



National Unit Specification: general information

UNIT Media Advertising: An Introduction (SCQF level 6)

CODE F57H 12

SUMMARY

The purpose of this Unit is to enable candidates to understand the organisational structure of an advertising agency and to explain the roles and responsibilities of key personnel, as well as the relationships between them. Candidates will then have the opportunity to analyse professionally-produced advertisements in a range of media, and will use this knowledge as a basis for planning, designing and producing an advert as part of a group.

This Unit is suitable for candidate with little or no prior knowledge or experience of advertising.

OUTCOMES

- 1 Explain the organisational structure of an advertising agency.
- 2 Analyse professionally produced advertisements from a range of media.
- 3 Produce an advertisement from a given brief as part of a group.

RECOMMENDED ENTRY

Entry is at the discretion of the centre.

CREDIT VALUE

1 credit at Higher (6 SCQF credit points at SCQF level 6*).

**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.*

Administrative Information

Superclass: BA

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CORE SKILLS

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

There are opportunities for Core Skill development, these are highlighted in the Support Notes of this Unit Specification.

National Unit Specification: statement of standards

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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 organisational structure of an advertising agency.

Performance Criteria

- (a) Identify the key departments within an advertising agency.
- (b) Explain the function of these key departments.
- (c) Explain the relationship among these key departments.
- (d) Identify key personnel roles within an advertising agency.
- (e) Explain key personnel roles within an advertising agency.

OUTCOME 2

Analyse professionally produced advertisements from a range of media.

Performance Criteria

- (a) Explain the contribution of language to each advertisement.
- (b) Explain the contribution of representation to each advertisement.
- (c) Explain the contribution of narrative to each advertisement.
- (d) Explain the importance of the target audience to the overall design of the advert.
- (e) Evaluate the overall effectiveness of each advertisement.

OUTCOME 3

Produce an advertisement from a given brief as part of a group.

Performance Criteria

- (a) Select an appropriate medium in accordance with the brief.
- (b) Research and plan the advertisement.
- (c) Allocate roles and responsibilities within the group.
- (d) Produce a schedule to meet agreed deadlines.
- (e) Design and develop the advertisement.
- (f) Produce a complete advertisement in accordance with the agreed plan.
- (g) Contribute effectively to the work of the group.

National Unit Specification: statement of standards (cont)

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EVIDENCE REQUIREMENTS FOR THIS UNIT

Evidence is required to demonstrate that candidates have achieved all Outcomes and Performance Criteria.

Outcome 1 — Written and/or Oral Evidence

Candidates are required to produce evidence which shows that they are able to identify and explain the function and the relationship between the following key departments:

- ◆ account management
- ◆ account planning
- ◆ traffic
- ◆ creative
- ◆ media planning

Candidates must be able to identify and explain the following key roles:

- ◆ account manager
- ◆ researcher
- ◆ traffic
- ◆ creative personnel (eg copywriter, art director, graphic designer)
- ◆ media buyer

The evidence should be gathered at appropriate points throughout the Unit.

Outcome 2 — Written and/or Oral Evidence

Candidates must select a minimum of:

- ◆ one television advertisement
- ◆ one print advertisement
- ◆ one radio advertisement

For each advertisement candidates must explain the contribution of language (which must cover technical and cultural codes), representation, and narrative. They must also explain the importance of the target audience to the overall design of the advert and evaluate the overall effectiveness of the advert (ie the strengths and weaknesses of the advert in fulfilling its purpose).

It should be noted that the advertisements chosen should be discrete and not a full campaign, though the discrete advertisement may well form part of a campaign.

National Unit Specification: statement of standards (cont)

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Outcome 3 — Written and/or Oral Evidence

In Outcome 3 candidates will be supplied with a brief which details client requirements (in terms of the product or service to be advertised).

The evidence will be gathered in an individual folio of evidence. The folio should include:

- ◆ a copy of the brief
- ◆ a record of the appropriate medium selected
- ◆ a record of the research carried out
- ◆ a record of the planned advertisement
- ◆ a record of the allocated roles and responsibilities within the group
- ◆ a deadline schedule
- ◆ a record of the design and development of the advertisement

Product evidence is required in the form of a completed advertisement which must meet the requirements of the given brief. The completed advertisement should be capable of being reproduced and distributed.

An assessor checklist is also required to demonstrate that all candidates have contributed effectively to the group and to the production of the advert.

The evidence should be gathered at appropriate points throughout the Unit.

National Unit Specification: support notes

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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 an optional Unit within the National Certificate Group Award in Media (SCQF level 6), but can be taken as a free-standing Unit.

The purpose of this Unit is to introduce candidates to the structure and roles within an advertising agency and to recognise the key relationships between these departments and roles. Candidates will study professionally-produced advertisements across radio, television and print. Candidates will have the opportunity to use the knowledge and skills developed in Outcomes 1 and 2 as a basis for Outcome 3, where candidates will be working as part of a group to produce one advertisement in a chosen medium, working through the stages of production from client commission (as specified in the brief) to completed copy.

Candidates are not required to have advanced skills in freehand drawing.

In Outcome 1 candidates should be aware that individual advertising agencies differ in structure and in the titles of the key personnel. However, the roles of such personnel as account manager, researcher, traffic, and media buyer are common to all. Some large agencies may include a creative department however the creative work is usually assigned to relevant studios (eg design agencies, and TV studios) who again may commission work from independent artists (eg photographers).

In Outcome 2 candidates are required to analyse various elements of each advertisement. Some examples are given below:

- ◆ language: eg denotation and connotation, cultural and technical codes, anchorage, and purpose
- ◆ representation: eg stereotyping, and characterisation
- ◆ narrative: eg structure, narrative codes and conventions
- ◆ audience: eg target audience and demographic profiling

It may be beneficial for candidates to additionally analyse the institutional elements of each advertisement, for example, copyright, advertising standards, and legal and voluntary controls.

In Outcome 3 candidates should be encouraged to carry out their production in line with the professional practice within the chosen medium. It should be made clear to candidates that this Outcome requires them to undertake work that in a real life situation would often be undertaken by two separate, but related, agencies: the advertising agency and the creative studio.

Candidates will work as a team, each member taking responsibility for a particular job — eg account manager, designer, camera operator, director, traffic — depending on the medium chosen.

National Unit Specification: support notes (cont)

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GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

It is suggested that the Outcomes are approached sequentially and that much of the work for Outcomes 1 and 2 is undertaken before progressing to Outcome 3.

It is recommended for Outcomes 1 and 2 that candidates are introduced to a wide range of advertisements for a variety of products and services. Through tutor-led class discussions on selected advertisements candidates should be able to contextualise their learning.

In Outcome 3 candidates can choose to use appropriate computer software packages or freehand drawing (if appropriate). At this level some tutor guidance may be necessary regarding suitable software packages.

Candidates may wish to use the internet and magazines to source relevant content for their advertisements.

Candidates would benefit from visits to advertising agencies where relevant personnel could inform them of their role within the advertising agency and their associated responsibilities and key relationships within the agency. It would also be beneficial for centres to organise a guest speaker from an advertising agency to provide information on the key processes involved in producing an advert.

OPPORTUNITIES FOR CORE SKILL DEVELOPMENT

Candidates will be producing written and/or oral communication evidence as part of the assessment. This offers ideal opportunities to develop aspects of the Core Skill of *Communication*.

As candidates will be planning and producing an advertisement during Outcome 3 as part of a group, this will offer ideal opportunities to develop aspects of the Core Skills of *Problem Solving* and *Working with Others*.

Candidates will have the opportunity to develop aspects of the Core Skill of *Information Technology*, should they choose to use computer software to research and produce their advertisement.

National Unit Specification: support notes (cont)

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GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

The following approaches to assessment are suggested:

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| Outcome 1 | Organisational flow chart with extended response explaining roles, departments and relationships |
| Outcome 2 | Extended response |
| Outcome 3 | Candidates folio |

Time should be allowed for any necessary re-assessment.

Opportunities for the use of 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 communications technology (ICT), such as e-testing or the use of e-portfolios or e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

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).