



Higher National Unit specification: general information

Unit title: Radio: Sales and Marketing

Unit code: FT66 34

Superclass: BA

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Unit purpose

This Unit is designed to develop the candidates knowledge of how a commercial radio station is supported by marketing and sales activity; how marketing strategies and research effect output and how the media sales department operates.

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

- 1 Explain marketing in radio organisations.
- 2 Explain the media sales operation.
- 3 Present a researched media sales proposal in response to a client brief.

Recommended prior knowledge and skills

Access to this Unit is at the discretion of the delivering centre, however candidates would benefit from having completed Unit *DM17 34: Radio Commercial Production* or equivalent or relevant work experience.

Credit points and level

1 Higher National Unit 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.*

General information (cont)

Core Skills

Opportunities to develop aspects of Core Skills are highlighted in the Support Notes of this Unit specification.

There is no automatic certification of Core Skills or Core Skill components in this Unit.

Context for delivery

This Unit is included within the HND in Creative Industries: Radio but can also be delivered as a stand alone Unit for the purposes of Continuing Professional Development (CPD). 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

The assessment of Outcomes 1 and 2 could be combined in the form of a written and/or recorded oral response to a series of questions or in response to a case study. Outcome 3 could be assessed by an oral presentation.

Higher National Unit specification: statement of standards

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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 marketing in radio organisations.

Knowledge and/or Skills

- ◆ Marketing concept
- ◆ Marketing environment
- ◆ Marketing research
- ◆ Segmentation and targeting
- ◆ Above and below the line marketing spend

Evidence Requirements

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

- ◆ Describe the marketing concept in relation to radio station/group and its customers.
- ◆ Explain the impact of the organisation's changing marketing environment.
- ◆ Explain the importance of marketing information to the radio station/group.
- ◆ Explain how radio stations/group use market research, both quantitative and qualitative.
- ◆ Explain audience segmentation and targeting in terms of geographic, demographic, socio-economic and psychographic variables.

Assessment Guidelines

The assessment for Outcome 1 could be combined with Outcome 2 in the form of written and/or recorded oral responses to a series of questions or in response to a case study.

Higher National Unit specification: statement of standards (cont)

Unit title: Radio: Sales and Marketing

Outcome 2

Explain the media sales operation.

Knowledge and/or Skills

- ◆ Role of the media sales manager
- ◆ Operation of the media sales team in terms of sales planning and personal selling
- ◆ Sales team compensation
- ◆ Rate cards and listening data
- ◆ Opportunities to hear
- ◆ Traffic
- ◆ Marketing objectives of media owners

Evidence Requirements

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

- ◆ Describe the role of the advertising sales manager.
- ◆ Describe the operation of the media sales team in terms of the sales planning process and the personal selling process.
- ◆ Describe sales team compensation.
- ◆ Explain the importance of Radio Joint Audience Research (RAJAR) reports, opportunities to hear and listener data.
- ◆ Explain the marketing objectives of media owners in relation to commercial objectives.

Assessment Guidelines

The assessment for Outcome 2 could be combined with Outcome 1 in the form of written and/or recorded oral responses to a series of questions or in response to a case study.

Higher National Unit specification: statement of standards (cont)

Unit title: Radio: Sales and Marketing

Outcome 3

Present a researched media sales proposal in response to a client brief.

Knowledge and/or Skills

- ◆ Presentation skills
- ◆ Client relationships and relational selling
- ◆ Gold, silver and bronze proposals
- ◆ Pricing and listener data
- ◆ Market research information
- ◆ Online opportunities

Evidence Requirements

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

- ◆ Use oral communication skills in a media sales proposal situation.
- ◆ Evaluate ratings data and market research information in relation to a client brief.
- ◆ Include cost, frequency of exposure and target audience coverage information.
- ◆ Present a minimum of three costed options.
- ◆ Use a range of market research techniques.
- ◆ Include reference to online and sponsorship opportunities.

Assessment Guidelines

This Outcome could be assessed by an oral presentation where the candidate presents three researched media sales proposals in response to a client brief. The presentation could be supported by a summary of research and costing options.

Higher National Unit specification: support notes

Unit title: Radio: Sales and Marketing

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 designed to allow the candidate to develop an understanding of sales and marketing in a commercial radio setting. In this setting, sales and marketing are particularly important as commercial radio is dependent upon advertising revenue for its very existence. Although separate from the editorial and technical aspects of a radio station's activity the appreciation of much of a station's relationship with its audience(s) is based upon sales and marketing realities.

Outcome 1 provides the wider setting for the rest of the Unit. It places the radio station and its owners in the media market place and defines the marketing concept as understanding and satisfying customer needs. In this scenario customers are not only the station's listeners, but also the advertisers who buy airtime to reach these listeners.

In terms of marketing research there are many ways in which radio stations better understand their customers and their customers' customers. Secondary quantitative data is available from a range of providers and covers such areas as demographic audience information and industry activity. Primary qualitative research includes activities like listener focus groups.

Radio stations naturally target different audiences through the different day parts and advertising campaigns can be targeted generally or specifically. For example, local radio naturally targets specific geographic audiences.

It should be remembered that radio stations also use PR and advertising to promote themselves in the competitive media marketplace. Street teams take a 'below the line' approach to promoting the station with activities often related to on air promotions. Station owners also buy air time on other media to raise audience awareness of the station or encourage listeners to tune in to specific events.

Outcome 2 provides a closer look at how a radio station sales team actually operates. This includes the organisation of the team in terms of management of the sales process; from sourcing leads to the importance of maintaining an ongoing relationship with the client.

It also looks at the personal selling process itself and the skills and attributes a good salesman must exhibit such as a positive personality, good communication skills, solution focused creativity and self management and motivation.

It provides the opportunity to engage with listening analysis such as RAJAR reports and other research that the station might use. Internally, the station's traffic operation is covered in this Outcome.

Higher National Unit specification: support notes (cont)

Unit title: Radio: Sales and Marketing

Outcome 3 is where the first two Outcomes combine in the candidate's presentation of a costed and researched series of sales proposals in response to a client brief. The Outcome should also cover sponsorship and the role of online marketing.

Guidance on the delivery and assessment of this Unit

While opportunities should be sought to deliver and assess this Unit in an integrated fashion, each Outcome builds upon the knowledge and skills developed in the previous Outcome so candidates should be allowed to develop the underpinning knowledge and skills before being assessed.

A combined assessment could be used to provide evidence for both Outcomes 1 and 2, if this approach is taken a response of approximately 800 words or equivalent would be sufficient to meet the Evidence Requirements.

If this Unit is delivered as part of the HND in Creative Industries: Radio there may be opportunities to integrate delivery and assessment of this Unit with other Units. For example the brief provided for Outcome 3 of this Unit could allow the candidate to utilise programmes, etc produced in other practical Units such as *Podcasting*, *Radio Feature Production*, *Radio Magazine Production* and *Radio: News Programme Production*.

Open learning

There may be opportunities to deliver and assess much if not all of this Unit via open or distance learning. Much of the research for Outcomes 1 and 2 could be completed online and presented in an electronic format and the presentation for Outcome 3 could be delivered via video conference. Centres must ensure that appropriate measures are in place to authenticate that any evidence submitted is the candidate's own work.

Opportunities for the use of e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

Opportunities for developing Core Skills

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

Outcomes 1 and 2 provide opportunities to develop the Core Skills of *Communication (Written)* through the candidate's assessment, and Outcome 3 provides opportunities to develop the Core Skills of *Communication (Oral)*, through the delivery of a presentation. *Numeracy*, through the production of detailed costing, and *Problem Solving* in adapting proposals to meet a particular brief.

Higher National Unit specification: support notes (cont)

Unit title: Radio: Sales and Marketing

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

History of changes to Unit

Version	Description of change	Date

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General information for candidates

Unit title: Radio: Sales and Marketing

This Unit is designed to develop your understanding of the sales and marketing activity crucial to the success of commercial radio stations. In it, you will study how radio station's advertising sales departments work and how the station relates to their advertisers and the wider media market they exist within.

The aim of the Unit is to give you considerable insight into the standards and practices of radio advertising, and some experience of making professionally researched sales pitches to prospective advertisers.

You may find the skills and knowledge developed in this Unit useful in acquiring a voluntary or starter position in the radio industry. If you already work in the industry, this Unit may reinforce and/or enhance the experience you already have.

The Unit has three main areas, each of which is the subject of a separate Outcome. To begin with, you examine marketing and research in the wider sense looking at how an understanding of the market is important in helping an organisation achieve its commercial objectives. Then the focus moves onto the advertising sales team and their relationship with advertisers. Finally, the knowledge and skills developed in the first two Outcomes are applied when you make researched sales proposals in response to a specific brief.

You are likely to be assessed in this Unit by means of a series of questions for Outcomes 1 and 2 and by presenting a series of costed proposals in response to a specific brief.