

Higher National Unit Specification

General information for centres

Unit title: Corporate Store Image

Unit code: DL2V 35

Unit purpose: This Unit is designed to enable candidates to analyse the factors, which influence corporate store image.

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

1. Explain the components and purpose of image.
2. Explain the different between perceived and projected image.
3. Evaluate the current image of an organisation.

Credit points and level: 1 HN Credit at SCQF level 8: (8 SCQF credit points at SCQF level 8*)

**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: Candidates should possess good communication skills. Other Knowledge, skills or experience relevant to the unit would be beneficial including marketing research and knowledge of the retail industry as demonstrated by the HN Unit Retail Environment. Ultimately, entry is at the discretion of the centre.

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: This unit can be taught and assessed as a stand-alone unit. 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 is included in the mandatory section of the HND Retail Management and is an optional unit within the HNC framework.

General information for centres (cont)

Assessment: This unit will be assessed holistically by a single instrument of assessment covering all unit outcomes. This will take the form of a Market Research report requiring a response of approximately 1,500 words. This will be completed under open book conditions.

The assessment will be based on an evaluation of the factors which influence corporate/store image for one organisation of the candidate's / tutor's choice. The choice must be approved by the tutor.

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

Explain the components and purpose of image.

Knowledge and/or skills

- ◆ Overview of the concept of image and identity
- ◆ Outlining the components of image and identity
- ◆ Identifying differences between image and perception
- ◆ Considering perception and attitudes of image in the context of consumer behaviour
- ◆ Outlining the relationship between retail mix factors and image.

Evidence requirements

Please refer to Outcome 3.

Assessment guidelines

Please refer to Outcome 3.

Outcome 2

Explain the difference between perceived and projected image.

Knowledge and/or skills

- ◆ Identifying the external factors which influence image including internal economic, social, political and technical
- ◆ Describing market segment variables which influence image including demographic, geographic, psychographic and behavioural
- ◆ Analysing an organisation's image.

Evidence requirements

Please refer to Outcome 3.

Higher National Unit specification: statement of standards (cont)

Unit title: Corporate Store Image

Assessment guidelines

Please refer to Outcome 3.

Outcome 3

Evaluate the current image of an organisation.

Knowledge and/or skills

- ◆ Identifying methods of measuring image
- ◆ Analysing the factors involved in planning an image
- ◆ Evaluating an organisation's image.

Evidence requirements for the Unit

To achieve this unit each candidate will need evidence to demonstrate the knowledge and skills from outcomes 1, 2 and 3. The knowledge and skills will be sampled from the assessment, which is a market research report evaluating one relevant organisation. The assessment will take the form of an open book assessment with structured questions. Questions will be issued one week in advance of the assessment date. It is recommended that the assessment be undertaken in one sitting. The candidate's response will be approximately 1,500 words in length.

The Market Research report must include:

- ◆ exploration of image / identity
- ◆ importance of perception and attitude in the context of consumer behaviour
- ◆ SWOT analysis and PEST factor for organisation being evaluated
- ◆ market segmentation – variables and methods
- ◆ product/organisation positioning and identity
- ◆ measuring effect of image – qualitative and quantitative methods
- ◆ the retail mix and the organisation
- ◆ planning the organisation's image.

Assessment guidelines for the Unit

This unit will be assessed holistically by instructing candidates to conduct an evaluation of one organisation and to produce a market research report.

Administrative Information

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| Unit code: | DL2V 35 |
| Unit title: | Corporate Store Image |
| Superclass category: | BA |
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Higher National Unit specification: support notes

Unit title: Corporate Store Image

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 aims to introduce the candidate to the factors which influence the image and identity of a variety of organisations. It is the intention this will complement learning in HN Units Fashion Merchandising, Retail Environment and Comparative Retailing.

Outcome 1 of this unit is concerned with the key components of image. This should include the importance of perception and attitude in the context of consumer behaviour. The image of specific organisations be analysed with SWOT and PEST factors. This should take account of current technological, sociological and consumer developments.

Outcome 2 is designed to further develop the candidate's understanding of the difference between perceived and projected image. The candidate will explore the economic, social, technical and political factors, which influence the whole concept of image. Market segment variables should be analysed in the context of explaining different organisations image, including product positioning.

Outcome 3 directs the candidate to an evaluation of an organisations' key techniques used in measuring the effectiveness of an organisation's image will be identified. The candidate will assess a retail mix and the factors involved in planning an image.

Guidance on the delivery and assessment of this Unit

The unit is likely to form part of a group award and is primarily designed to provide candidates with the skills to analyse the factors, which influence Corporate Store Image. As such, the candidates will benefit from studying relevant subject based units in conjunction with this unit, including Customer Care, Marketing and Store Design. In these circumstances it is likely that the unit will be delivered in year two of the HND in Retail Management. This should allow the unit to be delivered in such a way that enables the candidates to appreciate the relevance of the Corporate Image with an organisation. Whenever possible, examples used should be relevant to previously studied topics.

This unit will be assessed holistically by a single instrument of assessment covering all unit outcomes. This will take the form of a Market Research Report of approximately 1500 words. The assessment will not be conducted under supervision.

Higher National Unit specification: support notes (cont)

Unit title: Corporate Store Image

Open learning

The unit could be delivered by open or distance learning. However, it would require planning by the centre to ensure sufficiency and authenticity of candidate evidence. Arrangements would have to be made to ensure that the assessment for outcomes 1, 2 and 3 was conducted under supervision.

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

Candidates with additional support needs

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Special Assessment Arrangements for Candidates with Additional Support Needs* (BA 2399, SQA, due 2004).

General information for candidates

Unit title: Corporate Store Image

This unit is designed primarily to enable you to analyse the factors, which influence Corporate Store Image. This includes the components and purpose of image, perceived and projected image and conducting an evaluation of the current image of an organisation.

After studying this unit, you should:

- ◆ Explain the concept and components of image and identity. Identify the difference between image and perception in the context of consumer behaviour and give an outline of the relationship between retail mix factors and image.
- ◆ Identify the external factors, which influence image and describe market segment variables, which influence image including demographic, geographic, psychographic and behavioural. You will also be able to analyse an organisations' image.
- ◆ Identify the methods used to measure image both qualitative and quantitative. You will be able to analyse the factors involved in planning an image and evaluate an organisation's overall image.

This unit will be holistically assessed by a single instrument of assessment covering all outcomes. This will take the form of a Market Research Report of approximately 1500 words.