



Higher National Unit Specification

General information for centres

Unit title: Communication: Promoting and Pitching

Unit code: F608 35

Unit purpose: This Unit is designed to prepare candidates to promote their creative ideas by researching opportunities and pitching a portfolio of their work.

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

- 1 Develop a promotion strategy.
- 2 Produce personalised presentation materials.
- 3 Present a 'showcase' portfolio of work.
- 4 Evaluate the effectiveness of the pitch.

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: Access to this Unit is at the discretion of the centre. However an awareness of issues affecting the Creative Industries and skills in the oral presentation of complex information would be beneficial. This may be evidenced by the following:

- ◆ *Creative Industries: An Introduction* (DM0V 34)
- ◆ *Complex Oral Presentation* (DH49 34)
- ◆ Other similar qualifications or work experience

Core Skills: There are opportunities to develop the Core Skills of *Communication*, *Problem Solving* and *Information and Communication Technology* at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skill components. Further detail is provided in the Support Notes.

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: This Unit could be assessed by a single instrument of assessment, focussing on an assignment which requires candidates to plan, make and evaluate a pitch to promote their creative ideas.

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

Develop a promotion strategy

Knowledge and/or Skills

- ◆ Analytical investigative skills
- ◆ Identification and selection of pitching opportunities
- ◆ Promotion skills and techniques
- ◆ Identification of aims
- ◆ Requirements, needs and expectations of target audience/organisation
- ◆ Primary and secondary information sources
- ◆ Legal, regulatory and ethical considerations
- ◆ Contact methods

Evidence Requirements

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

- ◆ analyse requirements for a pitch to a selected audience
- ◆ develop an appropriate promotion strategy

Assessment Guidelines

The assessment of this Outcome can be combined with Outcomes 2, 3 and 4 as part of a single assessment task. The strategy selected should be designed to pitch ideas appropriate for the candidate's chosen progression route and to demonstrate creative vision, technical ability, personal skills and commitment.

Higher National Unit specification: statement of standards (cont)

Unit title: Communication: Promoting and Pitching

Outcome 2

Produce personalised presentation materials

Knowledge and/or Skills

- ◆ Target market
- ◆ Key skills and personal achievements
- ◆ Experience and references
- ◆ Design skills
- ◆ Use of appropriate media

Evidence Requirements

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

- ◆ design and produce personalised presentation materials

Assessment Guidelines

Media, format and presentation style should reflect the context of the pitch. A Curriculum Vitae, letter, personal statement, web site, DVD and/or personalised business materials could provide evidence.

Higher National Unit specification: statement of standards (cont)

Unit title: Communication: Promoting and Pitching

Outcome 3

Present a 'showcase' portfolio of work

Knowledge and/or Skills

- ◆ Communication skills
- ◆ Pitching creative ideas
- ◆ Presentation format and media
- ◆ Structure
- ◆ Synopsis
- ◆ Treatment
- ◆ Effective time management
- ◆ Adaptation of approach to audience needs

Evidence Requirements

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

- ◆ pitch creative ideas
- ◆ present a portfolio of their work
- ◆ promote ideas effectively
- ◆ respond to audience needs

The presentation should be at least 800 words and no more than 8 minutes.

Assessment Guidelines

Candidates could participate in a pitching situation or simulation which provides a context to communicate effectively with others, present a portfolio of work and pitch creative ideas. Media, synopsis/treatment, and presentation style should reflect the requirements of the situation.

Portfolio materials may be presented in one or several formats including electronic presentation, moving image, CD, web site, brochures, albums. A detailed observation checklist could be used to assess all aspects of skills.

Higher National Unit specification: statement of standards (cont)

Unit title: Communication: Promoting and Pitching

Outcome 4

Evaluate the effectiveness of the pitch

Knowledge and/or Skills

- ◆ Analytical evaluation
- ◆ Strengths and weaknesses
- ◆ Recommendations

Evidence Requirements

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

- ◆ critically analyse the effectiveness of the pitch
- ◆ measure success against identified aims
- ◆ identify strengths and weaknesses
- ◆ reach conclusions as to how the process could be improved, with recommendations for any future work

The candidate's response should be at least 300 words or the oral equivalent.

Assessment Guidelines

A personal interview with the assessor, and/or peer evaluations or a reflective log could provide a context for self analysis.

Administrative Information

Unit code: F608 35
Unit title: Communication: Promoting and Pitching
Superclass category: KB
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Version	Description of change	Date

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Higher National Unit specification: support notes

Unit title: Communication: Promoting and Pitching

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 intended to prepare candidates to market their skills by developing abilities in pitching creative ideas in a presentation. The Unit should be introduced at a stage in the Group Award when candidates have good background knowledge of the Creative Industries and sound knowledge and skills in a specialist area. The portfolio could be produced as part of other award work and tailored to the demands of the situation.

The Unit is expressed in generic terms in order that it may be interpreted flexibly to meet the needs of candidates. Assessment tasks should be related to a context that is familiar and relevant. A remit could be provided by the assessor or candidates could seek out and prepare for personal opportunities in, for example, work placements, competitions, Higher Education, employment or freelance work relevant to the Creative Industries. Candidates could be marketing a product, placing an idea or selling their unique ideas and approaches.

Candidates should develop a tactical strategy for promotion, including self-promotion, that should enhance communication and interpersonal skills using actual or simulated interview and presentation situations. The design and production of effective self promotion materials to support the pitch would demonstrate experience, ideas and creative skills.

Talks from Creative Industry professionals on requirements, criteria for success and ways to customise approaches could be particularly useful. Candidates could also be encouraged to discuss their own experiences of competition, promotion and marketing.

Guidance on the delivery and assessment of this Unit

Assessment could take the form of an assignment, which candidates could begin by analysing relevant aspects of a vocational area and identifying a situation where they can demonstrate added value. They could determine an angle that will differentiate their pitch from its competitors, put together self-promotion materials and enter a submission into a website or other method to meet a deadline and rules for submission. Keeping a log of activities and Outcomes would allow the needs and requirements of the scenario to be examined reflectively, and any legal, regulatory or ethical issues to be explored and taken into account.

Initial research/planning could involve:

- ◆ an overview of the company or organisation, briefly detailing its structure, area of operation and objectives
- ◆ market trends, and any distinctive characteristics of the market environment
- ◆ details of networking opportunities, contacts and decision makers.
- ◆ an analysis of the precise requirements of the submission/application process including timelines
- ◆ legal and ethical considerations

Higher National Unit specification: support notes (cont)

Unit title: Communication: Promoting and Pitching

The success of the pitch will to an extent depend on the care of preparation as well as the skill applied by the candidate. Investigating precise lines of responsibility for decision making could involve making some contacts/networking using letters, e-mail and/or telephone communication. Understanding of the interests and needs of the target audience, gained by researching examples of past successes, will be essential. Attention to timescales and milestones will be critical, as will awareness of resource implications. In some situations a budget line may be important.

Outcomes 2 and 3

The design of self-promotion materials and the delivery of the pitch provides opportunities to develop communication skills to a sophisticated level. Use of persuasive language, register and style, signposting for impact with effective non-verbal communication and the ability to customise approaches and demonstrate unique ideas will be aspects of competence.

The methods and techniques used should be appropriate to the context and audience. The opportunity to practise oral pitching is likely to be most productive, but there may be occasions when the pitch would be conducted at a distance, using e-mail and other media.

The pitching exercise is most likely to be conducted on an individual basis but a group scenario could be considered if appropriate to the context and specialism. A real situation/interview providing a 'showcase' for creative ideas may be used for assessment purposes if sufficient evidence can be provided for internal and external verification purposes. Alternatively the assessment task could provide practice for a real event. A variety of approaches to pitching may be used and any notes, programs, presentation boards or similar should be retained. A checklist with detailed assessor comment could provide evidence of achievement as well as formal development feedback to candidates.

Outcome 4

Evaluation could be an aspect of a personal/feedback interview with the assessor. Peer group discussion might identify criteria to define achievement. Reflective comment could alternatively, or additionally, be written up in a log or blog. It could provide the basis for a follow up to the original pitch, and support candidates in finding the necessary patience and persistence required for a successful pitch.

Opportunities for developing Core Skills

Candidates will analyse and seek solutions to a range of theoretical and practical problems and issues as they undertake the Unit. They identify and consider the variables in competitive processes and analyse the significance of each before identifying and justifying an appropriate strategic approach to self promotion. Regulatory issues will be considered, and decision making on timelines and resources will provide opportunities to develop *Problem Solving* skills to an advanced level. Evaluation in which all stages of proposed strategies and their impact are analysed in order to recommend future development will be a critical aspect of achievement.

Higher National Unit specification: support notes (cont)

Unit title: Communication: Promoting and Pitching

Communication skills are not formally assessed but candidates will be expected to produce and present complex written and oral work to a standard which will promote their skills in the Creative Industries. They will express essential ideas and complex information accurately and coherently, using an effective structure, format and media designed for impact on the recipients. Written work will be technically accurate and produced to professional standards.

Candidates will need to access internet sites in order to research current information on available pitching opportunities; availability and effective use of suitable software packages to support the professional presentation of all materials will be essential.

Open learning

Elements of the Unit could be delivered by distance learning provided suitable assessment arrangements can be agreed for controlled assessment conditions. The pitching exercise should be assessed by attendance at the presenting centre or by using interactive communication links.

Candidates with disabilities and/or additional support needs

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. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (www.sqa.org.uk).

General information for candidates

Unit title: Communication: Promoting and Pitching

This Unit is intended to prepare you for promoting and pitching in interviews for the Creative Industries sector.

The Unit focuses on:

- ◆ researching opportunities and requirements for further study or employment
- ◆ planning a pitch to a selected audience
- ◆ designing and using self-promotion materials
- ◆ developing your ability to pitch your creative ideas
- ◆ evaluating your achievements and examining ways to improve your skills in the future

In Outcome 1 you will research the requirements, needs and expectations of a particular organisation, and examine any legal or ethical issues which will affect a pitch. You will design a strategy to present your ideas effectively.

In Outcome 2 you will be expected to develop self-promotion materials which will best reveal your skills and experiences.

In Outcome 3 you will focus on enhancing your self-promotion and communication skills. You will take part in a presentation scenario and show a showcase portfolio of your work. In Outcome 4 you will evaluate the effectiveness of your pitch and consider ways to improve your skills further.

There are opportunities to develop the Core Skills of *Communication*, *Problem Solving* and *Information and Communication Technology* at SCQF level 6 as you undertake the Unit, although there is no automatic certification of Core Skills or Core Skill components.