National Unit specification: general information

Unit title: Branding: An Introduction

Unit code: FT8V 12

Superclass:	BA
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Version:	01

Summary

The purpose of this Unit is to introduce the candidate to the concept of branding products and services, from a historical perspective to modern day. It will look at the elements used in branding to create an image, the use of the marketing mix to develop branding and the range of branding strategies available to an organisation. The Unit will also provide the candidate with the opportunity to review and evaluate a chosen brand. The Unit will be of interest to a wide range of candidates, particularly those directly concerned with marketing, advertising and other consumer behaviour related subjects at SQCF levels 5 and 6. This is a mandatory Unit in the National Certificate in Advertising and PR but is also available as a free-standing Unit.

Outcomes

1 Explain the concept and the development of branding.
2 Describe the elements used in branding to create an image.
3 Evaluate the use of branding for a chosen organisation.

Recommended entry

While entry is at the discretion of the centre, candidates would normally be expected to have attained one of the following, or equivalent: English or Communication at SCQF level 5. Candidates would also benefit from having completed the Unit *Marketing Mix* at SCQF level 6.

General information (cont)

Credit points and level

1 National Unit credit at SCQF level 6 (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.

Core Skills

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

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

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 concept and the development of branding.

Performance Criteria

(a) Define branding and its purpose.
(b) Outline the key historical developments of branding.
(c) Explain how modern day branding is changing.

Outcome 2

Describe the elements used in branding to create an image.

Performance Criteria

(a) Explain how the elements of the marketing mix can be used to achieve a desired brand image.
(b) Describe how the use of physical attributes can help create recognisable brands.
(c) Explain the role perception plays in the creation of a brand image.

Outcome 3

Evaluate the use of branding for a chosen organisation.

Performance Criteria

(a) Correctly identify the brand strategy that has been adopted by a chosen organisation.
(b) Produce a portfolio of marketing materials and images for a selected organisation.
(c) Evaluate whether the selected organisation employs an effective branding approach.

National Unit specification: statement of standards (cont)

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Evidence Requirements for this Unit

Written and/or oral recorded evidence is required to demonstrate that the candidates have achieved all of the Outcomes and Performance Criteria.

Outcome 1

Candidates must provide an industry accepted definition of branding and outline a minimum of five key historical developments. Candidates must also include an explanation of how brands promote themselves currently. This assessment should be completed under supervised closed-book conditions.

Outcomes 2 and 3

Candidates must clearly describe how product, price, place and promotion help in the creating of brand image along with the physical attributes including colour, logo, name and straplines. Candidates must also correctly explain what perception is and how it affects a brand's image. An explanation of brand strategies must make reference to at least one of the following: corporate branding, family branding, multi branding or own label branding. A minimum of five pieces of marketing materials or images must be included in the portfolio. This assessment should be completed under open-book conditions to enable the candidate to undertake research.

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 covers the concept and application of branding. It should normally be preceded by the Unit *Marketing Mix* at SCQF level 6 and is designed to provide a very practical complement to that Unit.

Outcome 1 should examine and provide an explanation and definition of branding and the key historical developments in branding right up to modern day branding and how it is changing. The use of actual examples will help candidates to understand the concepts and development of branding.

Outcome 2 should examine the elements used to create a brand image. It will also look at range of brand strategies used by organisations including family branding, own label branding and corporate branding. Candidates will learn how to both recognise and apply the elements to create a brand image.

Outcome 3 should examine and evaluate how a selected organisation uses branding strategies and the various elements in the creation of their brand image. Candidates could compile a portfolio which should include examples of marketing and advertising materials used by the selected organisation to demonstrate their branding approach. They will apply their knowledge from Outcomes 1 and 2 to enable them to evaluate the effectiveness of their chosen organisation's branding strategy.

Guidance on learning and teaching approaches for this Unit

Although some theory relevant to both Outcomes 1 and 2 requires to be taught, the Unit should be approached as practically as possible so that candidates understand the practical applications of branding.

Candidates could be given the opportunity to design their own brand identity and image for a fictitious new product using the various elements when teaching Outcome 2. They should also be encouraged to collect information a range of brands. This will allow them to review and evaluate them, which will aid the evaluation task set out in Outcome 3. Information could be collected using the internet, newspapers, magazines and trade publications and journals.

National Unit specification: support notes (cont)

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Guidance on approaches to assessment for this Unit

Outcome 1 could be assessed in class. Candidates could be given a set of restricted response questions where they can provide a definition of branding, the key historical developments of branding and how branding is changing in the modern world.

Outcomes 2 and 3 could be assessed holistically. Real organisational examples should be used to provide candidates with a range of brands to choose from for assessment. These must give candidates the opportunity to examine the situation then apply their knowledge and understanding of branding to produce an evaluative commentary and portfolio.

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 Communication 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)*.

Opportunities for developing Core Skills

In this Unit candidates will cover the concept and application of branding. They will examine and provide an explanation and definition of branding and the key historical developments in branding right up to modern day branding and how it is changing. They will then examine the elements used to create a brand image and look at range of brand strategies used by organisations including family branding, own label branding and corporate branding. Candidates will create a portfolio to evaluate how a selected organisation uses branding strategies and the various elements in the creation of their brand image.

Candidates will:

♦ explain concepts
♦ determine the elements of branding
♦ carry our research
♦ produce a portfolio
♦ evaluate an organisation's approach to branding.

This means that as they are doing this Unit candidates will develop aspects of the Core Skills of *Communication* and *Problem Solving*.

National Unit specification: support notes (cont)

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In addition the following Core Skills may be developed through specific learning and teaching techniques for example:

♦ *Numeracy* — through use of graphical information in reporting findings.
♦ *Information and Communication Technology (ICT)* — through using the internet for research purposes and producing and presenting findings using ICT.
♦ *Working with Others* — through working in teams to research and discuss findings.

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