

-SQA-SCOTTISH QUALIFICATIONS AUTHORITY

HIGHER NATIONAL UNIT SPECIFICATION

GENERAL INFORMATION

-Unit Number- **6640067**
-Superclass- **BA**
-Title- **SALES PROMOTION**

-DESCRIPTION-

GENERAL COMPETENCE FOR UNIT: Explaining the role of sales promotion and producing an effective sales promotion campaign for an organisation.

OUTCOMES

1. explain the role of sales promotion in the promotional process;
2. describe current sales promotion techniques used in the industry;
3. produce a sales promotion campaign.

CREDIT VALUE: 1 HN Credit

ACCESS STATEMENT: Access to the unit is as the discretion of the centre. It is recommended that the candidate should have obtained the HN unit 6560525 Introduction to Marketing.

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: 6640067

UNIT TITLE: SALES PROMOTION

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. EXPLAIN THE ROLE OF SALES PROMOTION IN THE PROMOTIONAL PROCESS

PERFORMANCE CRITERIA

- (a) The explanation of the role and importance of sales promotion in the promotional mix is correct.
- (b) The identification of the current legal and voluntary controls in the sales promotion industry are correct.

RANGE STATEMENT

Promotional Mix: advertising; public relations; sales promotion; personal selling.

EVIDENCE REQUIREMENTS

A minimum of one piece of written and/or oral evidence which satisfies the performance criteria and the range statement.

OUTCOME

2. DESCRIBE CURRENT SALES PROMOTION TECHNIQUES USED IN THE INDUSTRY

PERFORMANCE CRITERIA

- (a) Consumer sales promotion techniques are correctly identified for a range of organisations.
- (b) Trade promotion techniques are correctly described.
- (c) Sales force promotion techniques are correctly described.

RANGE STATEMENT

Organisations: manufacturing; service; non-profit making.

EVIDENCE REQUIREMENTS

A minimum of one piece of written and/or oral evidence, which satisfies the performance criteria and the range statement.

OUTCOME

3. PRODUCE A SALES PROMOTION CAMPAIGN

PERFORMANCE CRITERIA

- (a) The sales promotion campaign produced is consistent with the overall marketing objectives and budget of an organisation.
- (b) The sales promotion techniques selected are consistent with the achievement of the campaign objectives.
- (c) Methods chosen to monitor and evaluate the effectiveness of the campaign are appropriate.

RANGE STATEMENT

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

EVIDENCE REQUIREMENTS

Written and/or oral evidence which satisfies the performance criteria and the range statement.

MERIT

A candidate who achieves all performance criteria for all outcomes will be awarded a pass.

A pass with merit will be awarded to a candidate who consistently demonstrates some or all of the following:

- (a) as a result of individual initiative, use is made of a number of relevant, up-to-date examples in related performance criteria to current sales promotion practices of organisations;
- (b) achievement of individual performance criteria in relation to a range of organisations representing different types of product/service offerings;
- (c) exhibition of superior skills of analysis, interpretation and presentation of materials.

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: 6640067

UNIT TITLE: SALES PROMOTION

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 40 hours. The use of notional design length for programme design and timetabling is advisory only.

PURPOSE On completion of this unit you will be able to demonstrate an understanding of sales promotion theory and be able to design and develop a sales promotion campaign.

CONTENT/CONTEXT The following information offers clarification of the context in which the outcomes and performance criteria are to be achieved.

For the purposes of this unit definition adopted by the Institute of Sales Promotion has been used in deciding the scope and content of this unit.

Sales promotion is “a range of tactical marketing techniques designed within a strategic marketing framework to add value to a product or service, in order to achieve specific sales and marketing objective”. Therefore, the intention of this unit is to concentrate on the added value and incentive nature of sales promotion rather than areas such as direct marketing, sponsorship, merchandising and Point of Sale (POS) and sales literature which are sometimes included in below-the line promotions.

Corresponding to Outcomes

1. Candidates should be aware of the role, nature and importance of sales promotion within the promotional mixes. Also the need to co-ordinate sales promotion with the other activities such as advertising, PR, direct marketing and personal selling etc. within an overall promotional plan. Candidates should be aware of current legal and statutory controls affecting sales promotion, together with up-to-date voluntary controls set out in the Code of Practice of the Institute of Sales Promotion.

2. It is suggested that, of the time allocated to this outcome at least 50% should be devoted to consumer promotions. Also, the term 'trade promotions', should be interpreted broadly to include the use of sales promotion in marketing channels (re-sale markets) and also industrial markets (business to business).
3. Candidates should be aware of the basic elements of planning a campaign such as setting objectives, identification of target audience(s), strategy, and means of evaluating the performance. Candidates should be aware of constraints - budgetary, timing, legal and voluntary controls, organisational policy etc. which may affect campaign planning.

APPROACHES TO GENERATING EVIDENCE It is suggested that restricted response questions would be appropriate for assessing outcome 1. In PC (b) candidates could discuss examples of sales promotion which have contravened industry controls.

For outcomes 2 and 3, restricted response, case studies and essays would be regarded as suitable methods of assessment.

ASSESSMENT PROCEDURES Centres may use the Instruments of Assessment which are considered by tutors/trainers to be appropriate. Examples of Instruments of Assessment which could be used are; essays, restricted response, case studies, exams portfolios or a combination of all four.

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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