



Higher National Unit specification: general information

Unit title: Advertising: Research Techniques for Media Sales

Unit code: DV71 35

Superclass: BA

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Unit purpose

This Unit is designed to enable the candidate to explain and evaluate the research techniques used in the marketing of above-the-line media in the UK. On completion of the Unit the candidate should be able to:

- 1 Explain the main sources of UK media research.
- 2 Explain qualitative and quantitative media research techniques.
- 3 Apply the use of media research techniques.

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 attained the HN Unit, Communication: Presenting Complex Communication for Vocational Purposes (D5P3 34) or equivalent. It would also be beneficial if the candidate had prior knowledge and experience of advertising, such as the HN Unit Advertising: Media Sales.

Credit points and level

1 Higher National Unit 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.*

General information (cont)

Core Skills

There are opportunities to gather evidence towards Core Skills of *Communication* at SCQF level 6; *Numeracy* at SCQF level 6; *Problem Solving* at SCQF level 6 and *Information Communication Technology* at SCQF level 6 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

The Unit may be assessed by a separate assessment for each Unit Outcome. In this route, each instrument of assessment could be the form of a written or oral piece of work, while the third instrument of assessment could be a presentation.

It may also be appropriate to assess holistically. In this case the presentation for Outcome 3 would be wider-ranging and cover Outcomes 1 and 2 - and therefore may last longer to ensure all evidence requirements are covered.

An assessment exemplar pack and guidance on the delivery and assessment of this Unit have been produced to indicate the national standards of achievement required at SCQF level 8.

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 main sources of UK media research

Knowledge and/or Skills

- ◆ Media research to the marketing of above-the-line media in the UK
- ◆ Main sources of media research in the UK

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ Explain the relevance of media research to the marketing of above-the-line media in the UK: This must include knowledge of the opposition plus a minimum of one of the following:
 - strengths and weaknesses of the opposition
 - own strengths and weaknesses in the marketplace
 - gaining competitive advantage
- ◆ Identify and explain the main sources of media research in the UK. This must include a minimum of one medium from broadcast and one from non-broadcast as follows:

Broadcast

- Television, through BARB (Broadcasters Audience Research Bureau)
- Radio, through RAJAR (Radio Joint Audience Research)

Non-broadcast media

- Cinema through CAVIAR (Cinema and Video Industry Audience Research)
- POSTAR (Poster Audience Research)
- Newspapers through ABC (Audit Bureau of Circulations); VFD (Verified Free Distribution); JICREG (Joint Industry Council for Regional Newspapers); NRS (National Readership Survey)

Higher National Unit specification: statement of standards (cont)

Unit title: Advertising: Research Techniques for Media Sales

- ◆ Identify and explain other sources of media research in the UK. This must cover one source from each of the following:
 - the Internet
 - another media source

Assessment Guidelines

Outcome 1 could be assessed by a set of restricted responses to set questions, completed under restricted open-book conditions where, for standardisation purposes, candidates are allowed access to a limited amount of materials, for example, one A4 sheet of notes containing a maximum 500 words.

Outcome 2

Explain qualitative and quantitative media research techniques

Knowledge and/or Skills

- ◆ Qualitative media research techniques
- ◆ Quantitative media research techniques

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ Explain qualitative media research techniques in terms of :
 - form
 - position
 - mood
 - timing

and one of the following constraints

- reliability of media
- availability of media
- competitor activity
- shelf-life

Higher National Unit specification: statement of standards (cont)

Unit title: Advertising: Research Techniques for Media Sales

◆ Explain quantitative media research techniques in terms of:

- reach
- penetration
- profile
- cost
- deals

and depending on the media chosen, the evidence should also include a minimum of one of the following:

- circulation
- readership
- viewership
- listenership

Assessment Guidelines

Outcome 2 could be assessed by a set of restricted responses to set questions, completed under restricted open-book conditions where, for standardisation purposes, candidates are allowed access to a limited amount of materials, for example, one A4 sheet of notes containing a maximum 500 words.

Outcome 3

Apply the use of media research techniques

Knowledge and/or skills

- ◆ Media research data
- ◆ Strengths and weaknesses of the media research data
- ◆ Application of information technology in media research
- ◆ Client presentations

Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ Analyse media research data in terms of:
 - accentuating the positives of one medium over another in a competitive situation
 - respecting another medium
 - emphasis of competitiveness

Higher National Unit specification: statement of standards (cont)

Unit title: Advertising: Research Techniques for Media Sales

- ◆ Analyse the strengths and weaknesses of the media research data.
- ◆ Use Information Technology to undertake media research.
- ◆ Present a pitch to a client based on available media research data using audio and/or visual support. The presentation must also include question handling.
- ◆ Produce a summary documentation to support the presentation

Assessment guidelines

Outcome 3 could be assessed by a formal presentation of the application of media research to a tutor-agreed scenario. For example, this may be to persuade a client to include a particular medium on its advertising schedule. The candidate would therefore assume the role of a media sales person. Sources of UK media research from Outcome 1 should be included, as should qualitative and quantitative media research from Outcome 2.

Higher National Unit specification: support notes

Unit title: Advertising: Research Techniques for Media Sales

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 a mandatory Unit within the Group Award in HNC/D Advertising and Public Relations and it may also form part of other Higher National programmes. This Unit is designed to enable candidates (full or part time) to identify the sources of media research and explain the use of such techniques. It may also be undertaken by candidates in employment wishing to develop their knowledge and skills in research techniques for above-the-line media. The following notes give additional information on each outcome.

Outcome 1

Explain the main sources of UK media research —

Reasons for researching above-the-line media: gauge strengths and weaknesses of media in the market place on an individual and on a comparative basis in order to provide competitive advantage.

Main sources of broadcast media research in the UK: BARB; RAJAR.

Main sources of non-broadcast media research in the UK: ABC; CAVIAR; POSTAR; VFD; JICREG; NRS.

Main sources of Internet research/analytics – Google; Coremetrics; Webtrends; new trends/inventions re internet analytics.

Other media research sources in the UK: TGI; Government; Educational establishments.

Syndicated and dedicated research: use of each.

Outcome 2

Explain qualitative and quantitative media research techniques —

Qualitative media research techniques: form; position; mood; timing; constraints — such as reliability of media, availability of media, competitor activity, shelf-life.

Quantitative media research techniques: reach; penetration; profile; cost; deals. Circulation and readership, viewership or listenership — depending on media (including the new digital and electronic media).

Higher National Unit specification: support notes (cont)

Unit title: Advertising: Research Techniques for Media Sales

Outcome 3

Apply the use of media research techniques —

Analysis of media research data: gaining competitive advantage in a pitch situation while respecting competitors.

Strengths and weaknesses of media research data: can be detailed, up-to-date and available online, but could be unavailable or out-of-date.

Application of information technology in media research: data available online, on media's own website.

This Unit offers an opportunity for self, peer and tutor evaluation.

Guidance on the delivery and assessment of this Unit

This Unit is a mandatory Unit within the group award HNC/D in Advertising and Public Relations and may be delivered in year two, following on from Advertising: Media Sales from year one. It can however be offered as a free-standing Unit as it is not dependent on any previous or wider media research knowledge. Delivery of the Unit may involve integration with other parts of the award, namely other advertising units. It is recommended that the first forty per cent of the time will be spent on Outcomes 1 and 2, with the remaining sixty per cent of the time on Outcome 3.

Candidates should be encouraged to broaden their knowledge of media research techniques. Visits to, or visiting speakers from, media sales departments from a variety of broadcast and/or non-broadcast media would also be very beneficial for candidates as would the use of case-studies from a variety of media. The practicing media sales person is an imperative contact as the job is a changing and constantly evolving one.

Assessment

Outcomes 1 and 2

- ◆ Assessments may be completed under controlled conditions and candidates could be given a case study/stimulus but will not see the questions in advance.
- ◆ An indicative time of approximately one and a half hours could be allowed for each Outcome but a flexible and pragmatic approach is encouraged and any additional time given to candidates will be at the discretion of centres.

Higher National Unit specification: support notes (cont)

Unit title: Advertising: Research Techniques for Media Sales

Outcome 3:

- ◆ Where the assessment takes the form of a formal presentation, it is expected that this would last for around seven to twelve minutes to ensure all Evidence Requirements are covered. However a flexible and pragmatic approach is encouraged and any additional time given to a candidate will be at the discretion of the individual centre.
- ◆ The tutor could act as a fictitious client and ask questions of the candidate at the end of the presentation
- ◆ The presentation must be supported by summary documentation – this could be presented by the candidate to the tutor after the presentation ends. This summary documentation document should support the presentation and should not eg simply be the presentation in written form.
- ◆ The presentation should simulate a media sales pitch to industry standards, eg with overhead transparencies or a suitable presentation software package, depending on centre resources.
- ◆ It may also be beneficial if the presentation could be audio or video recorded and that the assessor use a pre-prepared checklist of points to be covered during the presentation.

Holistic Assessment:

Alternatively, it may also be appropriate to assess the Unit holistically. In this case, the presentation for Outcome 3 would be wider-ranging and cover Outcomes 1 and 2 and therefore may last longer than the recommended time stated in Outcome 3 above.

Opportunities for developing Core Skills

There are no Core Skills embedded in this Unit. However, the following table gives some examples of the opportunities for developing Core Skills within this Unit.

Core Skill	SCQF level	Opportunities for development
Communication	Level 6	All three Outcomes can contribute to the reading and writing aspects of this Core Skill.
Written Communication (Reading)	Level 6	Candidates are expected to read and understand complex written information
Written Communication (Writing)	Level 6	Candidates have to produce well-structured and clear responses addressing the Evidence Requirements.

Higher National Unit specification: support notes (cont)

Unit title: Advertising: Research Techniques for Media Sales

Core Skill	SCQF level	Opportunities for development
Oral Communication	Level 6	Candidates, by completing an oral presentation in Outcome 3, will have an opportunity to develop the component 'Oral Communication' of the Core Skill Communication.
Problem Solving	Level 6	There is the opportunity to develop problem solving Skills. Candidates are expected to evaluate electronic information sources and to analyse appropriate reference materials.
Numeracy	Level 6	Candidates will have the opportunity to develop numeracy skills through the analysis of research results, by using graphical techniques in the analysis and presentation of the research report.
Information Communication Technology	Level 6	Candidates are required to use Information Communication Technology to undertake media research; and have additional opportunity to develop Information Technology skills if, for example, they use presentation software during the assessment of Outcome 3.

Higher National Unit specification: support notes (cont)

Unit title: Advertising: Research Techniques for Media Sales

Open learning

This Unit could be delivered by distance learning. However, it would require planning by the centre to ensure the sufficiency and authenticity of candidate evidence. Arrangements would have to be made to ensure the assessments for all Outcomes are delivered in a supervised environment.

For further information and advice, please see SQA website (www.sqa.org.uk)

Opportunities for the use of e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*.

Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website www.sqa.org.uk/assessmentarrangements.

History of changes to Unit

Version	Description of change	Date
02	<p>Outcome 1: Evidence Requirements updated to include Internet research. Also Syndicated and dedicated research retained but now within 'other sources of media research'. Assessment Guidelines: Now more flexible to assist centres and main guidance details now found in Support Notes section. Additional amendments in Support Notes: Syndicated and dedicated research now included within 'other media research sources' and internal research added as a separate item. Enhanced details of Core Skills signposting. Information for Candidates: Amended to reflect flexibilities in assessment.</p>	15/06/11
03	Amended final Evidence Requirements of Outcome 1 to remove duplication with 2nd Evidence Requirements of this Outcome.	10/11/11

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General information for candidates

Unit title: Advertising: Research Techniques for Media Sales

This Unit is designed to give you an understanding of the research techniques used in the marketing of above-the-line media in the UK.

It explores the importance of media research in the marketing of above-the-line media and the availability of such media research to the media sales force. The sources of media research are addressed and identified for a variety of above-the-line media. Media research techniques are then further analysed in qualitative and quantitative terms, both theoretically and where possible in practice. The opportunity then exists to present media research data to a client in a simulated situation. Contemporary and relevant media research data should be accessed from the media themselves, from guest speakers, visits and appropriate websites, newspaper articles and marketing magazines.

In order to complete the Unit successfully, you will be required to achieve a satisfactory level of performance on three pieces of assessed work, relating to:

- ◆ an explanation of the sources of media research and their relevance to the marketing of above-the-line media in the UK
- ◆ an explanation of the qualitative and quantitative media research techniques
- ◆ application of the use of media research techniques with reference to relative strengths and weaknesses, including the use of information technology

The assessment for this Unit includes a formal presentation and also possibly responses to set questions but your tutor will give you exact details of the assessment arrangements.