

Higher National Unit Specification

General information for centres

Unit title: Principles of Promotion

Unit code: DV8V 34

Unit purpose: The Unit is designed to provide candidates with knowledge and understanding of the role and composition of the promotional industry, as well as the main promotional tools. It also allows the candidate to explain and evaluate the use of these tools by different industry sectors.

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

- 1 Explain the role and structure of the promotional industry.
- 2 Explain the regulatory system operating in the promotional industry.
- 3 Define the main promotional tools.
- 4 Evaluate the use of promotion by different organisations.

Credit points and level: 2 HN Credits at SCQF level 7: (16 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 the unit is at the discretion of the centre. However it would be beneficial if the candidate had achieved core skills Communication at SCQF level 5.

Core Skills: There are opportunities to develop Core Skill of Communication 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: In order to achieve this Unit, candidates must provide evidence that they have satisfied the minimum evidence requirement for each Outcome.

Outcomes 1–3 refer to underpinning knowledge and skills and may be assessed by restricted response questions or sets of short answers. These require candidates to identify and describe the role, structure, regulation and tools used in promotion.

Outcome 4 may take the form of structured questions based on case study/stimulus material and require candidates to evaluate the use of promotional tools by different organisations.

General information for centres (cont)

An exemplar pack and marking guidelines have been produced to include the national standard of achievement required at SCQF level 7.

Higher National Unit specification: statement of standards

Unit title: Principles of Promotion

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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

Explain the role and structure of the promotion industry

Knowledge and/or skills

- ◆ The role of promotion within the marketing mix
- ◆ The structure of the promotion industry
- ◆ The role of each type of organisation
- ◆ The relationships between organisations

Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ Explain the role of promotion, covering
 - creation of awareness
 - provision of information
- plus a minimum of **three** of the following:
- reminding customers
 - persuading customers
 - allowing product and service comparisons
 - creating an image
 - creating loyalty
 - changing attitudes
- ◆ Explain the structure of the industry, covering
 - advertisers and promoters
 - agencies
 - the media
 - regulatory bodies

plus a minimum of **one** of the following:

- media owners
- trade organisations

Higher National Unit specification: statement of standards (cont)

Unit title: Principles of Promotion

- ◆ Explain the role of each type of organisation
 - advertiser
 - agencies
 - the media
 - regulatory bodies

plus a minimum of **one** of the following:

- media owners
 - trade organisations
-
- ◆ Explain the relationship between **three** of the following organisations:
 - advertiser
 - agencies
 - the media
 - trade organisations

Assessment guidelines

The assessment may take the form of a restricted response paper or a set of short answers to be completed under closed-book conditions. The questions encourage candidates to apply and relate their knowledge gained from the Outcome. It is suggested that candidates are given two hours to complete the assessment. This is an indicative time only and a flexible and pragmatic approach is encouraged. Any additional time allocated to the candidate is at the discretion of the individual centre.

Outcome 2

Explain the regulatory system operating in the promotion industry

Knowledge and/or skills

- ◆ Self-regulatory system
- ◆ Legislative system
- ◆ Regulatory bodies
- ◆ Environmental and ethical issues

Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ Explain the self regulatory system, including
 - OFCOM
 - ASA
 - BCAP

Higher National Unit specification: statement of standards (cont)

Unit title: Principles of Promotion

- ◆ Outline the impact of current legislation on the Promotional Industry, discussing a minimum of **two** items from the following:
 - Communication Act 2003
 - Consumer Law
 - Data Protection Act
 - Copyright, Designs and Patents Act
 - Control of Misleading Advertisements Regulations
 - Competition Act
 - Broadcast Act
 - Lotteries Act

- ◆ Describe Regulatory bodies, for a minimum of **two** of the following:
 - OFT
 - Trading Standards
 - Competition Commission

- ◆ Explain how the changing external environment could impact on future regulation of the promotional industry

Assessment guidelines

The assessment may take the form of a restricted response paper or a set of short answers to be completed under closed-book conditions. The questions encourage candidates to apply and relate their knowledge gained from the Outcome. It is suggested that the candidates be given two hours to complete the assessment. This is an indicative time only and a flexible and pragmatic approach is encouraged. Any additional time given to a candidate is at the discretion of individual centres.

Outcome 3

Define the main promotional tools

Knowledge and/or skills

- ◆ Techniques of media advertising
- ◆ Techniques of sales promotion
- ◆ Techniques of personal selling
- ◆ Techniques of public relations
- ◆ Techniques of direct marketing

Higher National Unit specification: statement of standards (cont)

Unit title: Principles of Promotion

Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ Define media advertising and explain the key characteristics for a minimum of **three** of the following:
 - press
 - magazine
 - TV
 - radio
 - cinema
 - outdoor
 - new media

- ◆ Define sales promotion and explain the key characteristics of **one** main sales promotional tool from the following:
 - money based promotions
 - product based promotions
 - competition based promotions

- ◆ Define personal selling and explain the key characteristics of **one** of the following:
 - one-to-one selling
 - presentation
 - telephone selling

- ◆ Define public relations and explain the key characteristics of **four** of the following tools:
 - press releases
 - interviews
 - conferences
 - meetings
 - video production
 - exhibitions
 - brochure/magazine production
 - sponsorship

- ◆ Define direct marketing and explain the key characteristics of **one** of the following:
 - direct mail
 - telemarketing
 - direct response advertising

Assessment guidelines

The assessment may take the form of a restricted response paper or a set of short answers to be completed under closed-book conditions. The questions should encourage candidates to apply and relate their knowledge gained from the Outcome. It is suggested that candidates be given two hours to complete the assessment. This is an indicative time only and a flexible and pragmatic approach is encouraged. Any additional time given to a candidate is at the discretion of individual centres.

Higher National Unit specification: statement of standards (cont)

Unit title: Principles of Promotion

Outcome 4

Evaluate the use of promotion by different organisations

Knowledge and/or skills

- ◆ Criteria for selecting promotional techniques
- ◆ Evaluation techniques for promotional methods
- ◆ The use of promotion by different industry sectors

Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ Apply the correct selection criteria for a minimum of **three** of the following:
 - cost
 - objectives
 - target audience
 - time
 - expertise and experience
- ◆ Describe promotional evaluation techniques for a minimum of **three** of the following:
 - media coverage
 - CPT
 - OTS
 - awareness
 - redemption levels
 - sales
- ◆ Evaluate and compare the use of promotion by **two** different industry sectors

Assessment guidelines

The assessment may take the form of structured questions based on case study/stimulus material and should cover a minimum of three industry sectors. The materials and questions allow the candidate to apply their knowledge and evaluate difference between campaigns from different industry sectors. Candidates may be allowed two A4 pages of notes and it is envisaged that they are given two hours to complete the assessment. This is an indicative time only and a flexible and pragmatic approach is encouraged. Any additional time allocated to the candidate is at the discretion of the individual centre.

Administrative Information

Unit code:	DV8V 34
Unit title:	Principles of Promotion
Superclass category:	BA
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Higher National Unit specification: support notes

Unit title: Principles of Promotion

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 80 hours.

Guidance on the content and context for this Unit

This Unit is a mandatory Unit within the HNC/D Marketing framework and has been designed to provide candidates with a basic knowledge and understanding of the promotional industry and its tools. It is designed specifically for candidates considering a career in marketing and is designed to be delivered in conjunction with other units with content related to the marketing mix ie Principles of Marketing (DV8T 34), Principles and Practices of Selling (DG6W 34) and Managing Distribution: An Introduction (DV8L 34).

Guidance on the delivery and assessment of this Unit

It is recommended that this Unit should be delivered in conjunction with the Unit Principles and Practices of Selling (DG6W 34) to provide a comprehensive introduction to promotion. It is envisaged that an integrated approach to the teaching of this Unit will be adopted whereby candidates will appreciate the links that exist between the four Outcomes. There is also merit in an integrative approach with the other three Units linked with the marketing mix, as detailed above, to allow candidates to fully appreciate the role and position of promotion within the mix.

Candidates should be encouraged to collect examples of current promotional campaigns, the current views on promotional activity and the promotional industry through access to news articles, trade journals and the internet. They should also be encouraged to evaluate and debate the merits of promotional campaigns through the use of case material and discussions.

With a notional 80 hours of teaching and learning for the delivery of this Unit, a suggested guide is:

Outcome 1 — 10%

Outcome 2 — 10%

Outcome 3 — 50%

Outcome 4 — 30%

These figures are given only as a guide and are not mandatory.

The following notes give additional information on each Outcome.

Outcome 1

The role of promotion:

Position in the mix, AIDA, reminding, persuading, reinforcing, image building

The structure of the industry:

Advertisers — consumer goods, business goods, services, charities, public sector organisations

Agencies — full service, a la carte, media independents, sales promotions, public relations, direct marketing, product development

Higher National Unit specification: support notes (cont)

Unit title: Principles of Promotion

The media — press, TV, Radio, magazines, outdoor, cinema

Media owners — SMG, News International

Regulators — Self and Legislative control

Trade organisations — ISP, Advertising Association, DMA

Roles and relationships between organisations

Outcome 2

The need for and types of regulation

Key legislation

The changing environment — new technology, media literacy, new legislation, the role of government, social and health concerns

Outcome 3

Key elements of the promotion mix and the individual tools associated with each part of the mix.

Outcome 4

Factors considered when planning a campaign — time, budget, objectives, target audience. past experience/expertise

Evaluation of success — key indicators, examples of industry measurements

Current and past examples of campaigns from different sectors. Sectors could include FMCG; consumer durables; B-2-B; services; government; charities; not-for-profit.

Opportunities for developing Core Skills

There are opportunities to develop the Core Skills of Communication at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components. Skills in accessing, reading and evaluating a range of sources which provide current materials on professional concerns, issues and ideas will be developed, in order that candidates are able to read and evaluate underpinning complex information from a range of paper based and electronic sites. Although skills in written communication are not formally assessed, candidates should express essential ideas, information and opinions coherently and use accurate and appropriate terminology, spelling and punctuation in their responses.

Open learning

If this Unit is delivered by open or flexible learning, additional resources and materials will be required for candidate support, assessment and quality assurance. For further information and advice refer to SQA document Assessment Assurance and Quality assurance for Open and Distance Learning,(February 2001 — code A1030)

Higher National Unit specification: support notes (cont)

Unit title: Principles of Promotion

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. For information on these, please refer to the SQA document *Guidance on Alternative Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs*, which is available on SQA's website: **www.sqa.org.uk**.

General information for candidates

Unit title: Principles of Promotion

This Unit is designed to give you an understanding of the role of promotion, what types of organisations make up the industry, how it is regulated and how different organisations use promotion.

It looks at how promotion fits in with other marketing activities, the types of organisations that operate in the industry, the parts played by these organisations and how they interact. Finally it looks at how different organisations use promotion, what makes a promotion successful and how the organisation measures the success of a campaign.

In order to complete this Unit successfully you are required to achieve a satisfactory level of assessment, which could take the form of:

- ◆ three closed-book restricted response papers or sets of short answers
- ◆ one structured question paper related to case study material