



Arrangements for:

**National Certificate (NC) in Advertising and
Public Relations**

at SCQF level 6

Group Award Code: GD66 46

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SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of National Qualification Group Awards.

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1 Introduction

This is the Arrangements Document for the new National Certificate in Advertising and Public Relations at SCQF level 6, which was validated in October 2011. This document includes: background information on the development of the Group Award, its aims, guidance on access, details of the Group Award structure, and guidance on delivery.

The new National Certificate in Advertising and Public Relations at SCQF level 6 was developed under the design principles for National Certificates published by the Scottish Qualifications Authority.

The main aim of the proposed Group Award is to provide candidates with a modern and vocationally relevant introduction to the Advertising and PR industry which will provide candidates with the skills and knowledge to enable them to progress to further study including Higher National Certificate (HNC) and Higher National Diploma (HND) qualifications in Advertising and PR, Marketing and Business, or alternatively to access employment in the Advertising and PR industry at an entry level such as junior account handler or PR assistant.

2 Rationale for the development of the Group Award

This new National Certificate in Advertising and PR at SCQF level 6 is a specialist qualification with a creative as well as a business focus which has been designed in the context of the profile of the Advertising and PR industry in Scotland to whose needs it is intended to respond. Opportunities for employment exist across the many advertising agencies in Scotland and further afield. The provision of this nationally recognised award will ensure a consistent standard across colleges.

The involvement of employers and industry stakeholders was at the forefront of the development of this National Certificate which is supported by The Institute of Practitioners in Advertising (IPA) Scotland, the Chartered Institute of Public Relations (CIPR) Scotland and Skillset Scotland. Feedback supported the design of the framework and highlighted the following key skills and attributes required for employees entering the industry:

- ◆ Ownership and initiative developed through selecting clients and actions
- ◆ Team building skills
- ◆ Research skills
- ◆ Presentation skills relating to a range of objectives and styles
- ◆ Ability to follow a brief and stick to it
- ◆ Ability to identify newsworthy opportunities
- ◆ Confidence and self-belief

All of these skills and attributes are developed in the mandatory Units of the NC.

The Units in the framework will also prepare candidates to understand industry references and practices and enable them to develop skills and knowledge relevant to the specialised practices involved in advertising and PR alongside a range of other transferable and employability skills. Candidates will have the opportunity to develop effective communications skills relevant to the business market such as chairing meetings, presenting proposals to an audience and producing written reports. In this market area, this would include discussing editorial and newsworthy issues, pitching advertising campaigns and producing a communications audit and situation analysis. Specialised industry practice such as media planning/scheduling, writing newsworthy press releases and outlining print/production plans will be addressed. Furthermore, the NC will link academic theory and practice to promote clearer understanding and provide the opportunity to articulate to relevant HNC/HND programmes

Achievement of this Group Award will inform potential employers such as Advertising Agencies, PR Consultancies and Media organisations that the candidate is qualified specifically in advertising and PR and has demonstrated a level of competency which should enable them to enter an organisation as an assistant or trainee employee such as Junior Account Handler or PR Assistant.

The subject specific Units of this qualification have been mapped to the relevant National Occupational Standards for Advertising and PR from CfA — Business skills@work in Appendix 2.

2.1 Establishing the level of the Group Award

This Group Award is levelled at SCQF level 6 for the following reasons:

- ◆ The level of Communication required for this specialist Group Award
- ◆ The Group Award follows current professional practice which is integrated into the framework
- ◆ There are academic standards which have to be achievable
- ◆ Industry would expect candidates with a Higher level (SCQF level 6) certificate for junior positions
- ◆ The Group Award is designed to facilitate successful articulation to SCQF level 7 Higher National Certificate and then SCQF level 8 Higher National Diploma
- ◆ The majority of Units in the Group Award are at SCQF level 6

3 Aims of the Group Award

3.1 Principal aims of the Group Award

The principal aims of this Group Award are to:

- 1 Provide an effective NC Award in Advertising and PR that meets industry requirements.
- 2 Design an effective NC Award in Advertising and PR that facilitates articulation to relevant Higher National programmes.
- 3 Implement a framework of Units that will provide learners with a realistic representation of the communications profession.
- 4 Enable candidates to produce industry specific documents to professional standards (eg press releases, media schedules, production plans etc).
- 5 Encourage the development of industry and market knowledge.
- 6 Enable candidates to analyse and address a client/market brief.
- 7 Enable candidates to apply effective marketing and media research skills.
- 8 Enable candidates to develop technical skills and understanding in media.
- 9 Provide candidates opportunities to gain experience with actual live briefs.

These aims are mapped to the mandatory Units of the Group Award in Appendix 1

3.2 General aims of the Group Award

The general aims of this Group Award are to:

- 1 Develop communication skills in presenting and reporting (orally and written).
- 2 Enable candidates to develop skills in working effectively as part of a team/organisation.
- 3 Embed current academic theory relating to advertising and PR across the Group Award.
- 4 Develop employability skills and confidence in learners.
- 5 Develop essential Core Skills relevant to the Advertising and PR sector
- 6 Provide an NC with a range of options that allows flexibility for centres

3.3 Target groups

The Group Award is chiefly aimed at school leavers with an interest in developing knowledge and skills in this field or mature candidates wishing to return to education who have an interest in developing skills in this field, often due to career changes

4 Access to Group Award

The Group Award is designed at SCQF level 6. Due to the focus on oral and written accuracy in this discipline, which is reflected in the majority of mandatory Units, it is strongly recommended that candidates have good communication skills. This may be evidenced by an entry level of three Standard Grades or equivalent, one of which should be English or Communication at SCQF level 5.

Candidates should be articulate and have an interest in this specialist area. It is advised that all candidates be interviewed to ensure clarity of their choice and motivation.

Individual Units state that entry is at the discretion of the centre, although some may also recommend that the candidate has achieved some prior qualifications such as Standard Grades at General level or other equivalent qualifications and/or experience.

It is suggested that centres carry out Core Skills profile testing for applicants to establish their entry level and ensure they have skills equivalent to SCQF level 5 in *Communication*. This Unit is offered in the optional section of the Group Award framework for candidates who enter with SCQF level 4 and have identified support needs in order to achieve SCQF level 5. Other important Core Skills of *Numeracy* and *ICT* are also available as options for those whose Core Skills profile identifies SCQF level 4 at application stage.

5 Group Award structure

In order to achieve the National Certificate in Advertising and PR at SCQF level 6 candidates must complete 12 credits (72 SCQF points). 7 credits (42 SCQF points) must be taken from the mandatory section and a further 5 credits (30 SCQF points) from the optional section.

5.1 Framework

NC Advertising and PR Framework

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
Mandatory Section — 7 credits				
Advertising: Media Campaign Planning	FT90 12	6	6	1
Advertising: An Introduction	FT8T 12	6	6	1
Implementing a Public Relations Campaign	FT8X 12	6	6	1
Branding: An Introduction	FT8V 12	6	6	1
The Role and Functions of Public Relations in Organisations	FT8W 12	6	6	1
Communication	F3GB 12	6	6	1
Marketing Mix	F6V0 12	6	6	1
Optional Section — 5 credits				
Behavioural Aspects of Marketing	FT8Y 12	6	6	1
Computing: Digital Media Elements for Applications	F1JM 10	6	4	1
Event Organisation	F3PN 12	6	6	1
Marketing Research Practice	D0XS 12	6	6	1
PC Passport: IT Software, Word Processing and Presenting Information	F1FC 11	6	5	1
Media Studies: Press and Magazines	D6V7 12	6	6	1
Communication	F3GB 11	6	5	1
Numeracy	F3GF 11	6	5	1
Media: Radio Journalism	F582 11	6	5	1
Selling Skills	F3PJ 11	6	5	1

5.2 Mapping information

Core Skills

The NC Advertising and PR provides opportunities for candidates to develop all five Core Skills or their components. Appendix 3 shows all of the Units in the NC mapped to the Core Skills and identifies whether these are certificated or signposted.

The anticipated Core Skills exit level for *Communication* will be SCQF level 6, *Numeracy* SCQF level 5, and *ICT* SCQF level 5. Development of these skills is possible naturally through the Unit content or through specific learning and teaching. This is based on the principle that Core Skills development is more meaningful for learners and provides more benefit to employers if it is undertaken in the context of the Advertising and PR business. A dedicated Unit covering Core Skills in *Communication* has been identified as a priority by industry stakeholders and is therefore a mandatory Unit in the framework.

Research and Core Skill profiling of applicants for NQ Advertising and PR has established that the vast majority of learners have *ICT* and *Numeracy* at SCQF level 5 on entry. Many applicants have equivalent qualifications that exempt them or allow for credit transfers. It was therefore decided to move the Core Skill Units in *ICT* and *Numeracy* to the optional section of the framework for learners and centres that required it. These Core Skills are signposted in the mandatory section across key Units for example, numeracy in *Advertising: Media Campaign Planning* and *IT in Implementing a PR Campaign*. The *PC Passport: IT Software, Word Processing and Presenting Information* Unit also contributes to accreditation with Microsoft Office Professional as an additional qualification adding value to this SQA Unit in the options.

In order to reflect realistic working practices the Units proposed encourage group/team work. *Problem Solving*, by addressing client situations and briefs, is also signposted and is anticipated that candidates will develop these skills at SCQF level 6.

It is recommended that candidates possess the following Core Skills profile on entry.

Core Skill	Level
Communication	Level 5
Problem Solving	Level 4
Working with Others	Level 4
Numeracy	Level 4
Information and Communication Technology (ICT)	Level 4

Where candidates do not come with an existing Core Skills profile, it is recommended that the centre consider carrying out a Core Skills profiling exercise so that targeted support may be offered to candidates who require it.

Exit profile

Candidates who achieve the NC Award will have opportunities to develop Core Skills to the following levels:

Core Skill	Level	Signposted/Certificated
Communication	Level 6	Certificated
Problem Solving	Level 6	Signposted
Working with Others	Level 6	Signposted
Numeracy	Level 5	Certificated/Signposted*
Information and Communication Technology (ICT)	Level 5	Certificated/Signposted*

*Depending on optional Units chosen

Examples of ways in which all five Core Skills are developed in the NC include:

Communication — skills in Written Communication will be developed naturally as candidates produce well-structured written communication that presents all essential ideas/information and supporting detail in a logical and effective order taking account of purpose and target. Oral Communication skills may also be developed where candidates present findings by making short presentations in Advertising and PR campaigns and proposals.

Communication is signposted across all Units.

Problem Solving — Critical Thinking, Planning, Organising, Reviewing and Evaluating: decisions are made on objectives, targets, media and creative. Candidates will plan, organise and evaluate approaches taken to a variety of tasks.

Problem Solving is signposted across all Units.

Numeracy — will be developed as candidates produce figures, carry out a variety of calculations and present information in graphical or diagrammatical form across budget, statistics and findings.

Numeracy is signposted across 7 Units.

Information and Communication Technology (ICT) — these skills may be developed where candidates use the internet to research information and to carry out a range of processing tasks. They will also be evident where candidates are developing skills in software design, use of media and presentation purposes.

ICT is signposted across all Units.

Working with Others will be developed as candidates work in small groups in various Units reflecting professional teams and departments.

Working with Others is signposted across 10 Units.

National Occupational Standards

The subject specific Units of this qualification have been mapped to the relevant National Occupational Standards for Advertising and PR from CfA – Business skills@work in Appendix 2.

5.3 Articulation, professional recognition and credit transfer

Progression routes to and from this Group Award are shown in Appendix 4. There is direct articulation from this qualification into the HNC/HND in Advertising and PR. Candidates may also articulate into other relevant Higher National programmes in a related subject area and examples of this are also indicated on the diagram in Appendix 4.

Although there is no direct articulation from this qualification to other industry recognised qualifications such as those provided by the Chartered Institute of Public Relations (CIPR) and the Chartered Institute of Marketing (CIM), the diagram in Appendix 4 shows how these have been benchmarked against this qualification.

There is no direct credit transfer from any predecessor Group Award or Unit to the new qualification. Credit transfer from other qualifications and/or Units will be at the discretion of the centre.

6 Approaches to delivery and assessment

6.1 Content and context

The main aim of the Group Award content is to ensure that valid, up-to-date practical Units can be delivered and assessed and will enable learners to acquire and develop knowledge, understanding and skills relevant to the Advertising and PR industries.

The mandatory section places a high degree of emphasis upon employability and transferable skills. The practical focus of the award is designed to promote learner development and confidence and enhance the positive contribution that candidates who complete the course can offer to society as a whole. This promotes essential skills such as employability, citizenship, sustainability and enterprise as well as other generic skills for learning life and work:

- ◆ positive attitude to workplace and learning
- ◆ the importance of time-keeping and attendance
- ◆ the importance of good verbal communication
- ◆ the importance of good listening skills
- ◆ how to work co-operatively with others as a member of a team
- ◆ self-respect and showing respect and consideration for others
- ◆ adaptability and flexibility
- ◆ application of appropriate legislation, eg copyright
- ◆ planning and preparing
- ◆ confidence to seek feedback
- ◆ confidence to give feedback

- ◆ self-review and evaluation
- ◆ customer care skills

Centres delivering the Group Award will have opportunities to provide a flexible programme which can accommodate the needs of a range of different learners and to tailor these to their interests and objectives.

6.2 Delivery and assessment

While the sequence of delivery of the Units is for individual centres to decide the following is advised for the clarity and progression of underpinning knowledge and theory initially required by learners.

- 1 *Advertising: An Introduction* should precede *Advertising: Media Campaign Planning*.
- 2 *The Role and Function of PR in Organisations* should precede *Implementing a PR Campaign*.
- 3 *Communication* at SCQF level 5, if offered, must precede SCQF level 6.
- 4 It is also recommended that *Marketing Mix* is delivered in the first block/session to facilitate understanding of the wider issues of markets and business planning.

An example of a delivery schedule can be referred to in **Appendix 5**.

The Units chosen for NC Advertising and PR lend themselves to practical methods of delivery and assessment. Specific learning and teaching methods will vary between and within Units, but there should be a consistent approach of presenting them in a way which will engage the interest of learners. It should also improve confidence for articulation and the employment market.

Suggestions for developing good practice in delivery and assessment include:

- ◆ Encouragement to refer to professional bodies, chiefly CIPR and IPA online information and services.
- ◆ Direct referencing to professional publications such as *The Drum*, *Campaign*, *PR Week*, and *Promotional Marketing* etc.
- ◆ Opportunities to develop and brand a student PR Consultancy and follow a live client brief, for example a fashion show or similar newsworthy event that has a charity objective.
- ◆ Presentation opportunities in relation to client briefs covering a variety of objectives,
- ◆ Opportunities to develop/simulate advertising agency teams/departments with campaign briefs.
- ◆ Producing promotional documents and supporting creative examples such as storyboards, scripts, press packs to industry standards.
- ◆ Researching, producing and publishing (electronic or hard copy) a magazine or newsletter of interest to the candidates.
- ◆ Organisation of a fundraising event that requires newsworthy communications.
- ◆ Using interactive on-line activities.

- ◆ Peer evaluation to facilitate learning to work with others.
- ◆ Using live examples from industry and the media.
- ◆ Embedding employability skills across the assessment strategy.
- ◆ Developing tangible examples of work through the assessment strategy that will provide candidates with material for a folio which can be used at interviews.

Opportunities for integration of delivery and assessment

There are opportunities for integration and delivery of assessments in the framework. For example:

- ◆ *Implementing a PR Campaign and Event Organisation*
- ◆ *Communication* at SCQF levels 5 and 6 and *Press and Magazines*
- ◆ *Marketing Research Practice* and *Behavioural Aspects of Marketing*
- ◆ *Advertising: Media Campaign Planning* and *Numeracy*
- ◆ *Branding: An Introduction and Computing: Digital Media Elements for Applications*

E-assessment

E-assessment such as e-testing, the use of e-portfolios or e-checklists may be appropriate for some assessments in Units. Centres which wish to use E-assessment must ensure that the national standard is applied to all candidate evidence and those conditions of assessment as specified in the Unit Evidence Requirements are met, regardless of the mode of gathering evidence.

There is opportunity to apply blended learning approaches, eg:

- ◆ The use of Page Maker in Press and Magazines
- ◆ Power Point and Photoshop in presentations
- ◆ Using media software packages such as British Rate and Data (BRAD)
- ◆ Using secondary research resources such as news, government and private organisations' websites
- ◆ Using digital media to provide professional representation of proposals

7 General information for centres

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.

Internal and external verification

All instruments of assessment used within this/these Group Award(s) should be internally verified, using the appropriate policy within the centre and the guidelines set by SQA.

External verification will be carried out by SQA to ensure that internal assessment is within the national guidelines for these qualifications.

Further information on internal and external verification can be found in SQA's *Guide to Assessment* (www.sqa.org.uk).

8 General information for candidates

The aims of the National Certificate in Advertising and PR are to provide you with:

- ◆ A qualification recognised by the advertising and PR industry.
- ◆ A qualification that will help you to develop relevant employability skills.
- ◆ The opportunity to develop Core Skills important for employment.
- ◆ Relevant academic theory and underpinning knowledge relating to advertising and PR.
- ◆ The opportunity to progress to Higher National (HN) level in Advertising and PR or other HNs in related areas.
- ◆ The opportunity to develop a range of other skills which will be able to apply to many life, learning and work related situations.

You will be introduced to the structure of advertising agencies and their relationship with the media and their clients. Legislation and regulation is also examined. You will analyse advertising campaigns across a wide range of organisations with a variety of objectives and have the opportunity to design and pitch your own advertising campaigns which includes creative proposals and media scheduling.

You will also study the role and functions of PR across commercial and non-commercial organisations. PR campaigns and effective media relations will be outlined and you will design and produce PR materials such as press/news releases to acceptable industry standards. You will also find out about integrating marketing communications into branding policies.

The NC in Advertising and PR is at SCQF level 6. To achieve the NC you need to achieve seven mandatory Units. These Units are specialised and directly relate to industry and market requirements. As well as the seven mandatory Units you must undertake five more Units from a list of options. This will result in a total of 12 Units which are worth 72 SCQF points.

The options allow you the opportunity to further develop Core Skills in *ICT* with a specialised *Digital Media* Unit available. Behavioural Aspects of Marketing and marketing research theory and design includes problem solving. Someone working in the media implements a wide range of events and there is opportunity to research, develop and implement an agreed plan in Event Organisation that involves working with others. This is just one example of many opportunities in this NC where you will choose, decide and direct your own projects. Producing and editing feature areas and publications is also a creative task where you can develop your personal interests, for example fashion or festival editorial, advertorials or advertising. Communication skills are specifically developed in *Media: Radio Journalism*.

Teaching will make reference to current industry practice and examples enabling you to develop solid understanding and underpinning knowledge of the advertising and PR sector. This will be enhanced by live and realistic execution of industry activities. The award will predominately develop your written and oral skills. Many different types of client interaction will be simulated in learning, teaching and assessments.

Assessments may be individual or group based. Assessments may be reports, scripts, features, press releases, creative copy etc. Business interactions such as meetings, in-house presentations, and client pitches/presentations reflecting industry practice are also integrated to ensure the development of relevant experience. Overall the award should improve your organisational skills, planning abilities and confidence and on successful completion, you should have tangible examples of good practice to incorporate into a folio which you can take to interview. You should also understand academic and industry terminology and be competent in discussion with professionals. The award is designed to enable you to progress to HN Advertising and PR or other HNs in related areas such as Marketing. It will also equip you to apply for junior positions in the advertising and PR industry.

The Group Award is designed at SCQF level 6. Due to the focus on oral and written accuracy in this discipline, which is reflected in the majority of mandatory Units, it is strongly recommended for entry that you have good communication skills. This may be evidenced by three Standard Grades or equivalent one of which should be English or Communication at SCQF level 5.

This business course is a specialised course therefore you would have to demonstrate a genuine interest and motivation to study this award. This may be evaluated at an interview or by an activity with application.

9 Glossary of terms

SCQF: This stands for the Scottish Credit and Qualification Framework, which is a new way of speaking about qualifications and how they inter-relate. We use SCQF terminology throughout this guide to refer to credits and levels. For further information on the SCQF visit the SCQF website at www.scqf.org.uk

SCQF credit points: One SCQF credit point equates to 10 hours of learning. NQ Units at SCQF levels 2–6 are worth 6 SCQF credit points, NQ Units at level 7 are worth 8 SCQF points.

SCQF levels: The SCQF covers 12 levels of learning. National Qualification Group Awards are available at SCQF levels 2–6 and will normally be made up of National Units which are available from SCQF levels 2–7.

Dedicated Unit to cover Core Skills: This is a non-subject Unit that is written to cover one or more particular Core Skills.

Embedded Core Skills: This is where the development of a Core Skill is incorporated into the Unit and where the Unit assessment also covers the requirements of Core Skill assessment at a particular level.

Signposted Core Skills: This refers to the opportunities to develop a particular Core Skill at a specified level that lie outwith automatic certification.

Qualification Design Team: The QDT works in conjunction with a Qualification Manager/Development Manager to steer the development of the National Certificate/National Progression Award from its inception/revision through to validation. The group is made up of key stakeholders representing the interests of centres, employers, universities and other relevant organisations.

Consortium-devised National Certificates/National Progression Awards are those developments or revisions undertaken by a group of centres in partnership with SQA.

10 Appendices

Appendix 1: Mapping of principal aims to Units

Appendix 2: NOS Mapping

Appendix 3: Core Skills mapping

Appendix 4: Progression routes

Appendix 5: Example of a Curriculum Map

Appendix 1: Mapping of principal aims to Units NC Advertising and PR

Unit code	Unit title	Aim 1	Aim 2	Aim 3	Aim 4	Aim 5	Aim 6	Aim 7	Aim 8	Aim 9
FT90 12	Advertising: Media Campaign Planning	X	X	X	X	X	X	X	X	X
FT8T 12	Advertising: An Introduction	X	X	X		X	X		X	
FT8W 12	The Role and Functions of PR in Organisations	X	X	X	X	X	X	X	X	X
FT8X 12	Implementing a PR Campaign	X	X	X	X	X	X	X	X	X
FT8V 12	Branding: An Introduction	X	X	X		X	X	X	X	X
F6V0 12	Marketing Mix	X	X	X		X	X	X	X	X
D0XS 12	Marketing Research Practice	X	X	X		X	X	X	X	
F3GB 12	Communication	X	X	X		X	X	X		
F1JM 10	Computing: Digital Media Elements for Application	X	X	X	X	X	X	X	X	X
F3PN 12	Event Organisation	X	X	X	X	X	X	X	X	X
FT8Y 12	Behavioural Aspects of Marketing	X	X	X		X	X	X		
D6V7 12	Media Studies: Press and Magazines	X	X	X	X	X	X	X	X	X
F582 11	Media: Radio Journalism	X	X	X		X	X	X	X	X
F3PJ 11	Selling Skills	X	X	X		X	X	X	X	X
F1C1 11	PC Passport: IT Software, Word Processing and Presenting Information	X	X	X	X					
F3GF 11	Numeracy	X	X							
F3GB 11	Communication	X	X	X	X					

Appendix 2: NOS Mapping

Unit code	Unit title	Develop advertising strategy	Develop the creative product within advertising	Develop a media plan for advertising	Negotiate and buy media space	Evaluate advertising	Develop and implement proactive and relative PR strategies	Develop public relations strategies and tactics to promote product	Implement sales promotional activity	Build and manage stakeholder relationships	Create and develop brand identity and characteristics	Develop an understanding of the client
FT90 12	Advertising: Media Campaign Planning	√	√	√	√	√				√		√
FT8T 12	Advertising: An Introduction				√	√						√
FT8W 12	The Role and Functions of PR in Organisations						√	√		√		√
FT8X 12	Implementing a PR Campaign						√	√	√	√	√	√
FT8V 12	Branding: An Introduction		√			√	√		√		√	√
F6V0 12	Marketing Mix	√				√	√	√	√	√	√	√
D0XS 12	Marketing Research Practice											√
F3PN 12	Event Organisation	√	√	√	√	√	√	√	√	√	√	√
FT8Y 12	Behavioural Aspects of Marketing											√
D6V7 12	Media Studies: Press and Magazines		√		√	√	√	√		√		√
F582 11	Media: Radio Journalism						√	√		√		√
F3PJ 11	Selling Skills				√	√		√	√	√		√

Appendix 3: Core Skills mapping

Unit code	Unit name	Communications		Information and Communication Technology		Numeracy		Problem Solving			Working with Others	
		Oral	Written	Accessing Information	Providing/Creating Information	Using Graphical Information	Using Number	Critical Thinking	Planning and Organising	Reviewing and Evaluating	Working cooperatively with Others	Contributing
D0Y5 12	Advertising: An Introduction	S	S	S	S		S		S	S		
FT90 12	Advertising: Media Campaign Planning	S	S	S	S	S	S	C(6)	S	S	S	S
D0YB 12	The Role and Functions of PR in Organisations.	S	S	S	S	S	S	S	S	S	S	S
FT8X 12	Implementing a PR Campaign	S	S	S	S		S	C(5)	S	S	S	S
D0XR 12	Branding: An Introduction	S	S	S	S			S	S	S	S	S
F6V0 12	Marketing Mix	S	S	S	S	S	S	C(4)	S	S		
F3GB 11	Communication	C (5)	C(5)	S	S			S	S	S	S	S

**Key: S= Signposted
C= Certificated (SCQF level)**

Appendix 3: Core Skills mapping (cont)

Unit code	Unit name	Communication		Information and Communication Technology		Numeracy		Problem Solving			Working with Others	
		Oral	Written	Accessing Information	Providing/Creating Information	Using Graphical Information	Using Number	Critical Thinking	Planning and Organising	Reviewing and Evaluating	Working Co-operatively with Others	Reviewing Co-operative Contribution
F3GB 12	Communication	C (6)	C(6)	S	S			S	S	S	S	S
F1JM 10	Computing: Digital Media	S	S	S	S				S	S		
F1FC 11	PC Passport: IT Software, word processing and presenting information	S	S	C (5)	C (5)				S	S		
F3GF 11	Numeracy		S	S	S	C (5)	C (5)					
D0XS 12	Marketing Research Practice	S	S	S	S	S	S	S	S	S	S	S
F3PN 12	Event Organisation	S	S	S	S		S	C (5)	C (5)	C (5)	S	S
D6V7 12	Media Studies: Press and Magazines	S	S	S	S			S	S	S	S	S
FT8Y 12	Behavioural Aspects of Marketing	S	S	S	S			C (6)	S	S	S	S
F582 11	Media: Radio Journalism	S	S								S	S
F3PJ 11	Selling Skills	S	S					S	S	S		

Appendix 4: Progression routes

SCQF	SQA National Courses and Group Awards	Higher Education	Other Qualifications	SCQF
HND 8		HND <ul style="list-style-type: none"> ◆ Advertising and PR ◆ Marketing ◆ Communication with Media ◆ Creative Industries: Media and Communication ◆ Practical Journalism 	CIM DIPLOMA	8
HNC 7	Advanced Higher <ul style="list-style-type: none"> • Media Studies 	HNC <ul style="list-style-type: none"> ◆ Advertising and PR ◆ Marketing ◆ Media Analysis and Production ◆ Communication with Media ◆ Creative Industries: Media and Communication ◆ Practical Journalism 	CIM CERTIFICATE	7
Higher 6	Higher <ul style="list-style-type: none"> ◆ Media Studies Higher ◆ NC Media ◆ NPA Journalism ◆ NC Advertising and PR 		CIPR FOUNDATION	6
Int 2 5	Intermediate 2 <ul style="list-style-type: none"> ◆ Media Studies Int 2 ◆ NPA Digital Production Skills ◆ NPA Radio Broadcasting ◆ NPA Television Production ◆ NPA in Business and Marketing 		CIM FOUNDATION CERTIFICATE	5
Int 1 4	Intermediate 1 <ul style="list-style-type: none"> ◆ Media Studies Int 1 ◆ NPA in Business and Marketing 			4
Acc 3 3	Access 3 <ul style="list-style-type: none"> ◆ Media Studies Acc 3 			3

Appendix 5: Exemplar delivery schedule

SQA Code	Unit title	Credit value	Block 1	Block 2	Block 3
FT8T 12	Advertising: An Introduction	1	√		
FT8W 12	The Role and Functions of Public Relations in Organisations	1	√		
F6V0 12	Marketing Mix	1	√		
D0XS 12	Marketing Research Practice	1	√		
F582 11	Media: Radio Journalism	1	√		
FT90 12	Advertising: Media Campaign Planning	1		√	
FT8X 12	Implementing a Public Relations Campaign	1		√	
F3GB 11	Communication	1		√	√
N/A	Public Speaking	0.5		√	
F1JN 10	Computing: Digital Media Elements for Applications	1		√	
D6V7 12	Media Studies: Press and Magazines	1		√	
FT8Y 12	Behavioural Aspects of Marketing	1			√
F3GB 12	Communication	1		√	√
F3PN 12	Event Organisation	1			√
FT8V 12	Branding: An Introduction	1			√
N/A	Case Study	1			√
Additional option	Spanish for Work Purposes	1			√
Additional option	Media: An Introduction to the Media Industry	1			√
F3PJ 11	Selling Skills	1			√

NOTE: The delivery model above contains 17.5 credits as it is common practice in most colleges delivering National Certificate programmes over one year to include additional credits. Centres delivering only the 12 credit NC would be selective in the options offered. Centres can choose the order in which they teach and assess the Units according to their local market needs and resources.