



Higher National Unit specification: general information

Unit title: Advertising: Media Sales

Unit code: FK8H 34

Superclass: BA

Publication date: May 2011

Source: Scottish Qualifications Authority

Version: 01

Unit purpose

This Unit is designed to enable the candidate to understand the operation of media sales and to establish how media is marketed to advertising agencies, media planners and buyers and individual clients. On completion of the Unit the candidate should be able to:

- 1 Describe the operation of media sales and the role of the advertisement manager.
- 2 Describe the marketing objectives of media owners and the process of media buying.
- 3 Present media proposals to media buyer or client.

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 *Communication*. This may be demonstrated by possession of Core Skill *Communications* at SCQF level 5 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.*

Core Skills

There are opportunities to develop the Core Skills of *Written and Oral Communication* at SCQF level 6, *Problem Solving* at SCQF level 6, *Information and Communication Technology* at SCQF level 6 and *Numeracy* at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

General information (cont)

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 Outcome. In this route, each of the first two instruments of assessment may take the form of responses to structured questions, while the third instrument of assessment can take the form of a presentation.

Alternatively, this Unit may be assessed by a holistic approach, eg a formal presentation covering all three Outcomes.

Higher National Unit specification: statement of standards

Unit title: Advertising: Media Sales

Unit code: FK8H 34

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

Describe the operation of media sales and the role of the advertisement manager.

Knowledge and/or Skills

- ◆ Media sales operation
- ◆ Role of the advertisement manager
- ◆ Roles of individuals who work in a media sales operation

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can, **for a selected medium from press or television or radio:**

- ◆ describe the structure of the selected media sales operation covering:
 - media owners vested interests
 - the highly competitive nature of media.
- ◆ explain the role of the advertisement manager in the operation of media sales including:
 - management of sales force
 - setting sales floor targets and category targets by yield or volume or revenue
 - administration procedures
 - negotiation parameters.
- ◆ describe the role of media staff who support the advertisement manager in the selected media sales operation for one of the following:
 - a role within a local or a national press
 - a role within local or national TV
 - a role within local or national radio.

Assessment Guidelines

For assessment purposes, one medium is chosen from press or television or radio — it is not necessary to cover all media in assessment.

Higher National Unit specification: statement of standards (cont)

Unit title: Advertising: Media Sales

Outcome 1 may be assessed by a set of restricted responses to set questions. The assessment may be completed under restricted open-book conditions and for standardisation, it is recommended that candidates are allowed to access to a limited amount of materials, for example, one A4 sheet of notes containing a maximum of 500 words.

Outcome 2

Describe the marketing objectives of media owners and the process of media buying.

Knowledge and/or Skills

- ◆ Marketing objectives of media owners
- ◆ The process of media buying

Evidence Requirements

For the medium chosen in Outcome 1, candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ describe the marketing objectives of media owners, with particular reference to:
 - selling by volume or revenue and yield.

plus

- for a press media owner, cover circulation and readership or
 - for a TV media owner, cover viewing figures or
 - for a radio media owner, cover listenership.
- ◆ explain the process of media buying, covering:
 - planned process
 - buyer and seller interaction
 - use of a media brief
 - media recommendations via 'candidate media' and 'candidate ranking'.

Assessment Guidelines

For assessment purposes, it is recommended that one medium is chosen from press or television or radio — it is not necessary to cover all media in assessment.

Outcome 2 may be assessed by a set of restricted responses to set questions. The assessment may be completed under restricted open-book conditions and for standardisation, it is recommended that candidates are allowed to access to a limited amount of materials, for example, one A4 sheet of notes containing a maximum of 500 words.

Higher National Unit specification: statement of standards (cont)

Unit title: Advertising: Media Sales

Outcome 3

Present media proposals to media buyer or client.

Knowledge and/or Skills

- ◆ Persuasion skills
- ◆ Qualitative aspects of a medium
- ◆ Quantitative aspects of a medium
- ◆ Presentation of a media proposal
- ◆ Presentation of a supporting written document

Evidence Requirements

For the medium chosen in Outcome 1, candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ explain the qualitative aspects of chosen medium covering:
 - readership profile or viewership profile or listenership profile
 - environment in which the advertisement will appear
 - perceived value to the buyer.
- ◆ explain the quantitative aspects of chosen medium covering:
 - cost to the buyer
 - frequency of advertisements' appearance
 - coverage of target audience and exposure.
- ◆ present a persuasive media proposal to a media buyer or client, based on qualitative and quantitative information. The presentation, using audio/visual support is also to include:
 - negotiation within agreed parameters
 - question handling.
- ◆ produce summary documentation for the media buyer, to back up the presentation.

Assessment Guidelines

For assessment purposes, it is recommended that one medium is chosen from press or television or radio - it is not necessary to cover all media in assessment.

Outcome 3 can be assessed by a formal presentation of the media to a fictitious advertiser who may buy space/airtime in the media. Where a presentation used as the assessment method, it should simulate a media sales pitch to industry standards. If candidates are being assessed in a workplace, these guidelines are still valid as the presentation in that case would still be simulated.

Higher National Unit specification: support notes

Unit title: Advertising: 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 forms part of the Group Award in HNC/HND Advertising and Public Relations (a mandatory Unit within the HNC level) and it may also form part of other Higher National programmes. It should be considered in context with HN Unit *Advertising: Research Techniques for Media Sales*. This Unit is designed to enable candidates to evaluate the commercial operations in above-the-line media and how media is marketed. It may also be undertaken by candidates in employment wishing to develop their knowledge and skills in the marketing of media.

It is recommended that the chosen medium (from press or TV or radio) is retained throughout this Unit.

The following notes give additional information on each Outcome:

Outcome 1

Describe the operation of media sales and the role of the advertisement manager

Media owners' vested interests: money at stake; jobs at stake; large profits or losses; political influence and vanity.

Media is highly competitive: within own sector and with other forms of media.

Role of the advertisement manager: in charge of sales-force; setting sales floor and category targets by yield, volume or revenue; ensuring good and correct administration through correct copy, vouchers and invoicing systems; setting negotiation parameters.

Media salespeople adopt a pro-active stance: creating media packs; rate cards; BRAD entries (on-line and hard copy); presentations; own research facilities; availability online.

Roles of media sales people: within broadcast and non-broadcast media and telesales and field-sales.

Media sales areas of activity: local or national; agency or direct; display or classified; in platforms within newspapers (a platform being the section under which the advertising space is sold, eg entertainment section, property pages, sports section, money pages etc); use of new technology and the internet.

Higher National Unit specification: support notes (cont)

Unit title: Advertising: Media Sales

Outcome 2

Describe the marketing objectives of media owners and the process of media buying.

Marketing objectives of media owners: market share; profitability; selling advertising by volume or revenue and/or yield; circulation and readership/viewing figures/listener-ship.

The process of media buying: a planned process; buyer and seller interaction; use of a media brief in the process; media recommendations via 'candidate media' and 'candidate ranking',

Media buying differences between traditional and new media.

Outcome 3

Present media proposals to media buyer or client.

Qualitative terms: readership profile; environment the advertisement will appear in (eg position, competition, prestige, longevity etc); professionalism of the sales-force; perceived value to buyer.

Quantitative terms: price/cost to the buyer; frequency of the advertisement appearing; coverage of the advertiser's target audience.

Presentation skills: overheads or suitable presentation software package to be used in line with industry practice.

Persuasion skills: such as negotiation within agreed parameters; dealing with objections etc.

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

Guidance on the delivery and assessment of this Unit

Delivery

This Unit is a mandatory Unit of the Group Award HNC/HND in Advertising and Public Relations and may be delivered in year 1, with Advertising: Research techniques for Media Sales following in year 2. It can however be offered as a free-standing Unit as it is not dependent on any previous or wider media marketing knowledge. Delivery of the Unit may involve integration with other parts of the award, namely other advertising or media Units.

Candidates should be encouraged to broaden their knowledge of media marketing through use of primary and secondary sources. 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.

Higher National Unit specification: support notes (cont)

Unit title: Advertising: Media Sales

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.
- ◆ Assessments require the candidates to relate theory to advertisement sales situations and should not simply ask them to regurgitate facts.
- ◆ 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.

Outcome 3

- ◆ Where the assessment takes the form of a formal presentation, it is expected that this would last for around seven minutes to ensure all Evidence Requirements are covered.
- ◆ The tutor could act as media buyer and ask questions of the candidate at the end of the presentation.
- ◆ The presentation is to 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.

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.

Higher National Unit specification: support notes (cont)

Unit title: Advertising: Media Sales

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. This may be in the form of written evidence eg in the form of restricted response answers and supporting documentation for the oral presentation.
Oral Communication	Level 6	Where candidates complete an oral sales pitch or presentation in Outcome 3, they will have an opportunity to develop the component Oral Communication of the Core Skill <i>Communication</i> .
Problem Solving	Level 6	All Outcomes can contribute to critical thinking as candidates will use problem solving skills to evaluate and select appropriate media when producing a persuasive media proposal.

Higher National Unit specification: support notes (cont)

Unit title: Advertising: Media Sales

Opportunities for developing Core Skills (cont)

Core Skill	SCQF level	Opportunities for development
Information and Communication Technology	Level 6	Candidates are required to use <i>Information and Communication Technology</i> to undertake media research; and have additional opportunity to develop <i>Information and Communication Technology</i> skills if, for example, they use presentation software during the assessment of Outcome 3.

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. Further information and advice can be found on our website www.sqa.org.uk.

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

© Scottish Qualifications Authority 2011

This publication may be reproduced in whole or in part for educational purposes provided that no profit is derived from reproduction and that, if reproduced in part, the source is acknowledged.

Additional copies of this Unit specification can be purchased from the Scottish Qualifications Authority. Please contact the Business Development and Customer Support team, telephone 0303 333 0330.

General information for candidates

Unit title: Advertising: Media Sales

This Unit is designed to give you an understanding of the commercial operations in above-the-line media and knowledge of how media is marketed. On the basis of one of the following:

- ◆ Newspapers/Press
- ◆ TV
- ◆ Radio

This Unit explores the commercial structure of media and how the marketing of media is planned and implemented from the perspective of the media sales force and the advertisement manager.

The role of the advertising manager in the operation of media sales and the process of media buying in the context of media owners' marketing objectives are addressed theoretically and also using appropriate case-studies in examples.

The opportunity then exists to present media selling proposals to media buyers in a simulated situation. Up to date commercial media case studies and examples should be accessed from the media themselves through guest speakers, visits and contemporary media marketing information. Such information may also come from appropriate websites and marketing magazines.

On completion of the Unit, you should be able to:

- ◆ describe the operation of media sales and the role of the advertisement manager
- ◆ describe the marketing objectives of media owners and the process of media buying
- ◆ present media proposals to media buyer or client.

The assessment for this Unit can take a variety of forms for example responding to structured questions and giving a presentation. But your tutor will confirm that exact assessment arrangements.