



Higher National Unit specification: general information

This Graded Unit has been validated as part of the HNC in Advertising and Public Relations. Centres are required to develop the assessment instrument in accordance with this validated specification. Centres wishing to use another type of Graded Unit or assessment instrument are required to submit proposals detailing the justification for change for validation.

Graded Unit title: Advertising and Public Relations:
Graded Unit 1

Graded Unit code: FN3H 34

Type of Graded Unit: Project

Assessment Instrument: Practical Assignment

Publication date: October 2014

Source: Scottish Qualifications Authority

Version: 03

Unit purpose

This Graded Unit is designed to provide evidence that the candidate has achieved the following principal aims of the HNC in Advertising and Public Relations:

- 1 developing candidates' knowledge and skills in key aspects with specific reference to advertising, PR, media (including digital media), and marketing
- 2 preparing candidates for employment in Advertising, PR and media roles at an introductory /junior level across private and public sector agencies, consultancies and industry
- 3 preparing candidates for progression to further studies in advertising and PR at HND level or to 1st or 2nd year entry to HE or professional qualifications in either advertising, PR, marketing or non-related qualifications

General information (cont)

Recommended prior knowledge and skills

It is recommended that the candidate should have completed or be in the process of completing the following Units relating to the above specific aims prior to undertaking this Graded Unit:

- ◆ Advertising: The Advertising Industry (DV72 34)
- ◆ Public Relations: Principles and Practice (FK8N 34)
- ◆ Advertising: Media Sales (FK8H 34)
- ◆ Marketing: An Introduction (F7BX 34)
- ◆ Marketing Research Theory (FK8M 34)
- ◆ Consumer Behaviour and the Marketing Process (DG6L 34)
- ◆ Advertising: Copywriting (DV73 34)
- ◆ Digital Marketing Communications: An Introduction (FK93 34)

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 *Communication* at SCQF level 6; *Information Communication Technology* at SCQF level 6 and *Problem Solving* at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.'

Assessment

This Graded Unit will be assessed by the use of a practical assignment. The developed practical assignment should provide the candidate with the opportunity to produce evidence that demonstrates she/he has met the aims of the Graded Unit that it covers.

Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates

Graded Unit title: Advertising and Public Relations: Graded Unit 1

Conditions of assessment

The candidate should be given a date for completion of the practical assignment. However, the instructions for the assessment task should be distributed to allow the candidate sufficient time to assimilate the details and carry out the assessment task. During the time between the distribution of the assessment task instructions and the completion date, assessors may answer questions, provide clarification, guidance and reasonable assistance. The assessment task should be marked as soon as possible after the completion date. The final grading given should reflect the quality of the candidate's evidence at the time of the completion date.

The evidence for the project is generated over time and involves three distinct stages, where each stage has to be achieved before the next is undertaken. Thus any re-assessment of stages must be undertaken before proceeding to the next stage.

If a candidate fails the project overall or wishes to upgrade, then this must be done using a *substantially different* project, ie all stages are undertaken using a new project, assignment, case study, etc. In this case, a candidate's grade will be based on the achievement in the re-assessment, if this results in a higher grade.

Instructions for designing the assessment task

The assessment task is a project. The project undertaken by the candidate must be a complex task which involves:

- ◆ variables which are complex or unfamiliar
- ◆ relationships which need to be clarified
- ◆ a context which may be familiar or unfamiliar to the candidate

The assessment task must require the candidate to:

- ◆ analyse the task and decide on a course of action for undertaking the project
- ◆ plan and organise work and carry it through to completion
- ◆ reflect on what has been done and draw conclusions for the future
- ◆ produce evidence of meeting the aims which this Graded Unit has been designed to cover

Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates (cont)

Graded Unit title: Advertising and Public Relations: Graded Unit 1

Project Brief: Practical Assignment

This assignment relates to planning, developing and evaluating a response to an integrated communication brief.

Stage 1 — Planning

- 1 Identify key components of the marketing mix which are important to answering the brief.
- 2 Describe the relationship between agency/consultancy and the client, both in an advertising and a PR context.
- 3 Identify key segmentation variables of the target market.

Stage 2 — Developing

Give an account of the activity with reference to:

- 1 Selection of appropriate advertising and PR media.
- 2 Selection of appropriate advertising and PR tools.
- 3 A suggested creative response in draft format to fulfil the communication brief.

Stage 3 — Evaluating

Evaluate and review the activity with reference to:

- 1 Reflection on own practice.
- 2 Feedback from client on response to communication brief.

Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates (cont)

Graded Unit title: Advertising and Public Relations: Graded Unit 1

Guidance on grading candidates

Candidates who meet the minimum Evidence Requirements will have their achievement graded as C — competent, or A — highly competent or B somewhere between A and C. The grade related criteria to be used to judge candidate performance for this Graded Unit is specified in the following table.

| Grade A | Grade C |
|--|--|
| <p>Is a seamless, coherent piece of work which:</p> <ul style="list-style-type: none"> ◆ produces evidence for the three essential stages of the Practical Assignment which is of a high quality and clearly inter-related ◆ is highly focussed and demonstrates a balanced integrative approach ◆ demonstrates an understanding of the relevant issues relating to the advertising and PR industry and uses these accurately and relevantly to support points made ◆ effectively applies integrated and consolidated knowledge, understanding and skills from the Units to complex situations | <p>Is a co-ordinated piece of work which:</p> <ul style="list-style-type: none"> ◆ produces adequate, fairly well integrated documentation for the three essential stages of the Practical Assignment ◆ demonstrates an acceptable interpretation from a balanced integrative approach ◆ makes limited reference to relevant issues relating to the advertising and PR industry and may not always use these accurately or when not fully relevant ◆ applies integrated and consolidated knowledge and skills with some lack of continuity and consistency |

The project will be marked out of 100. Assessors will mark each stage of the project, taking into account the criteria outlined. The marks will then be aggregated to arrive at an overall mark for the project. Assessors will then assign an overall grade to the candidate for this Graded Unit based on the following grade boundaries.

A = 70%–100%

B = 60%–69%

C = 50%–59%

NOTE: The candidate must achieve all of the minimum evidence specified below for each stage of the project in order to achieve the Graded Unit.

Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates (cont)

Graded Unit title: Advertising and Public Relations: Graded Unit 1

Evidence Requirements

The project consists of three stages: planning; developing; and evaluating. The following table specifies the minimum evidence required to pass each stage.

NOTE: The candidate must achieve **all of the minimum evidence** specified below for each stage of the project in order to pass the Graded Unit.

| Project stage | Minimum Evidence Requirements |
|---|--|
| Stage 1 — Planning 30% of total marks | <p>The candidate is to produce a plan which includes:</p> <ol style="list-style-type: none"> 1 an evaluation of the key components of the marketing mix which are relevant to the client's communication strategy 2 an assessment of the relationship between the client and its agency/consultancy 3 an assessment of the key features in the advertising strategy which would address the communication problem 4 an assessment of the key features in the PR strategy which would address the communication problem 5 a discussion of the areas within the communication strategy that would reflect the integrative nature of the advertising and PR strategies 6 awareness of any legislative or ethical controls that would affect the creative strategy 7 timescales for carrying out the activity, which includes the production of the plan <p><i>The candidate must achieve all of the minimum evidence specified above in order to pass the Planning stage. This can be done by presenting evidence covering all aspects of the Planning stage and achieving a mark of at least 15/30.</i></p> |

Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates (cont)

Graded Unit title: Advertising and Public Relations: Graded Unit 1

| Project stage | Minimum Evidence Requirements |
|---|--|
| Stage 2 — Developing 50% of total marks | <p>The candidate is to produce a report, together with a presentation of the activity which:</p> <ol style="list-style-type: none"> 1 is based on the plan from Stage 1 (this should be completed prior to the activity taking place) 2 demonstrates the ability to execute advertising and PR materials which develop from the plan and answer the brief 3 applies an integrative approach to the advertising strategies as outline in the plan 4 demonstrates the ability to manage materials and resources to carry out the activity <p>In addition, the candidate is to present the material and the report in a confident manner which addresses the brief</p> <p><i>The candidate must achieve all of the minimum evidence specified above in order to pass the Developing stage. This can be done by presenting evidence covering all aspects of the Developing stage and achieving a mark of at least 25/50.</i></p> |

| Project stage | Minimum Evidence Requirements |
|---|--|
| Stage 3 — Evaluating 20% of total marks | <p>Produce an evaluation of the activity which includes:</p> <ol style="list-style-type: none"> 1 a review of the quality of their own work done in a manner which recognises an objective point of view 2 an appraisal of their work which identifies particular strengths and weaknesses 3 consideration of modifications or changes to their work in the light of the evaluation undertaken <p><i>The candidate must achieve all of the minimum evidence specified above in order to pass the Evaluating stage. This can be done by presenting evidence covering all aspects of the Evaluating stage and achieving a mark of at least 10/20.</i></p> |

Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates (cont)

Graded Unit title: Advertising and Public Relations: Graded Unit 1

Support notes

Stage 1 — Planning

This stage is worth 30 marks. The candidate must achieve all of the minimum evidence specified to pass the planning stage. The planning stage will be assessed by submission of the plan. The tutor's role is as a facilitator and so to gain high marks the candidate must demonstrate a high degree of autonomy in planning activities.

For the Planning stage, the marks should be allocated in the following way:

Up to 5 marks for a comprehensive review of the client's marketing mix. For full marks the candidate will clearly identify all the components of the mix and give a thorough analysis of their relevance to the intended communication strategy.

Up to 4 marks for a clear, concise description of the relationship between the agency/consultancy and client. For full marks the candidate will explain the relationship thoroughly, identify the roles of the key players as well as a concise account of the financial relationship between them.

Up to 5 marks for the identification of the key features in the advertising strategy. For full marks the candidate will give a thorough analysis of the advertising objectives as they relate to the client's overall communication strategy.

Up to 5 marks for identification of the key features in the PR strategy. For full marks the candidate will give a thorough analysis of the PR objectives as they relate to the client's overall communication strategy.

Up to 5 marks for a discussion on the integration between the advertising and PR components of the campaign. For full marks the candidate will demonstrate that the communication strategy takes an integrative approach arising from the advertising and PR components.

Up to 3 marks for identification of legal/voluntary constraints on the creative strategy. For full marks, the candidate will not only demonstrate awareness of the constraining bodies but also will demonstrate how they affected the strategy.

Up to 3 marks for a clear and concise timescale plan for the execution of the activity. For full marks the candidate will give a detailed breakdown on a daily/weekly basis of targets with timescales.

Where the plan is written, it is recommended it will be around 750–1,000 words or equivalent to ensure all Evidence Requirements are covered.

Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates (cont)

Graded Unit title: Advertising and Public Relations: Graded Unit 1

Stage 2 — Developing

This stage is worth 50 marks. The candidate must achieve all of the minimum evidence specified to pass the developing stage. Assessment is based on a report of the activity, together with a presentation.

For the Developing stage, the marks should be allocated in the following way:

Up to 12 marks for a clear and concise application of good advertising and PR practice within the plan of the activity. This means that candidates demonstrate they have applied sound theory to the plan and also developed it effectively. For full marks, the candidate would have to demonstrate that the advertising and PR theory has a direct bearing on the activity. Candidates who make poor links and connections between the activity and the theories should be awarded lower marks.

Up to 12 marks for the production of relevant, concise advertising and PR materials which demonstrate that the client brief has been answered effectively according to the plan. Full marks will be awarded to a candidate who has produced an advertising, PR and media strategy which fulfills the objectives set out in the plan. Lower marks will be awarded for candidates who, although they produce the material, show a lack of relevance and conciseness to the brief.

Up to 10 marks will be awarded for a clear, integrative approach to the communication strategy. For full marks, candidates will demonstrate that they have applied an integrative approach across the advertising and PR strategies so that the response to the brief is clear and unified. Lower marks will be awarded to those candidates whose work in the advertising and PR strategies appears disjointed and fragmented.

Up to 6 marks will be awarded for the ability to manage materials and resources. Full marks will be awarded to candidates who develop the plan effectively within the time resources available. This means that the candidate will recognise deadlines, meet them and demonstrate their importance to the communication process. Lower marks will be awarded to the candidate who, although completing the plan, does so in a way that demonstrates their perception of deadlines and timekeeping is somewhat careless or casual.

Up to 10 marks will be awarded for the ability to present the plan in a way that demonstrates effective advertising and PR practice. This means that candidates, to achieve full marks, will communicate effectively by presenting the plan in a way that demonstrates that they have a sound knowledge of the work they have completed and can deliver to the tutor as client. Lower marks will be awarded to a candidate who, although having completed the plan, will be less effective in how they communicate the plan to the tutor.

Where the report is written, it is recommended it will be around 1,000–1,250 words or equivalent. Also it is expected that the presentation should be around 15 minutes.

Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates (cont)

Graded Unit title: Advertising and Public Relations: Graded Unit 1

Stage 3 — Evaluating

This stage is worth 20 marks. The candidate must achieve the minimum criteria specified to pass the Evaluating stage. This stage is assessed by the production of an evaluation. The tutor's role is as a facilitator and so candidates should demonstrate a high degree of autonomy in evaluating activities.

For the Evaluating stage, the marks should be allocated in the following way:

Up to 4 marks will be awarded for an objective review of the candidate's own work which demonstrates clear reflection of the work done in the plan. Full marks will be awarded to candidates who demonstrate the impact of areas of new learning on the plan, including any errors or omissions. Fewer marks will be awarded to candidates who go through little reflection or self awareness.

Up to 8 marks for the ability to demonstrate clear strengths and weaknesses of the original plan. Candidates who evaluate their work effectively (eg through a written evaluation or in an oral discussion) and use tutor feedback will achieve full marks. Candidates who are unaware of any strengths or weaknesses in their plan should not pass this section.

Up to 8 marks will be awarded for clear, concise modifications that could be made as a result of completing the project. Full marks will be awarded to candidates who consider their work and make clear recommendations for the future in the light of this. Fewer marks will be awarded to a candidate whose recommendations are not relevant to the completed project.

Candidates who do not make recommendations in the light of their completed project should not pass this section of the Graded Unit.

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 | Inclusion of digital media in Unit purpose. | 30/10/14 |
| 02 | Amendment to marks for evaluating stage to include tutor feedback. | 26/07/12 |
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General information for candidates

Graded Unit title: Advertising and Public Relations: Graded Unit 1

This Graded Unit integrates the main knowledge and skills gained in the Units within the HNC in Advertising and Public Relations (PR). It is therefore expected that you will have either completed or are in the process of completing the mandatory Units of your HNC in Advertising and PR.

This Graded Unit is based on a project and the assessment is a practical assignment which relates to planning, developing and evaluating a response to an integrated communication brief. There are three stages to this Graded Unit:

Stage 1 — Planning

You are to produce a plan which covers:

- 1 identification of key components of the marketing mix which are important to answering the brief
- 2 description of the relationship between agency/consultancy and the client, both in an advertising and PR context
- 3 identification of key segmentation variables of the target market

Stage 2 — Developing

You are to produce an account of your activity which covers:

- 1 the selection of appropriate advertising and PR media
- 2 the selection of appropriate advertising and PR tools
- 3 a suggested creative response in draft format to fulfil the communication brief

In addition you are to present your material to your tutor who is acting as a client.

Stage 3 — Evaluating

You are to review your activity and produce an evaluation which includes:

- 1 reflection on your own practice
- 2 the feedback from your tutor when acting as the client

Your project will be marked out of 100 and **you must pass each stage before moving onto the next stage**. Each stage has the following marks:

Planning 30 marks
Developing 50 marks
Evaluation 20 marks

You will be assigned an overall grade which will be based on the following boundaries:

Grade A = 70%–100%
Grade B = 60%–69%
Grade C = 50%–59%