

-SQA- SCOTTISH QUALIFICATIONS AUTHORITY

HIGHER NATIONAL UNIT SPECIFICATION

GENERAL INFORMATION

-Module Number- 6560676

-Superclass- BA

-Title- **CONTRIBUTE TO THE ORGANISATION AND
PRESENTATION OF A PROMOTIONAL ACTIVITY**

-DESCRIPTION-

GENERAL COMPETENCE FOR UNIT: On the successful completion of this unit, the candidate will have achieved competence in contributing to the planning and implementation of a promotional activity to improve organisational image and develop business. The candidate should be able to recognise opportunities available to promote organisational image and contribute to the evaluation of the activity performed.

OUTCOMES

1. contribute to the organisation of a promotional activity;
2. contribute to the planning and publicity of a promotional activity;
3. perform promotional activity;
4. contribute to the evaluation of a promotional activity.

CREDIT VALUE: 2 HN Credits

ACCESS STATEMENT: Access to this unit is at the discretion of the centre. However, it would be beneficial if candidates had good communication skills.

For further information contact: Committee and Administration Unit, SQA,
Hanover House, 24 Douglas Street, Glasgow G2 7NQ.

Additional copies of this unit may be purchased from SQA (Sales and Despatch section). At the time of publication, the cost is £1.50 (minimum order £5.00).

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STATEMENT OF STANDARDS

UNIT NUMBER: 6560676

UNIT TITLE: CONTRIBUTE TO THE ORGANISATION AND
PRESENTATION OF A PROMOTIONAL ACTIVITY

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

OUTCOME

1. CONTRIBUTE TO THE ORGANISATION OF A PROMOTIONAL ACTIVITY

PERFORMANCE CRITERIA

- (a) The objectives in presenting a promotional activity are clearly established.
- (b) A suitable target audience is selected.
- (c) The opportunities for the promotional activity are established.
- (d) The role of each of the personnel required to meet the objectives of the activity is defined.
- (e) A venue for the activity is chosen and restrictions and benefits are correctly identified.
- (f) The resources required for the presentation are correctly identified.
- (g) Methods of feedback are considered and a suitable selection made.

RANGE STATEMENT

The range for this outcome is fully expressed within the performance criteria.

EVIDENCE REQUIREMENTS

Written and/or oral evidence is required to show that the candidate has considered:

- potential objectives of promotional activities
- roles and responsibilities of those involved
- suitability of venue
- how the type of promotional activity is affected by the nature of target groups
- awareness of the financial implications of promotional activity.

OUTCOME

2. CONTRIBUTE TO THE PLANNING AND PUBLICITY OF A PROMOTIONAL ACTIVITY

PERFORMANCE CRITERIA

- (a) Suitable publicity material is produced and distributed.
- (b) A plan detailing the proposed sequence of delivery is produced effectively.
- (c) Effective visual aids and support materials are made available.
- (d) Health and safety requirements are taken into consideration as part of the planning process.

RANGE STATEMENT

The range for this outcome is fully expressed within the performance criteria.

EVIDENCE REQUIREMENTS

Evidence for performance criteria (b) (d) should be generated in the form of a session plan produced by the candidate.

Evidence for performance criteria (a) and (c) should be generated by the candidate acquiring or producing suitable materials.

OUTCOME

3. PERFORM PROMOTIONAL ACTIVITY

PERFORMANCE CRITERIA

- (a) The designated presentation area is prepared as necessary to ensure effective performance.
- (b) All identified resources are organised to enhance the presentation and assist its progress.
- (c) The presentation is delivered in a logical sequence and makes best use of all resources.
- (d) Effective presentation techniques are suitably employed and health and safety requirements are fulfilled.

RANGE STATEMENT

The range for this outcome is fully expressed within the performance criteria.

EVIDENCE REQUIREMENTS

Evidence for all performance criteria should be gathered by direct observation.

OUTCOME

- 4. CONTRIBUTE TO THE EVALUATION OF A PROMOTIONAL ACTIVITY

PERFORMANCE CRITERIA

- (a) The selected method of obtaining feedback is effectively employed.
- (b) Evaluation of the feedback is carried out.
- (c) A summary is prepared presenting conclusions, based on the evaluation evidence.

RANGE STATEMENT

The range for this outcome is fully expressed within the performance criteria.

EVIDENCE REQUIREMENTS

Written and/or oral evidence is required to show that the candidate has the ability to undertake:

- evaluation methods for promotional activity.

MERIT A candidate who achieves all performance criteria will be awarded a pass. A pass with merit will be differentiated from a pass in that an individual candidate demonstrates at least two of the following:

- the ability to maximise use of time and resources
- a high degree of confidence
- originality of ideas in the planning or performance
- the ability to cope with unexpected responses or interruptions.

ASSESSMENT

In order to achieve this unit, candidates are required to present sufficient evidence that they have met all the performance criteria for each outcome within the range specified. Details of these requirements are given for each outcome. The assessment instruments used should follow the general guidance offered by the SQA assessment model and an integrative approach to assessment is encouraged. (See references at the end of support notes).

Accurate records should be made of the assessment instruments used showing how evidence is generated for each outcome and giving marking schemes and/or checklists, etc. Records of candidates' achievements should be kept. These records will be available for external verification.

SPECIAL NEEDS

Proposals to modify outcomes, range statements or agreed assessment arrangements should be discussed in the first place with the external verifier.

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SUPPORT NOTES

UNIT NUMBER: 6560676

UNIT TITLE: CONTRIBUTE TO THE ORGANISATION AND
PRESENTATION OF A PROMOTIONAL ACTIVITY

SUPPORT NOTES: This part of the unit specification is offered as guidance. None of the sections of the support notes is mandatory.

NOTIONAL DESIGN LENGTH: SQA allocates a notional design length to a unit on the basis of time estimated for achievement of the stated standards by a candidate whose starting point is as described in the access statement. The notional design length for this unit is 80 hours. The use of notional design length for programme design and timetabling is advisory only.

PURPOSE To provide candidates with the opportunity to develop skills in a way which will improve organisational image and develop business.

CONTENT/CONTEXT This unit is designed to equip the candidate with knowledge and skills to organise and present an in-house promotional activity. The objective of the unit is to enhance organisational image. The unit will be attempted by the class group as a whole, with peer group choice of activity and individuals playing different roles with organisation and presentation.

APPROACHES TO GENERATING EVIDENCE Candidates should be encouraged to be open to their own and other ideas in the consideration of the type of structure of the activity. Careful thought and discussion should take place before choice of type of activity and venue are decided upon. Candidates should also be aware of both the positive and negative aspects of potential activities as regards location, type, target audience, publicity potential, technical considerations, revenue and costs.

ASSESSMENT PROCEDURES The written evidence presented in project form to cover all performance criteria should be accompanied by a video and photographs of the activity. It could also be appropriate for the external examiner to be present at the event.

Outcome 1

The candidate may present evidence for this outcome within a project.

Sources of evidence may include:

- candidate written account
- product evidence eg. plans and sketches

Outcome 2

The candidate may present evidence for this outcome within a project.

Sources of evidence may include:

- candidate written account
- product evidence eg. press releases

Outcome 3

The candidate may present evidence for this outcome within a project.

Sources of evidence may include:

- product evidence eg. video production, photographs.

Outcome 4

The candidate may present evidence for this outcome within a project.

Sources of evidence may include:

- candidate written account
- evaluation results

REFERENCES

1. Guide to unit writing.
2. For a fuller discussion on assessment issues, please refer to SQA's Guide to Assessment.
3. Information for centres on SQA's operating procedures is contained in SQA's Guide to Procedures.
4. For details of other SQA publications, please consult SQA's publications list.

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