

This Outcome is being assessed in a holistic way therefore it is not necessary for the candidate to provide evidence of all areas of knowledge and skills. It is suggested that the assessment should be designed in such a way as to allow the assessor the opportunity to sample only certain parts of the coursework but still be satisfied that the candidate has a sound understanding of the whole subject.

It is not necessary for a candidate to provide evidence for every single item listed in the evidence requirements. The items in normal type are mandatory, but it is not essential to provide evidence for each of the italicised items. From the group of italicised items a minimum of one item must be sampled and evidence must be provided for at least one of those areas.

This Outcome should be assessed by a closed book restricted response paper, of at least 10 questions, carried out in supervised conditions within the classroom environment. A checklist should be applied that covers an appropriate range of acceptable answers. Candidates are required to answer all questions correctly.

### Outcome 2

Research, design and present an above the line campaign that meets a specified brief

#### Knowledge and/or skills

- ◆ Identification of external agencies
- ◆ Target market strategies
- ◆ Research of above the line media
- ◆ Evaluation of above the line media
- ◆ Allocation of appropriation/budget

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Promotional Mix

### **Evidence requirements**

To achieve this Outcome each candidate must provide evidence, which demonstrates his/her knowledge and/or skills.

Each candidate must provide evidence to show that he/she can:

- ◆ Devise a short advertising campaign for an advertising agency Accounts Executive
- ◆ Define the objectives of the campaign
- ◆ Define the target markets for the campaign
- ◆ Identify above the line media within a stated budget/timescale
- ◆ Justify the media selected to meet the objectives of the campaign

### **Assessment guidelines**

Candidates will be issued with a suitable case study and a specific brief outline. After a period of self directed research they will devise a short advertising campaign suitable for an Accounts Executive. Candidates (in the role of an Accounts Executive) will then deliver an audio-visual presentation of their campaign, which must include acetate slides or a Powerpoint computer generated material.

The presentation should last around 8 to 10 minutes in length and will be videotaped to provide supporting evidence.

A tutor observation checklist will be used to assess the presentation and the tutor may ask additional questions at the end of the presentation to ensure the candidate has achieved the evidence criteria.

The candidate must supply a copy of a media schedule/plan, which will be used to provide additional tangible evidence. The oral presentation will be videotaped under normal classroom conditions.

### **Outcome 3**

Research, design and present a below the line campaign that meets a specified brief

#### **Knowledge and/or skills**

- ◆ Sales promotion techniques
- ◆ PR media and techniques
- ◆ Personal/Direct Selling techniques

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Promotional Mix

### **Evidence requirements**

To achieve this Outcome each candidate must provide evidence, which demonstrates his/her knowledge and/or skills.

Each candidate must provide evidence to show that he/she can:

- ◆ Outline and justify appropriate sales promotion(s)
- ◆ Identify appropriate PR activities, including a press release
- ◆ Identify suitable direct/personal selling techniques

### **Assessment guidelines**

Candidates will be issued a specific brief outline related directly to the case study previously issued for Outcome 2. After a period of self-directed research they will devise a short advertising campaign suitable for an in-house Promotions Manager.

Candidates (in the role of an in-house Promotions Manager) will then deliver a short advertising campaign in the form of an audio-visual presentation, which must include acetate slides or Powerpoint computer generated material. The presentation should last around 8 to 10 minutes in length and will be videotaped to provide supporting evidence.

A tutor observation checklist will be used to assess the presentation and the tutor may ask additional questions at the end of the presentation to ensure the candidate has achieved the evidence criteria.

The candidate must supply a copy of an example of one of their sales promotions or material relating to the promotion, for e.g. a leaflet, poster, voucher, advert etc to provide additional evidence. A press release shall also be issued and will be attached to the observational checklist to facilitate further tangible evidence.

The oral presentation will be videotaped under normal classroom conditions

## **Administrative Information**

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|-----------------------------|-----------------|
| <b>Unit code:</b>           | DG6K 34         |
| <b>Unit title:</b>          | Promotional Mix |
| <b>Superclass category:</b> | BA              |
| <b>Date of publication:</b> | August 2004     |
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## **Higher National Unit specification: support notes**

### **Unit title:** Promotional Mix

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 40 hours.

### **Guidance on the content and context for this Unit**

This Unit is intended for candidates who wish to pursue a career in business and the marketing of business. Examples include in-house employment in medium to larger enterprises that provide departments in Marketing, Communications, PR and Promotions etc. Other specialised communications industry practitioners, for example, Advertising Agencies, PR Consultancies and Direct Marketing companies are also applicable here. Some candidates may view this Unit as a stepping-stone to more in-depth study of the promotions business, while for others it may be their only experience of the subject.

It is also an appropriate Unit for other vocational areas, where candidates may be considering self-employment at some stage as effectively communicating and promoting their business could provide a competitive advantage. It is therefore encouraged to also relate the course to small and medium sized enterprises. This is an integral part of business plans and strategy. It may be offered as an Optional Unit for other Awards. The content and context of this Unit must take all of these factors into account.

The following notes give additional information on each Outcome:

#### **Outcome 1**

Criteria of target markets: socio-economic, psychographic, geo-demographic, benefit(s) perceived.

Criteria of publics: community, suppliers, distributors, employees, media/opinion leaders.

Above the line advertising classified: press and magazines, TV, independent local radio, billboards/posters (outdoor), transport and cinema.

Below the line advertising classified: direct mail, sponsorship, p.o.s., exhibitions, sales literature.

Difference between above and below the line media: commissionable and non-commissionable.

PR Media: press/news releases, press conferences, exhibitions, sponsorship.

Sales promotions: consumer, trade and sales force.

## **Higher National Unit specification: support notes (cont)**

**Unit title:** Promotional Mix

Direct/Personal Selling: direct mail, tele/net/text marketing, sales force/representatives.

### **Outcome 2**

Objectives: SMART (Specific, Measurable, Agreeable, Realistic, Time/Cost framed).

External Agencies: Advertising Agencies (full service to specialised à la carte), PR Consultancies, Direct Marketing Companies, Events/Exhibition organizations.

Secondary Sources for above the line media: British Rate and Data (BRAD), Media packs/rate cards and direct on-line access to media suppliers via the Internet.

Media Information including evaluation: cost/rates, size/length, positions, timing, audit figures and sources.

Design/lay-out of a user-friendly media schedule/plan.

### **Outcome 3**

Sales promotion techniques: BOGOF (Buy One Get One Free), coupons, competitions, price.

PR Media: identification of newsworthy aspects and design of a short press release.

Direct/Personal Selling: sales force activities, mail, inserts, text, fliers and in-house media eg posters.

## **Guidance on the delivery and assessment of this Unit**

It is envisaged that an integrated approach to teaching the Unit will be adopted whereby the candidates will understand the strong link between Outcome 1 and its influence on Outcomes 2 and 3 as this Unit is designed to be holistic in its approach.

It is important that theory and practice is supported by current industry examples. Abstracts from newspapers frequently cover promotional and in particular PR issues. Other articles can easily be secured from professional publications such as the Drum, Campaign Magazine, PR and Marketing Week. These provide excellent examples, discussion points and mini-case studies. Academic books in Marketing have many chapters referring to the promotional mix and its elements and the more specialist books in Advertising, PR, Sales Promotion etc provide more in-depth cover and examples where necessary. Candidates should be encouraged to refer to such sources and especially bring in examples of abstracts from their media references plus examples of sales promotions, adverts and direct marketing they find interesting. Videos from education publishers are available but there are many programmes focusing on the media, in particular advertising on terrestrial television, which can be informative, serious and even very amusing in some cases. It is advised to keep your eye on the coming week's TV schedule due to the popularity of this media today.

## **Higher National Unit specification: support notes (cont)**

### **Unit title:** Promotional Mix

The case study for Outcomes 2 and 3 should focus on an organisation that is familiar to the candidates that has a regional presence. The timescale of the campaign should be kept short, for example one month or so. The budget should also be limited for the above the line campaign in Outcome 2 to about £150,000. This will focus on more accessible media, for example, press, outdoor/transport, radio and cinema and tends to exclude more complex television packages. Such media selected should be accessible to the candidates. No budget will be set for Outcome 3 to promote creativity and variety. The case may include elements of fiction to facilitate criteria, for example a new store opening, a special event (commercial or charity) etc.

It is important that Outcome 2 focuses on a simple media schedule/plan that meets specified criteria. All centres may not have access to BRAD (directories and on-line), which is an excellent research/teaching aid for media schedules. BRAD is a classification of all media available in the UK, however the downside of current BRADs is that packages/rates on TV, radio, cinema etc are not usually listed. Therefore, another alternative and effective resource is that of the websites of media suppliers, which are easily accessed through the Internet. Another resource for lecturers is to contact media suppliers directly and request copies of media packs and rate cards with all relevant data available for educational use. These are excellent classroom teaching aids. It is therefore very important to organise above the line research in a constructive manner, for example, book class time for internet access, design mock schedules based on print-outs, rate cards provided etc.

Once candidates are familiar with the process of sourcing chosen media and constructing a schedule/plan, self-directed time should be allocated in order to allow them to address Outcome Two's brief/criteria. Outcome 2 should be issued at this point. It is important also to check the candidate's media schedule/plan before they present it. Advice and amendments should be addressed beforehand, as this is the main tangible evidence and thrust of this presentation/Outcome.

Outcome 3 requires a press release to be typed and issued at the presentation. Examples of press releases are available on many company websites. Various organisations with in-house PR departments/facilities plus PR Consultancies are usually supportive in sending recent press releases to Centres when requested as a teaching aid. These examples should be circulated to show the variety in newsworthy content and presentation available. Candidates will require a template/lay-out acceptable to industry standards and consistency of assessment. Formats are available in many PR books and from the Institute of Public Relations (IPR). Candidates should practice a short press release in class that follows a newsworthy brief to criteria. They should be encouraged to keep the press release to one page only. Outcome 3 should be issued at this point.

Again, the candidate's assessed typed press release should be checked before final presentation.

## **Higher National Unit specification: support notes (cont)**

**Unit title:** Promotional Mix

This Outcome also offers the opportunity for initiative and creativity in suggesting sales promotions and direct selling techniques covered in Outcome 1.

### **Open learning**

If this Unit is delivered by open or flexible learning, additional resources and material will be required for candidate support, assessment and quality assurance. For further information and advice please refer to *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 Arrangements (SQA, 2001)*.

## **General information for candidates**

### **Unit title:** Promotional Mix

This Unit has been designed to introduce the basic concepts of promotion. It clearly defines the promotional mix elements available to allow you to evaluate them and understand how they can be applied to achieve different marketing objectives. It emphasises that a product/service could be excellent but unless it is communicated correctly the product/service will not meet its potential in the market place. The Unit therefore identifies factors, which influence promotional mix decisions in products and services, profit and non-profit organisations across small/medium and larger enterprises. The four elements of the promotional mix are advertising, PR, Sales Promotions and Direct/Personal Selling. It will become apparent that different types of organisations use different mix elements to achieve their objectives. For example, despite advertising being a popular and persuasive media many charities tend to use very little advertising (if any) and concentrate their efforts with PR and direct/personal selling techniques, due to tight budgets and more complex communications than the features and benefits of conventional products/services.

Outcome 1 of this course defines and outlines the content and structure of each element with current examples. This will develop underpinning knowledge and skills that will allow you to address a practical brief in Outcomes 2 and 3. Outcome 1 will require you to answer a series of questions based on the elements and issues involved in the promotional mix in a restricted response closed book assessment in the classroom. You will need to answer all questions correctly. Remediation and further revision will be issued to those required to re-sit the assessment.

Outcomes 2 and 3 will have the same case study although each Outcome will have a separate short brief and checklist to adhere to. Both Outcomes will require you to deliver a presentation of about 8 to 10 minutes in length in a classroom situation. You should use either slides or powerpoint to make your presentations more professional. Your presentation will be filmed for evidence purposes with the opportunity to carry out peer and self-evaluation when played back. It is envisaged that the majority of candidates would have limited presentation experience before this Unit and would benefit from the experience of a presentation, which is a common communication delivery in the promotions industry and other business areas.

The case study will be based on an organisation familiar to you and with a regional presence. The budget and timescale of the campaign will also be limited to allow you to focus on a short manageable campaign using media you will also probably be familiar with.

## **General information for candidates (cont)**

Outcome 2 addresses above the line media, which are often handled by external suppliers, such as advertising agencies. You will put yourself into the role of an advertising agency Accounts Executive and respond to the brief supplied. You will be taught how to carry out basic media research using the Internet, directories, media packs and rate cards. Obviously due to a limited budget your media choices will be accessible and regional, e.g., press, publications, outdoor, cinema and radio. You may wish to choose only a few media suppliers, e.g., 2 newspapers and one billboard company and from this you will produce a basic media schedule/plan. This may include, e.g., name of media, when appearing, how often/long, size, rates and total cost.

Outcome 3 addresses below the line media, where you will present in the role of the client's in-house Promotional Manager. You will be asked to design a newsworthy press release relating to the campaign, which you will outline in your presentation. A sales promotion should also be outlined with support material(s) to illustrate it, e.g., a coupon, flier, poster or even the promotion itself, if feasible. This is also a PR activity and usually a direct/personal selling method as well. Other below the line techniques can be added here to promote variety and creativity. A budget will not be set for this presentation but ideas must be targeted realistically within the confines of the brief.

At the end of this Unit you will be competent in addressing, understanding and implementing an above and a below line promotional campaign. There is scope for you to show initiative, practicality and creativity in meeting a specified brief, whether you wish to develop and specialise or gain knowledge of current business practice.