

Higher National Unit Specification

General information for centres

Unit title: Advertising 1: The Advertising Industry

Unit code: DH4E 34

Unit purpose: This Unit develops skills in understanding key concepts in advertising and advertising campaigns. The Unit may be used with a wide range of candidates to introduce them to the concepts of advertising.

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

1. Analyse the role of advertising in the promotional mix.
2. Describe the operation of a full service advertising agency in the UK.
3. Analyse a recent advertising campaign.

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, but it would be beneficial if the candidate had possession of at least one of the following:

- ◆ National Unit DOYJ 12 Media Studies: Advertising Analysis and Production
- ◆ National Unit EE3T 12 Communication (NC)
- ◆ Core Skill Communication at Higher
- ◆ Higher English or its component units
- ◆ Work experience in a media or advertising background

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.

General information for centres (cont)

Assessment: A copy of the structure of a full service agency should be issued to candidates at least seven days prior to assessment of Outcome 2. As the assessment for Outcome 3 involves investigation and analysis candidates should be briefed on requirements at an early stage of delivery.

Higher National Unit specification: statement of standards

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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

Analyse the role of advertising in the promotional mix

Knowledge and/or skills

- ◆ Constituent elements in the promotional mix according to the guidelines of the Institute of Practitioners in Advertising (IPA)
- ◆ Factors affecting the promotional mix in relation to a chosen product
- ◆ Factors affecting the promotional mix in relation to a chosen service
- ◆ Role of advertising in terms of the overall promotional strategy for a chosen product or service provider
- ◆ Skills in analysis

Evidence requirements

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

- ◆ analyse correctly the role of advertising in the promotional mix
- ◆ describe fully the constituent elements of the promotional mix according to the IPA guidelines
- ◆ describe fully the factors affecting the promotional mix in relation to a chosen product
- ◆ describe fully the factors affecting the promotional mix in relation to a chosen service
- ◆ analyse the role of advertising in terms of the overall promotional strategy for a chosen product or service provider.

Evidence, in the form of responses to structured questions, must be generated in conditions where arrangements are in place to assure the authenticity of the candidate's work. Responses should be no more than 1000 words. Candidates may refer to their own notes.

Assessment guidelines

The candidate should refer to recent UK advertising industry examples and should use examples of both produce and service providers in the responses given.

Higher National Unit specification: statement of standards (cont)

Unit title: Advertising 1: The Advertising Industry

Outcome 2

Describe the operation of a full service advertising agency in the UK

Knowledge and/or skills

- Types of agencies operating in the UK
- Structure of a full service agency
- Roles of key advertising personnel: creative, account, media and production/traffic
- Operation of a full service agency in relation to seeking an account

Evidence requirements

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

- ◆ describe the structure of a full service agency
- ◆ demonstrate understanding of roles undertaken by full service agency personnel
- ◆ describe in detail the methods used by full service agencies when seeking an account
- ◆ describe in detail the other types of agencies currently operating in the UK.

Evidence, in the form of responses to structured questions, must be generated in conditions where arrangements have been put in place to assure the authenticity of the candidate's work. Responses should be no more than 1000 words. Candidates may refer to their own notes.

Assessment guidelines

A copy of the structure of a full service agency should be issued to the candidate at least seven days prior to assessment.

Outcome 3

Analyse a recent advertising campaign

Knowledge and/or skills

- ◆ Advertising objectives
- ◆ Creative strategy in relation to advertising objectives
- ◆ Media strategy in relation to advertising objectives
- ◆ Effectiveness of a chosen campaign in terms of specified objectives
- ◆ Skills in analysis

Higher National Unit specification: statement of standards (cont)

Unit title: Advertising 1: The Advertising Industry

Evidence requirements

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

- ◆ explain accurately the advertising objectives of a chosen campaign
- ◆ analyse correctly the creative strategy adopted
- ◆ analyse correctly the media strategy adopted
- ◆ discuss these strategies in relation to the advertising objectives
- ◆ evaluate the campaign's effectiveness in relation to the advertising objectives.

Evidence, in the form of an investigative report of approximately 1000 words, on a recent UK advertising campaign, should be generated through assessment undertaken in conditions where authenticity is assured.

Assessment guidelines

The candidate should be briefed on assessment requirements early in order to investigate fully a chosen advertising campaign.

Candidates should select a campaign in negotiation with the assessor.

Administrative Information

Unit code:	DH4E 34
Unit title:	Advertising 1: The Advertising Industry
Superclass category:	BA
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Higher National Unit specification: support notes

Unit title: Advertising 1: The Advertising Industry

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

The Unit is primarily intended to develop an understanding of the Advertising industry from a theoretical perspective, looking at the role of advertising in the UK and how an agency functions.

Advertising should be set within the context of the marketing function as expressed by the guidelines of the Institute of Practitioners in Advertising. The work of an advertising agency can then be examined and a recent advertising campaign can be investigated and judged in terms of its effectiveness in achieving pre-set objectives.

Although the Unit is expressed in generic terms, it should be related to the context which is familiar to those operating within the industry. Terminology used by agency personnel should be introduced and explained at an early stage.

Outcome 1 examines Advertising as an important constituent within the promotional mix as specified by the IPA. The promotional mix used and how this differs depending on the type of product or service being advertised should be examined. The role that advertising faces in relation to the overall marketing strategy for various products and services needs to be explored. Essentially the candidate should understand the difference between a product and a service in terms of the way it is marketed. Products being visible, tangible objects, better lend themselves to campaigns in which appearance and style are prime marketing consideration. Services, given their often invisible nature, lend themselves more to campaigns in which the benefits of use are the primary marketing considerations. Examining examples of advertising and other related promotional examples which seek to market both products and services will be useful.

Outcome 2 examines the organisational structure of a full-service advertising agency, the work of key personnel and the way in which it seeks a new account.

Creative Production and Account Executive sections should be the main focus as they find the advertisers, come up with the ideas and produce the advertising campaign. Copywriters and graphic artists within the Creative Section and print buyers or traffic controllers from the Production Section are examples of personnel whose roles should be examined.

The Outcome therefore takes the candidate through the various stages, from being invited to receive the initial brief from the prospective advertiser, through all the creative stages involved in acting on the brief, to the actual delivery of the pitch and the subsequent result.

Higher National Unit specification: support notes (cont)

Unit title: Advertising 1: The Advertising Industry

Candidates should understand not only the role of specific personnel, but also how these roles relate to each other in the overall operation of an agency.

In addition to the full service agency, candidates will understand the work of other agencies which specialise in a specific area of agency work, such as media independents, studio or direct response agencies.

Outcome 3 requires the analysis of a recent advertising campaign. The candidates will, in consultation with the tutor, identify a campaign and gather the following information in order to evaluate its effectiveness:

- ◆ **The advertising objectives of the campaign.** It may be that a new product is being launched onto the market and the objective is to educate the targeted segment of the market as to its use and the benefits of purchase. The objective may be to save an ailing product by stimulating increased sales and attracting new customers.
- ◆ **The creative strategy adopted.** In other words the style and context of the message used in the campaign. Will it rely on, for example, nostalgia, humour or romance as a way of convincing potential customers? In some cases the economic benefits of purchase or the chance to win something will be central to the creative strategy. The use of fear as a way of encouraging, for example, the purchase of insurance may also be used.
- ◆ **The media strategy adopted.** This will involve looking at the range of media chosen and the order and frequency of their use. Has the quality press primarily been used as a way of 'putting across' some complicated information, followed-up with television advertising? Were billboards used as an initial 'tease' to announce the arrival of something new and this was then followed up by radio advertising? The media used should be based on the likelihood of it reaching the target audience.
- ◆ **The effectiveness of the campaign in terms of the specified objectives.** This can be judged by analysing whether the creative strategy produced a message that was received by the target market in the way intended by the advertisers. Examination of the media strategy can be undertaken by looking at how effectively the message was received by potential customers and what percentage of the target market was exposed to the proposition. The third Outcome will offer the opportunity to examine an example of advertising in practice from a creative and media perspective.

Guidance on the delivery and assessment of this Unit

In Outcomes 1 and 2 one approach would be to encourage candidates to source interesting examples for discussion. The third Outcome will enable them to examine an example of advertising in practice from both a creative and media perspective and make judgements as to whether objectives have been met.

Higher National Unit specification: support notes (cont)

Unit title: Advertising 1: The Advertising Industry

An organised visit to a full-service agency would be beneficial as candidates would be able to witness the work done by specialist personnel and to engage in a question and answer session. This would enable them to find out more about the process of ‘pitching’ for an account as they could talk directly to account executives about the complexities of winning (and retaining) an account.

Two approaches to investigation in Outcome 3 can be considered. One is to contact an advertising agency or an advertiser who can provide information directly, and it may be advisable for the assessor to establish contact with advertising agencies prior to commencement of the Unit in order to establish whether such help could be made available. The alternative approach is for candidates to investigate using Advertising industry magazines and websites which in some cases provide good information about the client brief, the campaign and the results of the campaign.

Open learning

This Unit could be delivered by distance learning. However, it would require planning by the Centre to ensure that Outcomes 1 and 2 were undertaken under 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 Arrangements* (SQA, 2001).

General information for candidates

Unit title: Advertising 1: The Advertising Industry

This Unit is designed to enable you to understand the main issues which affect the Advertising industry and those organisations and individuals who work within it Advertising is an integral part of the Marketing process and as such, a vital component in the work of most organisations.

The Unit has three main areas of study. To begin with you will look at the role that advertising plays in the marketing process and how it can help to promote the sale of products and services within the UK economy. You will then examine the operation of a typical advertising agency in the UK. You will study the organisation, the people who work in it and the methods used to gain new 'accounts' or advertising customers. Finally, you will look at a recent UK advertising campaign. You will investigate what the objective was, for example, in launching a new product on to the market. The creative ideas used and the types of media selected will also be examined. You will then be able to determine whether the methods used actually achieved the objectives set.

There are three assessments for this Unit and you will have access to your notes for them.

1. You will analyse the role of advertising in the promotional mix.

You will be expected to use recent UK advertising industry examples in your answer, giving examples of both product and service providers in a written or oral response of no more than 1000 words.

2. You will describe the operation of a typical advertising agency in the UK.

You will be given details of the structure beforehand. Your written or oral response to questions will be no more than 1000 words

3. You will analyse a recent advertising campaign.

Your response will be about 1000 words and will be produced in the form of an investigative report. You will be given details of the assessment in time to investigate fully your chosen campaign.

On completion of the Unit you should be able to:

1. Analyse the role of advertising in the promotional mix
2. Describe the operation of a full service advertising agency in the UK
3. Analyse a recent advertising campaign