



## Higher National Unit specification: general information

**Unit title:** Advertising: Developing a Campaign

**Unit code:** DV74 35

**Superclass:** BA

**Publication date:** November 2014

**Source:** Scottish Qualifications Authority

**Version:** 03

### Unit purpose

This Unit is designed to give candidates an understanding of the strategic issues involved in preparing a response to a client 'Brief' and to develop the tactical skills necessary for the successful delivery of that response in a competitive environment.

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

- 1 Contribute to group planning and production of proposals for an advertising campaign.
- 2 Contribute to group presentation of proposals for an advertising campaign.

### Recommended prior knowledge and skills

Access to this Unit is at the discretion of the Centre but it is strongly recommended that the candidate has good communication skills, which could be evidenced by attainment of *Presenting Complex Communication for Vocational Purposes* (D5P3 34) or equivalent. It would also be beneficial if the candidate had prior knowledge and experience of research and advertising, such as HN Units in the areas of Critical Analysis; Marketing Research; Media Research; and the Advertising Industry or equivalent.

### 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 develop the Core Skills of *Communication*, *Problem Solving* at SCQF level 6, *Information and Communication Technology (ICT)* at SCQF level 6 and *Working with Others* 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.

The Assessment Support Pack (ASP) for this unit provides assessment and marking guidelines that exemplify the national standard for achievement. It is a valid, reliable and practicable assessment. Centres wishing to develop their own assessments should refer to the ASP to ensure a comparable standard. A list of existing ASPs is available to download from SQA's website (<http://www.sqa.org.uk/sqa/46233.2769.html>).

### **Assessment**

The Unit will be assessed initially by means of two recorded progress interviews of the candidate groups which will present the advertising proposals. The main assessment instrument will be the recorded presentation of the proposals to a panel of judges.

## 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

Contribute to group planning and production of proposals for an advertising campaign.

#### Knowledge and/or Skills

- ◆ Client brief
- ◆ Primary and secondary data
- ◆ Creative and media proposals
- ◆ Campaign evaluation mechanisms
- ◆ Project management

#### Evidence Requirements

To achieve this Outcome, each candidate will need to provide evidence to demonstrate his/her Knowledge and/or Skills by showing that he/she can:

- ◆ analyse and interpret the client requirements contained in the 'Brief.' This will cover:
  - identification of the advertising task/s to be carried out
  - setting appropriate advertising objectives
- ◆ apply appropriate market research techniques to the planning of campaign proposals including:
  - primary and secondary data
  - analysis of research data
- ◆ construct a creative proposal, in light of objectives set and based on research carried out
- ◆ construct a media proposal, in light of objectives set and based on research carried out
- ◆ suggest evaluation mechanisms ensuring that campaign proposals meet objectives

Candidates are required to participate in two recorded progress interviews at suitable points prior to the final presentation — where individuals and their respective groups are required to demonstrate the appropriateness of both the content of the work in progress and the project management skills of the group in moving towards the final presentation.

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

### **Unit title:** Advertising: Developing a Campaign

Candidates are required to answer questions on an individual basis on the key areas of research processes, creative treatment and media schedule to provide evidence of their contribution to the group-work process.

### **Assessment Guidelines**

Candidates are formed into groups and each of these groups act as an advertising agency. It is important that candidates where possible remain in the same group for both Outcomes in this Unit.

The assessment instruments are reflective of industry practice, and enable an overview to be taken by both industry practitioners and educational assessors as to whether persuasive proposals have been planned, produced and presented by the group in response to a client Brief.

The tutors who have been involved with groups undertake the two recorded assessments and should also form part of the judging panel for the final presentations. The tutor's role as an involved observer throughout the process, enables appropriate support to be given to candidates in terms of learning issues whilst simultaneously allowing informed judgements to be made regarding individual candidate contribution to the process.

Prior to interview it should be made clear to candidates that they will be expected to answer questions on an individual basis which will provide evidence of their contribution to the group process. Questioning will provide opportunities to address any issues brought to light regarding individuals' contribution.

A checklist of issues covered by questions may be used as a paper record of the recorded interviews

Successful completion of this Unit will mean that the key knowledge and skills required to successfully present such a planned proposal in both strategic and tactical terms will be demonstrated throughout the process by the candidates.

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

**Unit title:** Advertising: Developing a Campaign

### **Outcome 2**

Contribute to group presentation of proposals for an advertising campaign.

#### **Knowledge and/or Skills**

- ◆ Presentation skills
- ◆ Persuasion Techniques

#### **Evidence Requirements**

To achieve this Outcome, each candidate will need to provide evidence to demonstrate his/her Knowledge and/or Skills by showing that he/she can present Campaign Proposals to a panel of judges before an audience of peers. This will involve:

- ◆ persuading judges of appropriateness of suggestions
- ◆ seeking to be declared winner of the pitch process
- ◆ competing against other proposals offered

Candidates must also produce a substantive document which charts and records all the work undertaken by the group as planning and preparation for the presentation. This must be available to the judges as evidence of work undertaken.

#### **Assessment Guidelines**

Candidates are formed into groups and each of these groups act as an advertising agency. It is important that candidates where possible remain in the same group for both Outcomes in this Unit.

The pitch should take place at a certain time and in a certain place, ensuring candidates need to plan and schedule individual and group tasks towards a successful presentation.

The actual presentation of the campaign proposals should ideally be to a mixed panel of industry practitioners and educational judges. Industry contacts will usually react very positively to such an opportunity for involvement in the assessment process.

At final presentation stage, which will also be recorded, the judges' acceptance of candidates' proposals as being an acceptable solution to the client Brief is in itself evidence of having achieved the required skills and competences, but it should be born in mind that there is no definitively correct answer in such a scenario. The judges may question individuals about any aspect of the presentation which has been made to them.

Again questioning of the research processes used, creative treatment and media schedule suggested is particularly appropriate to determine understanding of the strategic issues and their subsequent application in responding to the Brief. This should be done by questions from the judges after the proposals have been presented.

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

### **Unit title:** Advertising: Developing a Campaign

The groups who are presenting should ideally watch the majority of other presentations to add to the overall learning which has taken place, but it would be beneficial if the group presenting was excused watching the presentations immediately before and after their own is scheduled. It should be remembered that, as this Unit is reflective of industry practice, this is a competitive process with a winner being declared at the culmination of the judging.

All materials presented by the group should be viewed as assessment materials. The entire presentation process can be videotaped for assessment record and also for review and analysis of performance so that further learning can occur.

Whilst the assessor may consider the views of the panel members, the assessor is responsible for deciding whether a candidate has met all the Evidence Requirements.

## Higher National Unit specification: support notes

### Unit title: Advertising: Developing a Campaign

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 HN Advertising and Public Relations Group Award and it may also form part of other Higher National programmes. This Unit is designed to accurately reflect advertising industry practice by causing the individuals within their groups to experience the highly competitive aspect of the 'pitch' process where advertising campaign proposals have to be presented persuasively to a panel of judges.

For this Unit, candidates work in groups. In each group, candidates form an advertising agency. It is important that the candidates where possible remain in the same group for both Outcome 1 and 2 to ensure consistency of approach and allows a more holistic approach to learning and teaching.

In Outcome 1 the groups are required to plan and produce proposals for an advertising campaign. They will use appropriate market research techniques to collect and analysis information that will be useful in the preparation of their campaign proposals. There may be the opportunity for integration with other HN Units also requiring candidates to carry out market research, such as *Marketing Research Applications and Advertising: Research Techniques for Media Sales*.

It would be helpful to make candidates aware of the rapid growth and application of the wide range of digital media as well as the impact that this has on the preparation of advertising campaign proposals. However it should be emphasised that any digital advertising techniques should be integrated with more traditional marketing communication techniques.

In Outcome 2, working in the same groups as Outcome 1, the candidates have to contribute to group presentation of proposals for an advertising campaign.

The pitch can be set to take place at a certain time in a certain place, thus allowing the candidates no leeway. This would ensure that they need to plan and schedule individual and group tasks towards a successful presentation.

The appropriateness, inventiveness and persuasiveness of any advertising proposals are what will win the pitch and the context here is that of candidates being aware of those requirements, so that an experience is undergone which is as near to industry reality as can ever be achieved in a college situation.

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

**Unit title:** Advertising: Developing a Campaign

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

Within this Unit, the tutor is more of a facilitator than lecturer, using skills to assist candidates in their groups to undertake the component parts of this complex process, yet still see what they are doing as part of an integrated 'whole'.

Consequently, the tutor must be familiar with the contributory drivers of the process in terms of how the various integral aspects such as interpretation of client needs, research, construction of creative and media proposals and evaluation mechanisms contribute to the final campaign proposals which are presented to the judges. Industry experience of the pitching process would also be beneficial.

The Unit is assessed holistically - primarily by the candidates' proposals being 'fit for purpose' as judged from industry and educational standpoints, and an appropriate checklist should be constructed. As stated above, there should also be two recorded 'progress interviews' for individuals in their groups during the process.

It is recommended that a group should consist of between 3–5 candidates.

### 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
<b>Communication</b>	Level 6	The tasks required by this Unit can contribute to the reading and writing aspects of this Core Skill.
<b>Written Communication</b> (Reading)	Level 6	Candidates are expected to read and understand complex written information.
<b>Written Communication</b> (Writing)	Level 6	Candidates have to produce well-structured and clear responses addressing the Evidence Requirements. Candidates will be expected to source, produce and present materials to an industry acceptable level. This will include research data and campaign proposals.



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

**Unit title:** Advertising: Developing a Campaign

Core Skill	SCQF level	Opportunities for development
<b>Oral Communication</b>	Level 6	In the Unit there is the opportunity for candidates to develop the component 'Oral Communication' of the Core Skill Communication. In Outcome 1 by oral assessment of their contribution to group planning and production, and in Outcome 2 by their participation in a group presentation of proposals for an advertising campaign.
<b>Problem Solving</b>	Level 6	All Outcomes can contribute to critical thinking as candidates will use problem solving skills to evaluate and select appropriate advertising and media tools throughout this Unit.
<b>Working with Others</b>	Level 6	In Outcomes 1 and 2 candidates are required to work in small groups to research and design advertising proposals, and to plan and deliver an agency style presentation/pitch.
<b>Information and Communication Technology (ICT)</b>	Level 6	Candidates are required to use ICT to undertake research; and have additional opportunity to develop ICT skills if, for example, they use presentation software during the assessment of Outcomes 2.

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

**Unit title:** Advertising: Developing a Campaign

### **Open learning**

Because of the strong team-working aspect required it is not recommended that this Unit is to be delivered by open or distance learning methods, but if the decision is taken, then 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](http://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 of digital media on the development of advertising campaigns.	04/11/14
02	<b>Core Skills</b> Inclusion of text on Information and Communication Technology (ICT) at SCQF level 6. <b>Outcome 1</b> Slight reduction in Evidence Requirements with regard to research activities. Increased guidance on group work. <b>Outcome 2</b> Increased guidance on group work. <b>Support Notes</b> More guidance in content and context section, eg linkages with other HN Units; increased guidance on group work etc. Revised information on Core Skills to assist centres. <b>Information for candidates</b> Additional text on the two Outcomes to assist candidates.	24/03/11

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## General information for candidates

### Unit title: Advertising: Developing a Campaign

This Unit is an opportunity for you to experience industry practice regarding the development of an advertising campaign in the form of responding to a client brief by contributing to a group's pitch to a panel of judges.

You will become involved in all aspects of the process, from interpretation of client needs, to the research process which informs creative and media proposals, the evaluation mechanisms available, and then the final competitive pitch against your peers.

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

The Unit will be assessed primarily by:

- ◆ a recorded group presentation to a panel of judges
- ◆ two phased recorded progress interviews

On completion of the Unit you should be able to:

- 1 Contribute to group planning and production of proposals for an advertising campaign.
- 2 Contribute to group presentation of proposals for an advertising campaign.

Successful completion of this Unit will therefore prepare you to operate at industry level.