

Higher National Graded Unit Specification

General Information for Centres

This Graded Unit has been validated as part of the HND Advertising and Public Relations. Centres are required to develop the assessment instrument in accordance with this validated specification. Centres wishing to use another type of Graded Unit or assessment instrument are required to submit proposals detailing the justification for change for validation.

Graded Unit Title: Advertising and Public Relations: Graded Unit 2

Graded Unit Code: DW2F 35

Type of Graded Unit: Project

Assessment Instrument: Practical Assignment

Credit points and level: 2 HN Credits at SCQF level 8: (16 SCQF credit points at SCQF level 8*).

**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.*

Purpose: This Graded Unit is designed to provide evidence that the candidate has achieved the following principal aims of the HND Advertising and Public Relations:

- ◆ Developing candidates' interests in further developing the range and depth of transferable skills achieved at the HNC level, particularly in the key areas of advertising, public relations and the media as well as practical skills in support areas such as market research, copywriting and creative technologies.
- ◆ Developing candidates' interest in pursuing a career as a trainee manager/ executive in a wide range of advertising agencies, PR consultancies and also private and public sector organisations.

Recommended Prior Knowledge and Skills: It is recommended that the candidate should have completed or be in the process of completing the following Units relating to the above specific aims prior to undertaking this Graded Unit:

Advertising: Developing a Campaign (DV74 35)

Public Relations: Strategic Analysis, Planning and Application (DV70 35)

Advertising: Research Techniques for Media Sales (DV71 35)

Marketing Research Applications (DG6R 35)

Digital Imaging (DV60 34)

General Information for Centres (cont)

Core Skills: There are opportunities to develop the Core Skills of Problem Solving and Communication at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

Assessment: This Graded Unit will be assessed by the use of a practical assignment. The developed practical assignment should provide the candidate with the opportunity to produce evidence that demonstrates she/he has met the aims of the Graded Unit that it covers.

Administrative Information

Graded Unit Code: DW2F 35

Graded Unit Title: Advertising and Public Relations: Graded Unit 2

Original date of publication: August 2005

Version: 02

History of Changes:

Version	Description of change	Date
02	Highlight more clearly that candidates must achieve 50% of marks in each stage before progressing to the next stage. Inserted text in Developing stage re PR/Advertising Strategy is to be justified by research carried out.	28/06/10

Source: SQA

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Higher National Graded Unit Specification: Instructions for designing the assessment task and assessing candidates

Graded Unit Title: Advertising and Public Relations: Graded Unit 2

Conditions of Assessment

The candidate should be given a date for completion of the practical assignment. However, the instructions for the assessment task should be distributed to allow the candidate sufficient time to assimilate the details and carry out the assessment task. During the time between the distribution of the assessment task instructions and the completion date, assessors may answer questions, provide clarification, guidance and reasonable assistance. The assessment task should be marked as soon as possible after the completion date. The final grading given should reflect the quality of the candidate's evidence at the time of the completion date.

The evidence for the project is generated over time and involves three distinct stages, where each stage has to be achieved before the next is undertaken. Thus any reassessment of stages must be undertaken before proceeding to the next stage.

If a candidate fails the project overall or wishes to upgrade, then this must be done using a *substantially different* project, ie all stages are undertaken using a new project, assignment, case study, etc. In this case, a candidate's grade will be based on the achievement in the *reassessment*.

Instructions for designing the assessment task

The assessment task is a project. The project undertaken by the candidate must be a complex task which involves:

- ◆ variables which are complex or unfamiliar
- ◆ relationships which need to be clarified
- ◆ a context which may be familiar or unfamiliar to the candidate

The assessment task must require the candidate to:

- ◆ analyse the task and decide on a course of action for undertaking the project
- ◆ plan and organise work and carry it through to completion
- ◆ reflect on what has been done and draw conclusions for the future
- ◆ produce evidence of meeting the aims which this Graded Unit has been designed to cover

Project Brief: Practical Assignment

This assignment relates to working as an individual and a team member to address the corporate communications needs of a client and to plan, develop and evaluate a response in the form of a report and presentation to the client as a member of the team.

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Stage 1 — Planning

- 1 Analyse a client's current corporate communications campaign to establish strengths and weaknesses of advertising and Public Relations strategies.
- 2 Research the client's market using relevant techniques to establish factors which would underpin new corporate communications campaign.
- 3 Devise objectives and a plan for a strategy to address the client's needs so that an effective campaign would result.
- 4 Allocate roles in the team so that responsibilities are shared equally.

Stage 2 — Developing

- 1 Develop an integrated advertising and Public Relations strategy using appropriate media to fulfil the needs of the client. This strategy has to be justified by the research carried out.
- 2 Select and use appropriate advertising and Public Relations media and tools to ensure the strategy meets the objectives of the plan.
- 3 Develop a creative approach which would ensure the effective execution of the campaign.
- 4 Present the campaign strategy, including advertising and Public Relations media and tools together with creative approach in a simulated pitch situation.

Stage 3 — Evaluating

- 1 Reflection on effectiveness of group effort in meeting the objectives of the plan.
- 2 Identification of personal strengths and weaknesses in relation to the achieved objectives and also to contribution to group effort.

Guidance on grading candidates

Candidates who meet the minimum Evidence Requirements will have their achievement graded as C — competent, or A — highly competent or B somewhere between A and C. The grade related criteria to be used to judge candidate performance for this Graded Unit is specified in the following table.

Higher National Graded Unit specification: Instructions for designing the assessment task and assessing candidates (cont)

Grade A	Grade C
<p>Is a seamless, coherent piece of work which:</p> <ul style="list-style-type: none"> ◆ produces evidence for the 3 essential stages of the practical assignment which is of a high quality and is clearly inter-related ◆ clearly demonstrates an understanding of an integrated approach to the different communication methods ◆ produces highly relevant and useful market research data which is a result of contrasting methods ◆ selects and uses very relevant and appropriate advertising and PR media and tools which underpin an effective execution of the campaign ◆ clearly demonstrates that the candidate has made effective use of his/her assigned role in the team 	<p>Is a co-ordinated piece of work which:</p> <ul style="list-style-type: none"> ◆ produces adequate, fairly well integrated documentation for the 3 essential stages of the practical assignment ◆ demonstrates an acceptable understanding of an integrated approach yet does not do this seamlessly ◆ produces data which is acceptable yet is at times not always relevant to the campaign and which may not draw on different methods ◆ selects and uses advertising and PR media and tools which may not always be appropriate for the client and target market ◆ demonstrates that although the candidate has performed a role within the team, he/she has shown that this could have been done more effectively

The project will be marked out of 100. Assessors will mark each stage of the project, taking into account the criteria outlined. The marks will then be aggregated to arrive at an overall mark for the project. Assessors will then assign an overall grade to the candidate for this Graded Unit based on the following grade boundaries.

- A = 70% — 100%
- B = 60% — 69%
- C = 50% — 59%

Note: the candidate must achieve all of the minimum evidence specified below for each stage of the project in order to achieve the Graded Unit.

Evidence Requirements

The project consists of three stages: planning; developing; and evaluating. The following table specifies the minimum evidence required to pass each stage.

Note: The candidate must achieve **all of the minimum evidence** specified below for each stage of the project in order to pass the Graded Unit.

Higher National Graded Unit specification: Instructions for designing the assessment task and assessing candidates (cont)

Project Stage	Minimum Evidence Requirements
<p>Stage 1 — Planning</p> <p>30% of total marks</p>	<p>Produce a written plan which includes:</p> <ol style="list-style-type: none"> 1 A communications audit for the client’s current advertising strategy. 2 A communications audit for the client’s current PR strategy. 3 A market research strategy which details various methods to be used. 4 A clear overall strategy detailing objectives for successful campaign. 5 Identification of areas of campaign which would be part of an integrated approach. 6 Timescales for carrying out the activity and writing up the assignment. <p>The plan should be 1,000 to 1,500 words or equivalent.</p> <p>Additional Guidance on Grading</p> <p>This stage is worth 30 marks. The candidate must achieve all of the minimum evidence specified to pass the planning stage. The planning stage will be assessed by submission of the report section. The tutor’s role is as a facilitator and so to gain high marks the candidate must demonstrate a high degree of autonomy in planning activities.</p> <p>For the planning stage, the marks must be allocated in the following way:</p> <p>Up to 5 marks for a thorough review of the client’s current advertising strategy. For full marks, candidates will demonstrate that they have considered all aspects of the current campaign and will have produced evidence to support this. Fewer marks will be awarded to a candidate who either omits part of the campaign or fails to produce some supporting evidence.</p> <p>Up to 5 marks for a thorough review of the client’s current PR strategy. For full marks, candidates will demonstrate that they have considered the wide range of PR tools and media that the client currently uses and produces relevant supporting evidence. A candidate who misses some of the tools or does not provide supporting evidence will be awarded fewer marks.</p> <p>Up to 6 marks will be awarded for a market research strategy which not only specifically identifies the target market in terms of appropriate demographic variables but also details appropriate and effective market research tools to enable this to be executed. A candidate who misses some of the demographic variables or who may plan to use less effective tools will be awarded fewer marks.</p> <p>Up to 6 marks will be awarded for a campaign strategy which clearly addresses the client’s needs and which has been produced taking into account the first two sections of the planning section. Full marks will be awarded to a candidate who has co-ordinated specific objectives with the relevant aspects of the advertising and PR strategies.</p>

Higher National Graded Unit specification: Instructions for designing the assessment task and assessing candidates (cont)

Project Stage	Minimum Evidence Requirements
	<p>Up to 5 marks will be awarded for the demonstration of an integrated strategy. This means that the candidate will demonstrate a corporate approach to the campaign and does not omit any communication areas from this approach. Fewer marks could be awarded to a candidate who, for example, does not realise the importance of a corporate identity across all areas of the campaign.</p> <p>Up to 3 marks will be awarded for a clear and concise timescale plan for the execution of the activity. For full marks, the candidate will give a detailed breakdown on a daily/weekly basis of targets with timescales.</p> <p><i>The candidate must achieve all of the minimum evidence specified above in order to pass the Planning stage. This can be done by presenting evidence covering all aspects of the Planning Stage and achieving a mark of at least 15/30.</i></p>

Project Stage	Minimum Evidence Requirements
<p>Stage 2 — Developing</p> <p>50% of total marks</p>	<p>Produce a written report together with an oral presentation of the activity which:</p> <ol style="list-style-type: none"> 1 Is based on the plan; this should be completed prior to the activity taking place. 2 Develops a profile of the target market using the results of the market research from the planning stage. 3 Develops a media strategy based on research from the planning stage to fulfil appropriate advertising objectives. 4 Develops a media strategy based on research from the planning stage to fulfil appropriate PR objectives. 5 Produces sufficient creative proposals to ensure effective execution of the campaign across advertising media detailed in (3) above. 6 Produces sufficient creative proposals to ensure effective execution of campaign across PR media detailed in (4) above. 7 Presents an integrated advertising and PR campaign to the client which details market research findings, media strategy and creative proposals. <p>The report should be 1,500 to 2,000 words in length. The oral presentation should be 20 minutes in length.</p> <p>Additional Guidance on Grading</p> <p>This stage is worth 50 marks. The candidate must achieve all of the minimum evidence specified below to pass the developing stage. Assessment is based on a written and oral report of the activity.</p> <p>For the developing stage, the marks must be allocated in the following way:</p>

Higher National Graded Unit specification: Instructions for designing the assessment task and assessing candidates (cont)

Project Stage	Minimum Evidence Requirements
	<p>Up to 5 marks for a clear and concise application of good advertising and PR theory to the plan. This means that the candidate will demonstrate a clear application of the theory to the plan and develop it effectively. For full marks, the candidate would have to demonstrate that the advertising and PR theory has a direct bearing on the activity. Candidates who make poor links and connections between the activity and the theories should be awarded lower marks.</p> <p>Up to 5 marks for a detailed profile of the target market which will inform the media and creative strategies. For full marks, the candidate will make clear and direct links between the market research findings and the resulting profile. A candidate offering links which are vague and based on knowledge not resulting from the market research carried out will be awarded fewer marks.</p> <p>Up to 8 marks for an advertising media strategy which is clearly based on the market research findings and which demonstrates that the objectives of the campaign have been considered. Candidates who produce an advertising media strategy which fulfils the objectives and at the same time clearly demonstrates market research has fed their strategy will be awarded full marks. Where a candidate suggests advertising media which is not a result of the research or who misses the campaign objectives will be awarded fewer marks.</p> <p>Up to 7 marks for a PR media strategy which is clearly based on the market research findings and which demonstrates that the objectives of the campaign have been considered. Candidates who produce a PR strategy which fulfils the objectives and at the same time clearly demonstrates market research has fed their strategy will be awarded full marks. Where a candidate suggests PR media which is not a result of the research or who misses the campaign objectives will be awarded fewer marks.</p> <p>Up to 7 marks for a creative advertising strategy which has been soundly tested in research, is appropriate to the advertising media and which is consistent with campaign objectives. Candidates will achieve full marks if they develop a pitch whose idea can be shown to be tested effectively in research and which is highly appropriate to the chosen advertising media, as long as it has considered the campaign objectives. Should the creative strategy not be founded in research or the advertising media are inappropriate or the objectives have been lost, fewer marks will be awarded.</p> <p>Up to 8 marks for a creative PR strategy which has been soundly tested in research, is appropriate to the PR media and which is consistent with the campaign objectives. Candidates will achieve full marks if they develop a pitch whose idea can be shown to be tested effectively in research and which is highly appropriate to the chosen PR media, as long as it has considered the campaign objectives. Should the creative strategy not be founded in research or the PR media are inappropriate or the objectives have been lost, fewer marks will be awarded.</p>

Higher National Graded Unit specification: Instructions for designing the assessment task and assessing candidates (cont)

Project Stage	Minimum Evidence Requirements
	<p>Up to 10 marks for an integrated communications pitch to the client in either a real or simulated situation. Candidates who make a highly effective contribution to the team pitch by taking on full responsibility for their allocated role and delivering the results of the planning and developing stage as detailed above will be awarded full marks. A candidate who either evades role responsibility or fails to effectively deliver results of the planning and delivery stage detailed above will be awarded fewer marks.</p> <p><i>The candidate must achieve all of the minimum evidence specified above in order to pass the Developing stage. This can be demonstrated by presenting evidence covering all seven aspects of the Developing stage and achieving a mark of at least 25/50.</i></p>
<p>Stage 3 — Evaluating</p> <p>20% of the marks</p>	<p>Produce a written evaluation of the activity which includes:</p> <ol style="list-style-type: none"> 1 An appraisal of their written/oral work which identifies particular strengths and weaknesses of their work. 2 A consideration of modifications to the work in the light of evaluation undertaken. <p>The evaluation should be 750–1,000 words or equivalent.</p> <p>Additional Guidance on Grading</p> <p>This stage is worth 20 marks. The candidate must achieve the minimum criteria specified below to pass the evaluating stage. The evaluating stage is assessed by a written evaluation. The tutor’s role is as a facilitator and so candidates should demonstrate a high degree of autonomy in evaluating activities. The marks for this stage must be allocated in the following way:</p> <p>Up to 10 marks will be awarded for demonstration of clear strengths and weaknesses of the communications strategy presented to the client. Candidates who view their campaign objectively and can, using tutor and client feedback, identify clear strengths and weaknesses will be awarded full marks. Candidates who lack this objectivity and consequently remain unaware of their strengths and weaknesses will be awarded fewer marks. Consideration in this reflection should also be made of the candidate’s role responsibility and their contribution to the team effort.</p> <p>Up to 10 marks will be awarded for clear, concise modifications that could be made as a result of completing the project. Full marks will be awarded to candidates who consider their work and make clear recommendations for the future in light of this. Fewer marks will be awarded to a candidate whose recommendations are not relevant to the completed project. Where candidates do not make recommendations in the light of their completed project, then they should not pass this section.</p> <p><i>The candidate must achieve all of the minimum evidence specified above in order to pass the Evaluating stage. This can be demonstrated by presenting evidence covering both aspects of the Evaluating stage and achieving a mark of at least 10/20.</i></p>

Higher National Graded Unit specification: Instructions for designing the assessment task and assessing candidates (cont)

Support Notes

Candidates must achieve 50% of marks in each stage before progressing to the next stage of this Graded Unit.

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 special alternative assessment arrangements. 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.