



## Higher National Unit specification

### General information

**Unit title:** Advertising: Media Research (SCQF level 8)

**Unit code:** HC2N 35

**Superclass:** BA

**Publication date:** March 2016

**Source:** Scottish Qualifications Authority

**Version:** 01

### Unit purpose

This Unit is designed to provide learners with an understanding of the importance of media research techniques in the marketing of above the line media. It will enable learners to identify the main sources of media research techniques in the UK and evaluate online and offline media research techniques.

### Outcomes

On successful completion of the Unit the learner will be able to:

- 1 Explain the use of online and offline sources and techniques of media research in the UK.
- 2 Analyse and apply the results of media research techniques.

### Credit points and level

1 Higher National Unit credit at SCQF level 8: (8 SQCF credit points at SCQF level 8)

### Recommended entry to the Unit

Access to this Unit is at the discretion of the centre. However it would be helpful if the learner had Core Skills *Communication Skills* at SCQF level 6 or equivalent and prior knowledge and skills of aspects of advertising such as *Media Sales* at SCQF level 7 or equivalent.

## **Higher National Unit Specification: General information (cont)**

**Unit title:** Advertising: Media Research (SCQF level 8)

### **Core Skills**

Opportunities to develop aspects of Core Skills are highlighted in the Support Notes for this Unit specification.

There is no automatic certification of Core Skills or Core Skill components in this Unit.

### **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.

### **Equality and inclusion**

This Unit specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence.

Further advice can be found on our website [www.sqa.org.uk/assessmentarrangements](http://www.sqa.org.uk/assessmentarrangements).

## Higher National Unit specification: Statement of standards

**Unit title:** Advertising: Media Research (SCQF level 8)

Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

### Outcome 1

Explain the use of online and offline sources and techniques of media research in the UK.

#### Knowledge and/or Skills

- ◆ Importance of conducting media research
- ◆ Main sources of media research in the UK
- ◆ Main sources of digital analytics
- ◆ Media research techniques

### Outcome 2

Analyse and apply the results of media research techniques.

#### Knowledge and/or Skills

- ◆ Collection of research data
- ◆ Analysis of research data
- ◆ Persuasion techniques
- ◆ Client presentation

### Evidence Requirements for this Unit

Learners will need to provide evidence to demonstrate their Knowledge and/or Skills across all Outcomes by showing that they can:

#### Outcome 1

- ◆ Explain the importance of conducting media research, which must include:
  - proof of performance
  - knowledge of the marketplace
  - identification of strengths and weakness of both an organisation and competitors
  - gaining competitor advantage
- ◆ Explain the use of custom and syndicated research, including advantages and disadvantages
- ◆ Explain sources of media research in the UK. This must cover:
  - Broadcast media including television and radio
  - Non-broadcast media including Outdoor, Cinema and Newspapers
  - Independent sources

## Higher National Unit specification: Statement of standards (cont)

**Unit title:** Advertising: Media Research (SCQF level 8)

- ◆ Explain main sources of digital analytics research. This must cover:
  - Websites/blogs
  - Social media
- ◆ Explain online and offline methods of qualitative and quantitative media research techniques

### Outcome 2

- ◆ Analyse research data
- ◆ Present a sales pitch to a client, highlighting media research data presentation software
- ◆ Handle client questions professionally
- ◆ Persuade client of appropriateness of suggestions
- ◆ Produce a summary of media choice(s) for client

Assessment for this Unit can be on an Outcome by Outcome basis or a holistic single integrated assessment. However, Outcome 2 is devised to be assessed as a presentation. Please see Guidance on Approaches to Assessment of this Unit in Support Notes for more details.



## Higher National Unit Support Notes

**Unit title:** Advertising: Media Research (SCQF level 8)

Unit Support Notes are offered as guidance and 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 Group Award in HNC/HND Advertising and Public Relations and it may also form part of other Higher National programmes. This Unit is designed to enable learners (full or part time) to identify the sources of digital and traditional media research and explain the use of such techniques. It may also be undertaken by learners in employment wishing to develop their knowledge and skills in research techniques for above-the-line media. The following gives additional information on each Outcome.

**In Outcome 1** delivery should enable learners to identify online and offline sources and techniques of media research in the UK. This should cover:

- ◆ Broadcast — Broadcasters Audience Research Bureau (BARB), Radio Joint Audience Research (RAJAR)
- ◆ Non-broadcast media — Outdoor - Route Outdoor Media Analytics, Cinema — FAME (Film Audience Measurement and Evaluation, Newspapers — JICREG (Joint Industry Council for Regional Newspapers); NRS (National Readership Survey); ABC (Audit Bureau of Circulations)
- ◆ Independent media sources — Kantar, Nielsen, Target Group Index

Learners should be encouraged to explore media research techniques in the terms of:

- ◆ Qualitative — Form, Position, Mood, Timing
- ◆ Quantitative — Reach, Penetration, Profile, Cost, Deals
- ◆ And depending on the media chosen: Circulation, Readership, Viewership, Listenership, Unique visitors, Page visitors, Followers, Bounce rate

Learners should gain an understanding of custom and syndicated research providing an emphasis on the benefits of syndicated research in giving an insight into macro level industry trends.

## Higher National Unit Support Notes (cont)

**Unit title:** Advertising: Media Research (SCQF level 8)

**In Outcome 2** learners could work individually or in pairs/groups to prepare a sales pitch. Learners are to be encouraged to research and collect data from sources identified in Outcome 1. It is envisioned that learners will be working with a live client or case study - therefore, where working in pairs/groups, learners are expected to collaborate with their partner(s) to analyse and identify the best media choice(s) for the client/case study. However, each individual learner should play an equal role in planning and preparing a sales pitch using appropriate support software to present to client/tutor.

Learners should be encouraged to produce a summary of their media choice(s) and use persuasion techniques in order to win the pitch. When handling client's questions, learners are to act professionally — such as respecting other platforms and media; by not being over-negative of other platforms and media, etc.

Full credit transfer can be given from the old version of this Unit (DV71 35) to this Unit.

### Guidance on approaches to delivery of this Unit

This Unit is a mandatory Unit within the Group Award HNC/HND in Advertising and Public Relations and may be delivered in year two, following on from Advertising: Media Sales from year one. It can however be offered as a free-standing Unit as it is not dependent on any previous or wider media research knowledge. Delivery of the Unit may involve integration with other parts of the Advertising and PR award, in particular other advertising Units. It is recommended that learner works individually in Outcome 1 to collect research on a range of media, etc then in either individually or pairs/groups in Outcome 2 to analyse and recommend chosen media to client.

Online and offline media research data should be accessed from the media themselves, from guest speakers, visits and appropriate websites, newspaper articles and marketing magazines. Also field trips to and visits from media sales, planners and buyers from various media would benefit the learner to develop a broader understanding of the industry. A variety of case studies and roles such as media salesperson, media planner and media buyers would provide a broader understanding of applying media research to reflect industry scenarios.

### Guidance on approaches to assessment of this Unit

Evidence can be generated using different types of assessment. The following are suggestions only. There may be other methods that would be more suitable to learners.

Centres are reminded that prior verification of centre-devised assessments would help to ensure that the national standard is being met. Where learners experience a range of assessment methods, this helps them to develop different skills that should be transferable to work or further and higher education.

Outcome 1 could be assessed through learners producing a report, blog wiki or e-portfolio; alternatively it could be integrated with Outcome 2 in the form of a support document for a sales presentation which covers all Evidence Requirements.

## Higher National Unit Support Notes (cont)

**Unit title:** Advertising: Media Research (SCQF level 8)

Outcome 2 is designed to be assessed as a presentation. Learners could work individually or in pairs/groups on a case study to give a formal presentation of the application of media research for a tutor agreed scenario. For example, this may be to persuade a client to buy space from a particular medium. The learner could assume the role of a media buyer/planner/salesperson using research gained from Outcome 1 to support their decision. Learners also discuss the use of online platform(s) in their package. As outlined earlier, when handling client's questions, learners are to act professionally — such as respecting other platforms and media; by not being over-negative of other platforms and media, etc.

### Opportunities for e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or social software. Centres which wish to use e-assessment must ensure that the national standard is applied to all learner evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. The most up-to-date guidance on the use of e-assessment to support SQA's qualifications is available at [www.sqa.org.uk/e-assessment](http://www.sqa.org.uk/e-assessment).

### Opportunities for developing Core and other essential skills

*Communication:* learners will have many opportunities to develop both written and oral skills in conveying information and opinions regarding sources and techniques of media research; digital analysis research sources and techniques; they will also present a sales pitch to a client which includes persuasion skills and dealing with objections and questions.

*Problem Solving:* learners will have many opportunities to develop all aspects of problem solving. They will use analysis and reasoning to define research objectives and manage the practical aspects of the research activity; they have to access and analyse a range of complex information from, eg media research and digital analytics research sources. They also have to identify strengths and weakness of organisations and competitors and show how to gain competitor advantage. They will develop skills in accessing and evaluating electronic sources which provide an effective source of current complex information on professional concerns, issues and ideas. They are to use their research to plan and present a sales pitch which is to persuade a client; this includes dealing with questions and objection handling.

*Working with Others:* if learners work in pairs/groups, they will have many opportunities in Outcome 2 to work co-operatively with others to plan and present a sales pitch to a client.

*Information and Communication Technology (ICT):* learners will have opportunities to use ITC to access a wide range of information and sources of media research, including digital analytics research which must cover a range of internet sites, blog, archives and social media. They also will be involved with online methods of qualitative and quantitative media research techniques. It is also likely that they will make use *ICT* in the group presentation of a sales pitch required in Outcome 2.

## History of changes to Unit

Version	Description of change	Date

© Scottish Qualifications Authority 2016

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 learners

### Unit title: Advertising: Media Research (SCQF level 8)

This section will help you decide whether this is the Unit for you by explaining what the Unit is about, what you should know or be able to do before you start, what you will need to do during the Unit and opportunities for further learning and employment.

This Unit provides you with the knowledge and practical skills of understanding the importance of media research techniques in the marketing of above the line media. You will cover the main sources of media research techniques in the UK; develop an understanding of the importance of digital and traditional media research and the availability of media research sources; analyse your findings and evaluate media research techniques used both online and offline. You will then use your analysis to identify a suitable media to recommend to the client through a presentation. You will also deal with client's questions professionally, eg by not being over-negative of other platforms and media, etc.

It is likely that you will work on both an individual basis and as part of a group.

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

- ◆ explain the use of online and offline sources and techniques of media research in the UK.
- ◆ analyse and apply the results of media research techniques.

Assessments will be outlined by your tutor and are likely to include the production of a report (or blog or wiki) or e-portfolio on your research and then presenting your proposals, eg a sales pitch to a client.

There are also opportunities to develop Core Skills in *Communication; Problem Solving; Working with Others and Information and Communication Technology (ICT)*.

To undertake this Unit, it would be helpful if you have Core Skills in *Communication* at SCQF level 6 or equivalent and prior knowledge and skills of aspects of advertising such as *Media Sales* at SCQF level 7 or equivalent.

This Unit is mandatory part of the HND in Advertising and PR and successful achievement of the Unit and this HND could provide opportunities for progression to HE, employment in advertising, PR and marketing or related sectors.