



## Higher National Unit specification

### General information

**Unit title:** Fashion Public Relations and Journalism (SCQF level 8)

**Unit code:** HH4M 35

**Superclass:** BA

**Publication date:** December 2016

**Source:** Scottish Qualifications Authority

**Version:** 02

### Unit purpose

The purpose of this unit is to enable learners to develop knowledge and understanding of Fashion Public Relations (PR) and Journalism. It introduces the learners to the structure and techniques within Fashion PR and Journalism and allows them to develop a working knowledge of these areas through practical application.

In addition, the unit also allows learners to judge the effectiveness of Fashion PR and Journalism articles as they would occur in industry. This unit is an introductory unit and is suitable for learners who wish to follow a career within Fashion PR or Journalism.

### Outcomes

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

- 1 Explain the function of Fashion Public Relations (PR).
- 2 Design, produce and evaluate a Communications Pack.
- 3 Explain and analyse the Fashion Journalism Industry.
- 4 Design, produce and evaluate a Fashion Journalism article.

### Credit points and level

2 Higher National unit credits at SCQF level 8: (16 SCQF credit points at SCQF level 8)

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

**Unit title:** Fashion Public Relations and Journalism (SCQF level 8)

### Recommended entry to the unit

Entry to this unit is at the discretion of the centre although it would be beneficial if the learner has knowledge of the Fashion Industry in general as this is the context the unit is set within. It would also be beneficial for learners to possess good communication skills to at least SCQF level 6.

### Core Skills

Achievement of this unit gives automatic certification of the following:

Complete Core Skill                      Problem Solving at SCQF level 6

Core Skill component                      None

Opportunities to develop aspects of Core Skills are highlighted in the Support Notes for 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:** Fashion Public Relations and Journalism (SCQF level 8)

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 function of Fashion Public Relations.

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

- ◆ Structure of the Fashion Public Relations industry
- ◆ Fashion Public Relations techniques used to communicate to external stakeholders
- ◆ Event management
- ◆ Crisis management

### **Outcome 2**

Design, produce and evaluate a Communications Pack.

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

- ◆ Creative brief
- ◆ Brand identity
- ◆ Press release
- ◆ Print advertisement
- ◆ Campaign measurement in terms of campaign reach and Advertising Value Equivalent (AVE)

### **Outcome 3**

Explain and analyse the Fashion Journalism industry.

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

- ◆ Structure of the Fashion Journalism industry
- ◆ Key trends in Fashion Journalism
- ◆ Understand and analyse methods of Fashion Journalism in terms of construction, writing style, target market, house styles and demographics

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

**Unit title:** Fashion Public Relations and Journalism (SCQF level 8)

### **Outcome 4**

Design, produce and evaluate a Fashion Journalism article.

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

- ◆ Understand the relationship between Fashion Public Relations and Fashion Journalism
- ◆ Plan a Fashion Journalism article
- ◆ Identification of objectives of the article
- ◆ Production of article with relation to target market, house style and demographics
- ◆ Evaluate article against objectives

### **Evidence Requirements for this unit**

#### **Outcome 1**

Learners will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can explain the structure of the Fashion PR Industry and the techniques used to communicate with external stakeholders. Learner responses to a set of structured extended response questions on this area should be retained as evidence.

#### **Outcome 2**

Learners are required to produce a communication pack for a particular fashion brand to industry standards, which allows them to practically apply their knowledge of techniques.

An evaluation is required to be completed on the communications pack, which should focus on potential customer reach and Advertising Value Equivalent (AVE). This measurement should be based on knowledge gained in these areas and relate to the techniques chosen within the creative brief to publicise the fashion brand. Learner submissions to be retained as evidence of competence in this area should include:

- ◆ Creative brief with objectives set
- ◆ Press release
- ◆ Print advertisement
- ◆ Evaluation of the above with reference to potential customer reach and Advertising Value Equivalent (AVE)

#### **Outcome 3**

Learners will also need to be able to provide evidence to demonstrate their knowledge and skills by being able to explain the structure of Fashion Journalism as well as the trends which impact how articles are delivered to external stakeholders. They also need to analyse three different types of Fashion Journalism to identify the differences in content delivery. This should be completed with reference to their construction, style, target market and house style. Learner responses to a set of structured extended response questions on this area should be retained as evidence.

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

**Unit title:** Fashion Public Relations and Journalism (SCQF level 8)

### Outcome 4

Knowledge from outcome 3 will then be applied in a practical exercise where learners will create an article for a specified Fashion newspaper editorial/supplement, magazine or social media platform to industry standards. Objectives should be set at the planning stage and should be used to evaluate the finished article against the original plan. This activity could take the communications pack created in learning outcome 2 and use this as a basis for an article. Learner submissions to be retained as evidence of competence in this area should include:

- ◆ Purpose and objectives of the article
- ◆ An article for a specified Fashion newspaper editorial/supplement, magazine or social media platform
- ◆ Evaluation of the article against the purpose and objectives and draw conclusions and make recommendations.

This unit lends itself to a holistic approach so that learners can clearly see the links between all outcomes, although assessment of this unit could also be carried out on an outcome-by-outcome basis as specified above.

All outcomes should be completed under open-book, supervised conditions to ensure all work submitted is the learner's own. There are no restrictions on materials that can be accessed during assessments. It is also possible for learners to submit their work electronically to assessors, which should be encouraged, given that this would be an industry standard. This could be facilitated a number of different ways; virtual learning environment being one such example.



## Higher National Unit Support Notes

**Unit title:** Fashion Public Relations and Journalism (SCQF level 8)

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 80 hours.

### Guidance on the content and context for this unit

This is a unit within the HNC/HND Fashion Business group award and is designed to provide learners with the knowledge and understanding to recognise and evaluate both Fashion PR and Journalism within the context of the area of Fashion Business.

This unit intends to highlight the link between PR and Journalism within a Fashion Business context, and how both of these are linked back to brand identity. It is not necessary that learners have prior knowledge of Fashion PR or journalism, although knowledge of the area of Fashion Business would be advantageous prior to undertaking this unit.

This unit is relevant to all fashion brands and should include reference to organisations of different sizes, as well as considering internal and agency Fashion PR businesses. The unit emphasis is on the practical application of knowledge gained within the context of Fashion PR and Journalism.

#### Outcome 1

This outcome provides knowledge on the area of Fashion PR. The focus is on the structure of Fashion PR, both internal and external, as well as the techniques that can be used to communicate with external stakeholders. The distinction between techniques should be considered using examples linked to the context of fashion business. Technological evolution should be discussed here in relation to how content delivery has historically evolved.

#### Outcome 2

This Outcome takes the knowledge from outcome 1 and allows learners to apply it to create a communications pack. The links between the creation of the communications pack and the brand identity should be explored with industry examples provided. Learners should review industry standard examples of creative briefs, press releases and print advertisements and be able to review their differences in relation to organisational objectives and target market. Information on cost and reach of fashion PR activity should be made available so that learners can subsequently measure the effectiveness of their planned campaign.

## Higher National Unit Support Notes

**Unit title:** Fashion Public Relations and Journalism (SCQF level 8)

### Outcome 3

This outcome provides knowledge of the Fashion Journalism industry and should cover the variety of ways that Fashion Journalism is delivered to readers; newspapers, supplements, magazines, social media. Delivery should allow the learners to become familiar with various publications and their target market so that an informed choice can be made in outcome 4 as to which method is appropriate for their assessment. Links should be established between Fashion PR and Journalism early in this outcome to allow learners to become aware of the relationship between the two. Key trends in Fashion Journalism should be explored in relation to how readership has changed due to the increased use of digital content. Time should be taken to examine how journalism is increasingly multi-platform with industry examples provided. Construction of articles should be examined in terms of their style of writing, construction and house styles, with reference to the target market.

### Outcome 4

This outcome allows the learner to apply the knowledge gained in outcome 3 to create a Fashion Journalism article. This should be completed to industry standards and should be clear in its purpose and objectives. This outcome allows learners to see how a communications pack can be used by a Fashion Journalist to create an article that fits with a particular publication. Once the article is complete, it should be evaluated against the purpose and objectives set, with recommendations made on how it can be improved. Learners could gather peer and tutor feedback to facilitate this task.

## Guidance on approaches to delivery of this unit

Due to how the topics flow and build upon knowledge gathered, it is recommended that teaching and assessing should follow through from outcome 1 to 4.

The choice of delivery methods for this unit should vary and reflect the content. As this unit is focused on industry standards, an external visit to a Fashion PR and Journalism professional or guest speaker would be particularly beneficial. Learners could research this area as part of a learner-centred approach and make recommendations for visits. Tutor delivery should focus on allowing learners to become familiar with the context to then allow for a more self-directed approach. Tutor led delivery could use various methods such as presentations, social media tools, VLE and research tasks, to ensure a variety of approaches. Individual, pair and group work could also be encouraged for researching topics set.

There is also an opportunity to set a real-life industry brief for this unit to provide a unique experience for learners.

For outcome 1, learners should be encouraged to research the Fashion industry and identify agency and in-house examples of Fashion PR as well as why this is the case; expertise, financial, contacts, time and resources for example. Learners should research PR tools and identify examples of them being used and be able to measure the impact of a PR campaign following input from their tutor. All these activities would benefit from a group approach to research as it may provide richer data for the learners.

## Higher National Unit Support Notes (cont)

**Unit title:** Fashion Public Relations and Journalism (SCQF level 8)

For outcome 2, learners would be expected to apply their knowledge of Fashion PR to design and produce a communications pack. There should be tutor input on communication pack content with industry examples. Learners should work individually to complete the assessment for this outcome which could be based on a real-life Fashion PR brand working for a specific brand or could be based on a case study format.

For outcome 3, learners should be encouraged to investigate the Fashion Journalism industry using their research skills, which could be completed in pairs or small groups. This could be done and then reported back to the remaining learners to share knowledge. Learners should also familiarise themselves with multiple content delivery during this research task. Tutor delivery should allow learners to become familiar of the changing landscape of Fashion Journalism in relation to technological advancements and readership.

For outcome 4, learners would be expected to apply their knowledge of Fashion Journalism to create an editorial for a specified publication. This could be a real-life publication, based on a case study or follow on from the previous task in outcome 2, where the communications pack would be utilised. Tutor led delivery for article examples and measurement against purpose and objectives could be carried out along with individual/pair/group evaluation. Peer and tutor evaluation could also be carried out on the assessment to facilitate the learners' own evaluation.

Suggested teaching resources for this unit could include:

- ◆ Fashion PR agency websites and IPR website as they contain examples of PR activity
- ◆ Fashion Marketing Communications books by Gaynor Lea-Greenwood, Integrated Marketing Communications by Philip Kitchen and Patrick De Pelsmacker and Marketing Communications by Chris Fill as well as the Journal of Fashion Marketing and Management
- ◆ Broadsheet newspapers such as The Telegraph, The Guardian, The Sunday Times Style supplement as well as Fashion Magazines such as Vogue, Elle, Grazia, Look. These will provide examples of articles. Their social media channels should also be explored for examples

### Guidance on approaches to assessment of this unit

This unit lends itself to a holistic approach so that learners can clearly see the links between all outcomes. The knowledge and skills of outcome 1 and 2, plus outcomes 3 and 4 are closely linked where outcomes 1 and 3 provide the foundation information that is required to complete outcome 2 and 4 respectively. In addition, outcome 2 can then be used as a backdrop to complete outcome 4, which allows the learners to experience the full cycle of Fashion PR and Journalism.

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.



## Higher National Unit Support Notes (cont)

**Unit title:** Fashion Public Relations and Journalism (SCQF level 8)

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

Outcome 1 assessment approach could be a set of structured questions that require extended responses, which could be completed using research gathered by learners as well as other available class information.

Outcome 2 assessment should see the transfer of knowledge from outcome 1, where learners are required to produce a communications pack. A case study could be used to facilitate this task, as could a live project brief by a brand. In addition, the learners could select their own brand to complete this activity.

Outcome 3 assessment could be approached using a set of structured questions that require extended responses, which could be completed using research gathered by learners as well as other available class information.

Outcome 4 assessment could be approached using the product from the outcome 2 assessment as a case study, to complete an editorial for a specified outlet. This will show the holistic link between PR and Journalism. Submission of purpose and objectives of the article should be evidenced along with the article. In addition, the learners are required to complete a short evaluation of their article based on a reflection of their effort in achieving the purpose and objectives of the article. This should be a short report, no longer than 350 words.

All outcomes should be completed under open-book, supervised conditions to ensure all work submitted is the learner's own. There are no restrictions on materials that can be accessed during assessments. It is also possible for learners to submit their work electronically to assessors, which should be encouraged, given that this would be an industry standard. This could be facilitated a number of different ways; virtual learning environment being one such example.

### 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).

## Higher National Unit Support Notes (cont)

**Unit title:** Fashion Public Relations and Journalism (SCQF level 8)

### Opportunities for developing Core and other essential skills

In completing this unit, learners will be researching and presenting solutions to tasks set then evaluating their efforts. They may be using the Internet to gather information and images as well as reviewing social media within the Fashion PR and Journalism industries. They will be encouraged to read articles and analyse differences in content as well as being aware of the reasons for this.

These activities therefore provide opportunities to develop aspects of Core Skills of:

- ◆ Communication
- ◆ Information and Communication Technology (ICT)
- ◆ Problem Solving

There is also an opportunity for the learners to develop broader skills in the areas of enterprise, employability and sustainable development through using their creative and problem solving skills while completing assessment tasks to industry standards. Learners will also have to make full use of time management skills to ensure deadlines are met as would happen in industry. In addition, learners can also consider sustainability issues due to print versus online content within both areas of public relations and journalism.

This unit has the Core Skill of Problem Solving embedded in it, so when learners achieve this unit their Core Skills profile will be updated to show that they have achieved Problem Solving at SCQF level 6.

## History of changes to Unit

Version	Description of change	Date
02	Core Skill Problem Solving at SCQF level 6 embedded.	07/03/2017

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## General information for learners

### Unit title: Fashion Public Relations and Journalism (SCQF level 8)

This section will help you understand 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 is a 2 credit unit (16 SCQF credit points) at SCQF level 8 and is designed to allow you to develop knowledge and understanding of the areas of Fashion Public Relations (PR) and Journalism. You will be introduced to the structure and techniques within Fashion PR and Journalism that will allow you to develop a working knowledge of these areas through practical application. In addition, you will also judge the effectiveness of Fashion PR and Journalism articles as would occur in industry. This unit is an introductory unit and is suitable for learners who wish to follow a career within Fashion PR or Journalism.

This unit has four outcomes:

- ◆ The first outcome focuses on the structure of the Fashion PR industry as well as the techniques that can be used to communicate with external stakeholders.
- ◆ In the second outcome you will apply this information into designing and producing a communications pack for a brand containing a creative brief, press release and print advertisement.
- ◆ The third outcome focuses on the Fashion Journalism industry, reflecting on key trends including readership and multiple formats. It also looks at the importance of understanding the various formats for articles covering their differences in terms of style, construction and house style.
- ◆ In the fourth outcome you will apply the knowledge gained from outcome 3 to create an article following identification of the article purpose and objectives.

The context of this unit will reflect the current Fashion Business environment and will therefore draw from current examples of industry practise. This should allow scope to explore the Fashion PR and Journalism industries.

Outcomes 1 and 3 are both knowledge based and will be assessed by, for example, restricted response questions or a report.

Outcomes 2 and 4 require you to put theory into practise to create a communications pack and an article for a specified Fashion Brand. The brand could be in the form of a case study or chosen by you.

In completing this unit, you will be researching and presenting solutions to tasks set then evaluating your efforts. You may be using the Internet to gather information and images as well as reviewing social media within the Fashion PR and Journalism industries. You will be encouraged to read articles and analyse differences in content as well as being aware of the reasons for this.

These activities will provide you with opportunities to develop aspects of the following Core Skills:

- ◆ Communication
- ◆ Information and Communication Technology (ICT)
- ◆ Problem Solving

This unit has the Core Skill of Problem Solving embedded in it, so when you achieve this unit your Core Skills profile will be updated to show that you have achieved Problem Solving at SCQF level 6.