

## Higher National Unit Specification

### General information for centres

**Unit title:** Advertising: Researching and Planning a Local Campaign

**Unit code:** DV76 34

**Unit purpose:** This Unit is designed to allow candidates to research and plan a local campaign, using the local media and suppliers available to them. This Unit also introduces the candidate to media research and decision-making that will allow progress to campaign planning for a designated client within their local market.

On completion of this Unit the candidate should be able to:

- 1 Evaluate media and suppliers available for a local campaign.
- 2 Identify advertising objectives and current local media, and suppliers for a client.
- 3 Devise and present a detailed advertising campaign using local above and below the line media, and their suppliers.

**Credit points and level:** 1 HN Credit at SCQF level 7: (8 SCQF credit points at SCQF level 7\*)

*\*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.*

**Recommended prior knowledge and skills:** Access to this Unit is at the discretion of the centre, but it would be beneficial if the candidate had competence in communications. This may be demonstrated by possession of Core Skill Communications at Intermediate 2.

**Core Skills:** There may be opportunities to gather evidence towards Core Skills of Communication, Working with Others, Numeracy and Problem Solving at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

**Context for delivery:** If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

**Assessment:** Outcome 1 will be assessed by a report document where candidates will achieve the checklist criteria. This report will identify the needs and objectives of the organisation (the client) and will include their current target strategies and use of local media and suppliers.

## **General information for centres (cont)**

To encourage a more holistic approach, Outcomes 1 and 2 are assessed jointly, as the production of a report of a minimum of 1,000 words. Also the presentation required in Outcome 3 could respond to the same case study materials as Outcomes 1 and 2 and requires the application of knowledge and/or skills developed in Outcomes 1 and 2. This presentation of about 10 minutes requires candidates to present their advertising campaign proposals with appropriate local above and below the line media, and suppliers.

Outcome 3 also requires candidates to produce a media schedule, which includes evidence of media research, and at least one example of their creative ideas.

## Higher National Unit specification: statement of standards

**Unit title:** Advertising: Researching and Planning a Local Campaign

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The sections of the Unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

### Outcome 1

Evaluate media and suppliers available for a local campaign

#### Knowledge and/or skills

- ◆ Local media
- ◆ Local suppliers

#### Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing they can produce a report which:

- ◆ Identifies and outlines current above and below the line local media, and suppliers **for eight** of the following:
  - press
  - magazines
  - television
  - independent local radio
  - billboards and/or posters (outdoor)
  - transport
  - cinema
  - direct mail
  - sales promotion
  - sponsorship
  - exhibitions
  - sales literature
  - incentives
  - point of sale
  - trade or high street printers
  - PR agents and/or consultancies
  - advertising agencies

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Advertising: Researching and Planning a Local Campaign

### **Assessment guidelines**

For a more holistic approach, assessment guidelines for Outcome 1 are given at Outcome 2.

### **Outcome 2**

Identify advertising objectives and current local media, and suppliers for a client

#### **Knowledge and/or skills**

- ◆ Client's advertising objectives
- ◆ Client's target market group(s)
- ◆ Above and below the line local media, and suppliers

#### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing they can produce a report which:

- ◆ Identifies client's current advertising objectives.
- ◆ Identifies client's current target market groups for one of the following:
  - geo-demographic
  - socio-economic
  - psychographic
- ◆ Identifies current above and below the line local media, and supplies.

#### **Assessment guidelines**

To encourage a more holistic approach to assessment, candidates may produce a report, of a minimum of 1,000 words, which covers the Evidence Requirements of both Outcome 1 and 2. This report could be based on appropriate case study materials.

A checklist may be developed by the tutor to aid assessment and provide feedback to candidates.

### **Outcome 3**

Devise and present a detailed advertising campaign using local above and below the line media, and suppliers

#### **Knowledge and/or skills**

- ◆ Advertising objectives
- ◆ Target market(s)
- ◆ Local above and below the line media and suppliers
- ◆ Media schedule within budget and timing
- ◆ Creative proposal(s)
- ◆ Creative idea(s)

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Advertising: Researching and Planning a Local Campaign

### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can design a local media campaign for a client within a specified timescale and budget. The evidence should include:

- ◆ advertising campaign objectives
- ◆ advertising campaign target(s)
- ◆ an outline of an above and below the line local media campaign schedule with identified media
- ◆ an outline of creative proposal(s)
- ◆ a justification for the media and creative proposal(s)

Candidates must supply a copy of their media schedule which includes evidence of media research. They must also supply at least one example of their creative ideas.

Candidates will also be required to make an oral presentation in which they outline their advertising campaign proposals. This presentation must include computer generated materials or acetate slides and should last about 10 minutes. The presentation should be recorded.

### **Assessment guidelines**

Candidates may be issued a specific brief outline which is directly related to the case study materials issued for Outcomes 1 and 2. After a period of self-directed research they will devise an advertising campaign appropriate for the case study client.

Examples of creative ideas include a leaflet, a poster, a press advert or a storyboard etc.

Candidates can work individually or in small teams of two to four people. A tutor observational checklist may be used to assess the presentation and the tutor may ask additional questions at the end of the presentation to ensure candidates have achieved the evidence criteria.

## **Administrative Information**

<b>Unit code:</b>	DV76 34
<b>Unit title:</b>	Advertising: Researching and Planning a Local Campaign
<b>Superclass category:</b>	BA
<b>Date of publication:</b>	August 2005
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## **Higher National Unit specification: support notes**

### **Unit title:** Advertising: Researching and Planning a Local Campaign

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 Group Award in HNC/D Advertising and Public Relations and it may also form part of other Higher National programmes. It may be offered as an optional Unit for other Awards.

It is intended for candidates who wish to pursue a career in the advertising and media business. Examples include in-house employment in medium to larger enterprises that devise their own campaign strategies. Other specialised industry practitioners may include advertising agencies, PR Consultancies, direct marketing and promotions companies. It also provides insight to those who actually work in the media and suppliers sector eg, advertising professionals (sales, management etc) in press, outdoor, television or radio.

The main purpose of this Unit is to develop candidates' knowledge of their local media and suppliers. The same principles can be applied to different and wider geographic areas throughout the UK in the future.

It also aims to develop skills required in planning, designing and presenting an advertising campaign from a specified client brief and should reflect current market situations in order to impose a strong sense of reality in the learning process. The content and context of the case study material should take all these factors into account.

### **Guidance on the delivery and assessment of this Unit**

It is envisaged that an integrated approach to teaching the Unit will be adopted whereby candidates will appreciate the strong link between Outcome 1 and Outcome 2 and their influence on Outcome 3 as this Unit is designed to be holistic in its approach.

The case study materials should focus on an organisation that is familiar to the candidates and also has a strong regional presence. It should also be an organisation that has various promotional objectives and has had experience of above and below advertising within the local market.

Ideally candidates could gain access and information on the chosen organisation via a guest speaker or company visit to develop knowledge of historical and current advertising strategies. Secondary research would also facilitate this but would obviously not be as effective.

The centre may also consider using their own college as the case study subject to promote more direct interaction and feedback for candidates. Therefore the chosen organisation may also be non/not for profit in nature.

## Higher National Unit specification: support notes (cont)

### Unit title: Advertising: Researching and Planning a Local Campaign

The main focus of this Unit is to initially gain knowledge of local media and suppliers. Primary and/or secondary information from the case study company is essential. It would also benefit candidates to visit or invite guest speakers from local media suppliers eg, an independent local radio station, regional newspaper/group, outdoor/transport advertising supplier etc. This could also include representatives from local advertising agencies, PR consultancies, trade printers, etc. Alternatively, and in addition, information on such organisations can be found on the internet. This is one of the most accessible methods for candidates where often they can e-mail representatives for additional advice. Also, most organisations involved in the promotions industry produce media packs and rate cards which they are keen to distribute in order to sell themselves. The tutor should consider organising this for certain media as a class resource that can be shared.

British Rate and Data (BRAD) on-line or in directory format is an excellent resource for this Unit. If a centre does not have access they should consider contacting a local advertising agency for their back-dated copies. Overall, there are many routes to researching local media, regardless of geographic location or subscription facilities.

Outcomes 1 and 2 could be jointly assessed by a report, in two sections totalling a minimum of 1,000 words that:

- ◆ researches and identifies the local media, and suppliers, available to an organisation
- ◆ identifies advertising objectives and current local media, and suppliers, for a client

It is important to organise media research in a constructive manner eg, book class time for internet access, distribute media packs and information. A good source of local campaigns for Scotland can be found in the professional publications such as, The Drum and The Drum Yearbook. On a more national scale, there is Campaign magazine, Marketing Week and PR Week.

It is recommended that up to 60% of the Unit allocation be spent on Outcomes 1 and 2. The knowledge and skills developed in Outcomes 1 and 2 will influence candidates' campaign design for Outcome 3.

The case study for Outcome 3 can be assessed individually or, as recommended here, in small teams of two to four candidates to allow more interaction and team building. Candidates should design their own objectives (or their team's objectives) but these should be approved at the outset by the tutor to ensure a feasible campaign. Manageable objectives may include communicating to new target(s), introducing new media/techniques, promoting an event, designing a sales promotion, pushing a specific product/service, etc. The objectives should not be extensive and should be limited to a timescale of about one month and a budget of between £5,000 – £15,000. Essentially, candidates may be designing a small independent campaign.

Media and promotional schedules indicating source, timing/dates, volume, rates and costs should be checked for accuracy before presenting. Creative idea(s) should be clearly outlined with supporting example(s). Tangible evidence of this has to be supplied as part of the assessment and should be included with the checklist (if produced).



## Higher National Unit specification: support notes (cont)

### Unit title: Advertising: Researching and Planning a Local Campaign

To ensure fair assessment of individual candidates in a team situation, individual checklists should be completed. In addition, to assist assessment, progress reports could be completed to monitor candidates on a regular basis where specific tasks should be indicated. It is also advised to conduct meetings with teams for peer evaluation and feedback especially since there is an element of self-directed learning. It is good practice for candidates to present in front of local professionals eg, a representative from the case study client (which could be the centre's Marketing Manager) or a guest from a local advertising agency or other media supplier. This would add a sense of reality to the presentation.

#### *Opportunities for developing Core Skills*

Candidates will enhance their skills in Problem Solving to a high level as they undertake the complex practical task, exploring a range of techniques to analyse the task and study the client's current objectives, targets, media and suppliers. Identifying and assessing the relevance of all factors, identifying and maximising all available resources in order to overcome any potential barriers and examining and adopting effective strategies will involve a high level of critical thinking.

The ability to understand, produce and convey statistical information such as audience profiling, and an essential grasp of the financial issues which affect budgeting will be developed.

The Unit offers opportunities to understand and explore ways of enhancing skills in co-operative working. The principles of successful negotiating with a range of people including potential clients and team members will underpin opportunities to demonstrate explaining and adapting behaviour as appropriate.

During the presentation, candidates will ensure effective communication with their audience and will be expected to:

- ◆ collate, organise and structure information effectively for maximum impact
- ◆ adapt language, register and style to the audience
- ◆ signpost key points
- ◆ select and produce appropriate support materials
- ◆ use non-verbal communication techniques
- ◆ use pace and voice projection for impact
- ◆ respond to in depth questions confidently

#### **Open learning**

This Unit could be delivered by distance learning. However, it would require planning by the Centre to ensure the sufficiency and authenticity of candidate evidence. Arrangements would have to ensure the assessment is delivered in a supervised environment under controlled conditions.

For further information and advice, please see *Assessment and Quality Assurance for Open and Distance Learning* (SQA, February 2001 — publication code A1030).

## **Higher National Unit specification: support notes (cont)**

**Unit title:** Advertising: Researching and Planning a Local Campaign

### **Candidates with additional support needs**

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. 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. For information on these, please refer to the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs*, which is available on the SQA website [www.sqa.org.uk](http://www.sqa.org.uk).

## General information for candidates

### **Unit title:** Advertising: Researching and Planning a Local Campaign

This Unit primarily introduces you to developing a knowledge and understanding of the media and suppliers available regionally to a local organisation. In essence, by understanding the varieties of media and the process of identifying, researching and evaluating them you would be able to apply such knowledge and skills to other different geographic areas throughout the UK.

You begin by looking at local media and suppliers, then you will research an organisation's current objectives, targets and use of above and below the line media and suppliers. The second Outcome will develop the underpinning knowledge and skills that will facilitate an evaluation and conclusion as to the effectiveness of their current advertising strategy, with recommendations to develop using new/potential media and suppliers available locally. You will present a report for your case study client that appraises their current media and suppliers as well as new resources identified by yourself. The knowledge and information gathered in the report will facilitate your decision making in Outcome 3.

Outcome 3 requires you to design a local campaign for your client within a specified budget and timescale. It is not to be an over-ambitious campaign as you will focus on a short timescale eg, one month and a limited budget, for eg, £5,000 – £15,000 in order to address a small, specific campaign for the organisation. This could be communicating to new target(s), promoting a specific product/service, planning and promoting an event, designing sales promotion(s) introducing new media, etc. Within the campaign you will design objectives, subject to your tutor's approval, to ensure feasibility. You will identify target(s) and outline a media/promotional schedule from suppliers in your local area. This may include local press, cinema, transport, radio, trade/high street printers etc. You will also produce creative idea(s) and example(s) to support your campaign.

Assessment for Outcome 3 will be in the form of a 10 minute presentation using audio-visual aids, such as slides or computer generated materials to make your presentation more professional. Presentations may take place on an individual basis or in teams of two to four people.