



Higher National Unit specification: general information

Unit title: Advertising: The Advertising Industry

Unit code: DV72 34

Superclass: BA

Publication date: November 2014

Source: Scottish Qualifications Authority

Version: 03

Unit purpose

This Unit is designed to provide candidates with a basic understanding of the nature and structure of the advertising industry, contextualising its development in societal and economic terms.

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

- 1 Evaluate the role of advertising in marketing communications.
- 2 Explain the relationship of parties involved in the advertising industry.

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 competence in Communications. This may be demonstrated by possession of Core Skill *Communication* at SCQF level 6 or equivalent.

Credit points and level

1 Higher National Unit 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.*

General information (cont)

Core Skills

There are opportunities to develop the Core Skills of *Communication* and *Problem Solving* 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 can be assessed in a variety of ways. For example, it could be assessed by a separate assessment for each Unit Outcome along the following lines:

Assessment for Outcome 1 could be carried out by means of candidates selecting a current, or recently completed, advertising campaign and using it as the basis of an evaluative commentary. This could be in the form of a short recorded commentary to tutor and peers, where questions are encouraged from the audience about any views put forward during the candidate's commentary.

Outcome 2 could be assessed by two assignments.

- ◆ Extended response completed in class under closed-book conditions which reflects candidate's understanding of the key issues of the interdependence of the parties involved in the advertising industry, and the processes of interaction between the parties.
- ◆ Research and production of a short assignment which demonstrates the candidate's knowledge of the regulatory systems in the advertising industry in the UK. This could be tutor guided and class time could be allocated for the research and production of assignment.

An exemplar pack and marking guidelines have been produced to indicate the national standard of achievement required at SCQF level 7.

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

Evaluate the role of advertising in marketing communications.

Knowledge and/or Skills

- ◆ Advertising as part of the marketing process
- ◆ Differentiation of advertising objectives from marketing objectives
- ◆ Advertising campaign process

Evidence Requirements

To achieve this Outcome, candidates will need to provide evidence to show that they can use their evaluative analysis of an advertising campaign to illustrate how the advertising process is an integral part of the larger process of marketing. This must cover:

- ◆ marketing communications as integral part of the marketing process
- ◆ promotional mix as subset of marketing mix
- ◆ advertising as part of promotional mix

Assessment Guidelines

Assessment for this Outcome could take a variety of forms. For example, a candidate's evaluative commentary, in the form of a short recorded talk to peers and tutor which is followed by a question and answer session where the peer group is encouraged to comment on or challenge views set out in the talk.

Candidates could also provide supporting evidence in the form of a record of the materials used in delivering the commentary, as well as evidence relating to evaluative comments made.

The commentary and any other supporting evidence must cover all the Evidence Requirements of this Outcome.

Higher National Unit specification: statement of standards (cont)

Unit title: Advertising: The Advertising Industry

Outcome 2

Explain the relationships of parties involved in the advertising industry.

Knowledge and/or Skills

- ◆ Clients' needs
- ◆ Requirements of Advertising Agencies
- ◆ Types of Agencies operating in UK
- ◆ Media — Nature of Agency Commission System
- ◆ Media — Alternative Agency Remuneration
- ◆ Regulatory Frameworks

Evidence Requirements

To achieve this Outcome, candidates will need to provide evidence to show that they can:

- ◆ explain the relationships which exists between agency, client and media
- ◆ explain the consequent mutual inter-dependence of all parties
- ◆ explain Regulatory Frameworks in the advertising industry

Assessment Guidelines

Assessment for this Outcome can take a variety of forms. For example, it could be in the form of two assignments:

- ◆ An extended response completed in class under closed-book conditions which reflects candidate's understanding of the key issues of the interdependence of the parties involved in the advertising industry, and the processes of interaction between the parties.
- ◆ Given the many developmental changes which have taken place in the nature and structure of the regulatory systems which apply to advertising in the UK, candidates could demonstrate their knowledge of these systems by researching and producing a short assignment which could be tutor guided. Class time could be allocated for the research and production of assignment.

These two assignments must cover all Evidence Requirements.

Higher National Unit specification: support notes

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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

As a mandatory Unit in the HNC/HND Advertising and Public Relations Group Award, it is offered at an early stage of the programme, but for other awards it may be offered at a later stage, as an option, or for general interest. It is predominantly though a specialist Unit, written for a specific purpose, and this is taken into account in the content and context.

This Unit is designed to provide candidates with an introductory overview of the advertising industry as it exists today. It covers the contextualisation of advertising, as an integral part of the marketing process. The main emphasis though is on the nature and structure of the commercial relationships which exist between the key players in the industry, and the regulatory systems whose guidelines they operate under.

Candidates may be given an awareness of the historical context of advertising from the beginnings to the present day scale and complexity to enable them to contextualise subsequent learning.

Candidates should also be made aware of the rapid growth and application of the wide range of digital media — as well as the impact that this has on advertising and marketing communications.

Guidance on the delivery and assessment of this Unit

Although the two Outcomes can be assessed independently, candidates should be encouraged to appreciate the strong link which exists between the content of the two Outcomes. To mirror advertising industry practice, creativity can be encouraged in the assessment responses, though it will be underpinned by clarity of thought and relevance to task.

Equal emphasis should be given to each Outcome, with a 50/50 time allocation suggested.

Assessment for this Unit can take a variety of forms, for example:

Outcome 1

A candidate's evaluative commentary, in the form of a short (eg 10 minute) recorded talk to peers and tutor, followed by a question and answer session (approximately 5 minutes) where the peer group is encouraged to comment on or challenge views set out by the candidates.

The commentary must cover the Evidence Requirements. For example, using his/her chosen campaign, the candidate could use it to comment on the advertising objectives in a marketing context; the target audience selected; development of the proposition; media selected and evaluation of the campaign's success.

Higher National Unit specification: support notes (cont)

Unit title: Advertising: The Advertising Industry

A suggested structure for the commentary:

- ◆ Advertising Objectives
 - What they are, and why they were chosen by the client/agency?
- ◆ Target audience
 - Who the campaign is seeking to talk to, and why?
- ◆ Development of the Proposition
 - The creative strategy used to develop and deliver the proposition to the target audience
- ◆ Media selected
 - The media selected to deliver the proposition; including appropriate digital media
- ◆ Evaluation of success
 - Were the advertising objectives achieved?

Candidates could also provide supporting evidence in the form of a record of the materials used in delivering the commentary, as well as evidence relating to evaluative comments made.

The emphasis should be placed upon an understanding of advertising as a marketing communication, so it is appropriate to use oral questioning to concentrate on the candidate's understanding of the advertising process as part of the bigger picture of marketing. The recorded commentary should be based on research carried out by the candidate in relation to their chosen advertising campaign, in terms of the client organisation, the agency involved and the media used. This should be combined with tutor-delivered underpinning knowledge.

The five areas outlined in suggested structure could form the basis of a checklist issued to candidates and used by tutors to assess the candidate's talk.

The timing and time allowed for the assessments should be at the discretion of Centres to reflect the needs of individual candidates.

Outcome 2

This Outcome is to be assessed to reflect the candidate's understanding of the key issues of the interdependence of the parties involved in the advertising industry, and the processes of interaction between the parties.

The candidates should explain client relationships with agencies and media organisations, agency relationships with clients and media organisations, and media organisation relationships with agencies and clients. This should be done from the perspective of the benefits each party derives from the relationship with the other members of the triangle. It should also explain the obligations such as 'agency as legal principal' inherent in these relationships. These interactions form the basis of a commercial relationship where client advertising budgets, different media with their respective methods of income generation, and the agency commission system are explored.

Higher National Unit specification: support notes (cont)

Unit title: Advertising: The Advertising Industry

The research into current regulatory frameworks should cover the changes brought about by the establishment of bodies such as Office of Communications (OFCOM); the consequent dis-establishment of the Independent Television Commission [ITC] and the Radio Authority (RA); and the emergence of the Advertising Standards Authority (ASA) as the UK's independent regulator for advertising across all media.

To achieve this Outcome, candidates will need to provide evidence to show that they can explain the relationships which exists between agency, client and media, and the consequent mutual inter-dependence of all parties. This can take the form of a variety of assessment instruments, such as the following two assignments:

- (1) An extended response under closed-booked conditions. Where this response is written, a word count of 400–600 words is suggested.
- (2) Given the many developmental changes which have taken place in the nature and structure of the regulatory systems which apply to advertising in the UK, candidates could demonstrate their knowledge of these systems by researching and producing a short assignment which could be tutor guided. If this is a written response a word count of 400–600 words is suggested. Class time could be allocated for research and the production of the assignment.

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	The tasks required by this Unit 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. Written evidence is required in the form of extended response answers.

Core Skill	SCQF level	Opportunities for development
Oral Communication	Level 6	Candidates, by completing an oral presentation in Outcome 1, 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 in Outcome 1, which requires candidates to contribute to critical thinking by evaluating an advertising campaign.

Open learning

If this Unit is to be delivered by open or distance learning methods additional resources will be required for candidate support, assessment and quality assurance.

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
03	Insertion of short guidance in Support Notes (in Guidance on the content and context) of this Unit re inclusion of the impact and application of digital media on advertising and marketing communications.	03/11/14
02	Assessment guidance — made more flexible and moved some guidance to Support Notes. Outcome 2 — highlighted more clearly that Regulatory Frameworks are included. Core Skills — updated information. Information for candidates — enhanced details for candidates.	24/03/11

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General information for candidates

Unit title: Advertising: The Advertising Industry

This Unit introduces you to the advertising industry, and explains how societal acceptance and commercial pressures have shaped it to be a major presence in most people's lives.

You will look at how advertising has a crucial role to play in the marketing process and examine how and why the end product is delivered to a target audience via the media they consume. You will also look at the inter-dependent relationships which exist between the parties involved in the advertising process, ie those in 'the industry.'

Throughout the Unit you will be encouraged to research current industry practice and by using skills of analysis and evaluation and communicate your findings to others.

On completion of this Unit you will be able to:

- ◆ evaluate the role of advertising in marketing communications
- ◆ explain the relationship of parties involved in the advertising industry.

This Unit includes assessments which will be fully explained to you by your tutor but these could include a combination of a short talk delivered by you and two short assignments.