



## Higher National Unit specification

### General information

**Unit title:** Advertising: Media Sales (SCQF level 7)

**Unit code:** HC2M 34

**Superclass:** BA

**Publication date:** March 2016

**Source:** Scottish Qualifications Authority

**Version:** 02

### Unit purpose

This Unit is designed to enable learners to understand both the media sales operation and how different media is pitched to potential clients. Learners will develop knowledge of the competitive nature of the media business and the key aspects of selling advertising space on online and offline platforms and how this fits into the process of media planning

Learners will also have the opportunity to apply their knowledge by creating and presenting media proposals.

### Outcomes

On successful completion of the Unit the learner will be able to:

- 1 Explain the function and roles within a media sales operation.
- 2 Explain the process of media planning and media buying.
- 3 Present a proposal to a media buyer.

### Credit points and level

1 Higher National Unit credit at SCQF level 7: (8 SCQF credit points at SCQF level 7)

### Recommended entry to the Unit

Access to this Unit is at the discretion of the centre. However it would be useful if the learner has *Communication Core Skills* at SCQF level 6 or equivalent.

## Higher National Unit Specification: General information (cont)

**Unit title:** Advertising: Media Sales (SCQF level 7)

### Core Skills

Achievement of this Unit gives automatic certification of the following Core Skills component:

Complete Core Skill	None
Core Skill component	Critical Thinking at SCQF level 6 Planning and Organisation at SCQF level 6

There are also opportunities to develop aspects of Core Skills which are highlighted in the Support Notes of this Unit specification.

### 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.

### Equality and inclusion

This Unit specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence.

Further advice can be found on our website [www.sqa.org.uk/assessmentarrangements](http://www.sqa.org.uk/assessmentarrangements).

## **Higher National Unit specification: Statement of standards**

**Unit title:** Advertising: Media Sales (SCQF level 7)

Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

### **Outcome 1**

Explain the functions and roles within a media sales operation.

#### **Knowledge and/or Skills**

- ◆ Role of media sales
- ◆ Structure of the media sales team
- ◆ Impact of digital media on the media sales operation

### **Outcome 2**

Explain the process of media planning and media buying.

#### **Knowledge and/or Skills**

- ◆ Planning and research of media
- ◆ Ranking potential media
- ◆ Relationship with media choice and creative proposition
- ◆ Media schedules

### **Outcome 3**

Present a proposal to a media buyer.

#### **Knowledge and/or Skills**

- ◆ Competitive nature of the media industry
- ◆ Quantitative and qualitative aspects of chosen media organisation
- ◆ Competitive advantage and unique selling point (USP)
- ◆ Objection handling and negotiation
- ◆ Presentation of media proposals
- ◆ Online and offline platforms

## Higher National Unit specification: Statement of standards (cont)

**Unit title:** Advertising: Media Sales (SCQF level 7)

### Evidence Requirements for this Unit

Learners will need to provide evidence to demonstrate their Knowledge and/or Skills across all Outcomes by showing that they can:

#### Outcome 1

- ◆ explain the role of the media sales department within an organisation.
- ◆ explain the structure of the media sales team.
- ◆ explain the impact of digital media on the media sales operation.

#### Outcome 2

- ◆ explain the importance of research and planning in media buying.
- ◆ explain the process of media buying.
- ◆ rank potential media in order of appropriateness for a chosen client.
- ◆ describe the relationship between the media choice and creative proposition.
- ◆ explain the purpose of the media schedule.

#### Outcome 3

- ◆ describe the competitive nature of the media industry.
- ◆ explain the quantitative aspects of a chosen media organisation.
- ◆ explain the qualitative aspects of a chosen media organisation.
- ◆ clearly define a unique selling point (USP) relevant to a brief.
- ◆ present a media proposal in a persuasive way. This has to include appropriate online and offline platforms (ie a cross-platform solution) and involve objection handling and negotiation.

Assessment for Outcome 1 and 2 could take a variety of forms. Please see Guidance on Approaches to Assessment of this Unit in Support Notes for more details.

Outcome 3 could be assessed on an individual basis or as a group project. The assessment must include the learner presenting a media proposal, which covers online and offline platforms, as well as handling objections and negotiation. More details on assessment of this Outcome can also be found in Guidance on Approaches to Assessment of this Unit in Support Notes.



## Higher National Unit Support Notes

**Unit title:** Advertising: Media Sales (SCQF level 7)

Unit Support Notes are offered as guidance and 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 give learners the opportunity to gain insight and understanding into the media sales operation. Learners will gain knowledge and understanding of the roles and responsibilities of the media sales team. This will range from general characteristics and attributes of sales people and managers, to the specific roles and responsibilities of the media sales executive and the media sales manager. It is important, not only to discuss the media sales operation, but also the relationship between the media and the media buyers - covering areas such as the importance of research and planning; budgets; the media brief and media schedule; and media ranking.

**Outcome 1** looks at the media sales operation of an organisation. Learners would specifically examine the role and function of the media sales team and the sales managers. Areas such as product knowledge; competitor analysis; and media packs would be discussed, together with the importance of working in a target-driven environment and the merits of telesales and field sales.

**Outcome 2** focuses on the relationship between the media sellers and the buyers. Learners explore the process of media planning and buying and the importance of research in this area. Learners will also develop the knowledge and skills to create media schedules including online and offline media opportunities.

**Outcome 3** gives learners the opportunity to present a proposal for a chosen media. This can be based on a case study. It is important to acknowledge the newer online platforms available to advertisers; so it is advised that learners propose a cross-platform solution to the brief. The learner's proposal would include a qualitative breakdown of the media with information such as circulation, readership/viewership/listenership profiles and brand image and value. The proposal will also give a quantitative breakdown which would include costs and frequency of advertising. Learners also present a clear unique selling point (USP) of the media relevant to the client and the extent to which the client's target market matches the reader/viewer/listenership profiles.

It is important to note that this subject area is constantly changing due to the advances in technology. It is important to reflect a modern media sales function by acknowledging the blend of traditional media platforms (offline) and the more contemporary digital (online) opportunities available to buyers.

◆ Full credit transfer can be given from the old version of this Unit (FK8H 34) to this Unit.

## Higher National Unit Support Notes (cont)

**Unit title:** Advertising: Media Sales (SCQF level 7)

### Guidance on approaches to delivery of this Unit

This Unit is mandatory in the HNC/HND Advertising framework. It could also be delivered as a stand-alone Unit. In terms of delivery, a variety of approaches should be used and due to the content, there is the opportunity to use creative methods of learning such as role play; exercises; group work; and discussions. The research and presentation aspects of the Unit would allow a practical, learner-centred approach to be adopted.

Learners should be encouraged to broaden their knowledge of the media landscape, particularly in their local area. They should be encouraged to actively seek out and consume different media channels and research current trends in this industry.

It may be useful to contact a local media sales team to be guest speaker(s) or visit(s) to a media sales environment as these would provide further contexts for learning.

### Guidance on approaches to assessment of this Unit

Evidence can be generated using different types of assessment. The following are suggestions only. There may be other methods that would be more suitable to learners.

Centres are reminded that prior verification of centre-devised assessments would help to ensure that the national standard is being met. Where learners experience a range of assessment methods, this helps them to develop different skills that should be transferable to work or further and higher education.

Outcome 1 could be assessed by:

- ◆ setting a brief for the learner to design and produce a job advert for the roles of both a media sales manager and a media sales executive.
- ◆ production of a report or response to questions.
- ◆ oral, written or poster presentation.
- ◆ through the use of blogs, wikis, etc.

Outcome 2 could be assessed by:

- ◆ two-part assessment based on a set brief. Firstly, learners providing responses in the format of a feature article or blog/wiki post covering the role of the media department within an agency; secondly, learners compiling an appropriate list of media for a chosen client.
- ◆ production of a report or response to questions.
- ◆ oral, written or poster presentation.

Assessment for Outcome 3 can be on either an individual or group basis and must include a presentation of media proposals covering online and offline platforms; objection handling; and negotiation. Learners could take the role of a media sales executive and present a media proposal to a media buyer. Learners' supporting documentation/material could be used to cover Evidence Requirements of this Outcome outwith the presentation itself.

## Higher National Unit Support Notes (cont)

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A combination of tutor checklists, recordings of presentations and/or peer assessment could be used to ensure all Evidence Requirements of the Unit are covered.

### Opportunities for 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 social software. Centres which wish to use e-assessment must ensure that the national standard is applied to all learner evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. The most up-to-date guidance on the use of e-assessment to support SQA's qualifications is available at [www.sqa.org.uk/e-assessment](http://www.sqa.org.uk/e-assessment).

### Opportunities for developing Core and other essential skills

This Unit will provide opportunities to develop Core Skills in:

*Communication:* learners will have many opportunities to develop both Written and Oral skills in conveying information and opinions regarding the role and structure of media sales teams; candidate media and ranking; online and offline platforms; competitive advantage and USP concept and application. They will apply their knowledge by presenting creative media proposals to a media buyer — which will include objection handling and negotiation.

*Problem Solving:* learners will have many opportunities to develop all aspects of problem solving. They will use analysis and reasoning to make decisions and develop creative media proposals to a media buyer; they also have to plan, organise and present their media proposals and schedules based on their research, candidate media ranking, etc. They will deal with the competitive nature of the media industry, including USP.

*Working with Others:* where learners work in a group in Outcome 3, they will have opportunities to Work Co-operatively with Others to plan and present their media proposals to a media buyer.

- ◆ *Information and Communication Technology (ICT):* learners will have opportunities to use ICT to access a wide range of information about the role of media sales team; impact of digital media; as well as using software and digital media for analysing and designing their media proposals; it is also possible for learners to use ICT in their presentation required in Outcome 3.

This Unit has the Critical Thinking and Planning and Organisation components of Problem Solving embedded in it. This means that when learners achieve the Unit, their Core Skills profile will also be updated to show they have achieved Critical Thinking at SCQF level 6 and Planning and Organisation at SCQF level 6.

## History of changes to Unit

Version	Description of change	Date
02	Core Skills Components Critical Thinking and Planning and Organising at SCQF level 6 embedded.	24/05/16

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## General information for learners

### Unit title: Advertising: Media Sales (SCQF level 7)

This section will help you decide whether this is the Unit for you by explaining what the Unit is about, what you should know or be able to do before you start, what you will need to do during the Unit and opportunities for further learning and employment.

This Unit is designed to help you understand both the media sales operation and how different media is pitched to potential clients. You will develop knowledge of the competitive nature of the media business, unique selling points and the key aspects of selling advertising space – as well as and how this fits into the process of media planning. You will cover traditional media platforms (offline) and given the increasing impact of digital media, you will cover digital platforms (online) as well. You will also have the opportunity to apply your knowledge by creating and presenting interesting media proposals to a media buyer.

On successful completion of this Unit, you will be able to:

- ◆ explain the function and roles within a media sales operation.
- ◆ explain the process of media planning and media buying.
- ◆ present a proposal to a media buyer.

Your tutor will outline the exact assessment arrangements for this Unit — but these are likely to include designing job adverts for a media sales manager and a media sales executive; production of reports, feature articles or blogs/wikis; and presentation of media proposals, including negotiation and objection handling.

There are also opportunities to develop Core Skills in *Communication*, *Problem Solving*, *Working with Others and Information* and *Communication Technology (ICT)*.

To undertake this Unit, it would be helpful if you have *Communication Core Skills* at SCQF level 6 or equivalent.

This Unit is mandatory within the HN in Advertising and PR — and successful achievement of the Unit and this HN award could provide opportunities for progression to HE, employment in marketing, advertising and PR or related sectors.

This Unit has the Critical Thinking and Planning and Organisation components of Problem Solving embedded in it. This means that when you achieve the Unit, your Core Skills profile will also be updated to show you have achieved Critical Thinking at SCQF level 6 and Planning and Organisation at SCQF level 6.