



Higher National Unit specification

General information

Unit title: Retail Corporate Image (SCQF level 8)

Unit code: HJ3N 35

Superclass: BA

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Source: SQA

Version: 01

Unit purpose

This unit is designed to enable learners to analyse the factors, which influence retail corporate image.

Outcomes

On completion of the unit the learner should be able to:

- 1 Explain the components and purpose of image.
- 2 Analyse the factors which influence an organisation's perceived image
- 3 Evaluate the current image of an organisation.

Credit points and level

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

Recommended entry to the unit

Learners should possess good communication skills. Other knowledge, skills or experience relevant to the unit would be beneficial including marketing research and knowledge of the retail industry as demonstrated by the HN Unit *Retail Environment*. Ultimately, entry is at the discretion of the centre.

Higher National unit Specification: General information (cont)

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Core Skills

Opportunities to develop aspects of Core Skills are highlighted in the support notes for this unit specification.

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

Context for delivery

The Assessment Support Pack (ASP) for this unit provides assessment and marking guidelines that exemplify the national standard for achievement. It is a valid, reliable and practicable assessment. Centres wishing to develop their own assessments should refer to the ASP to ensure a comparable standard. A list of existing ASPs is available to download from SQA's website (<http://www.sqa.org.uk/sqa/46233.2769.html>).

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.

Higher National unit specification: Statement of standards

Unit title: Retail Corporate Image (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 components and purpose of image.

Knowledge and/or skills

- ◆ Concept of image and identity
- ◆ Components of image
- ◆ Differences between image and perception
- ◆ Perception and attitudes in the context of consumer behaviour
- ◆ The relationship between retail mix and image

Outcome 2

Analyse the factors which influence an organisation's perceived image

Knowledge and/or skills

- ◆ An organisation's image within the market
- ◆ The external factors which influence image including a SWOT and PEST analysis
- ◆ Market segment variables which influence image including demographic, geographic, psychographic and behavioural

Outcome 3

Evaluate the current image of an organisation.

Knowledge and/or skills

- ◆ Methods of measuring image
- ◆ The factors involved in planning an image
- ◆ An organisation's image

Higher National unit specification: Statement of standards (cont)

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Evidence requirements for this unit

Evidence must include:

- ◆ An overview of the exploration of image/identity
- ◆ Consideration of the importance of perception and attitude in the context of consumer behaviour
- ◆ Outline the relationship between retail mix and the organisation
- ◆ Analyse an organisations positioning within the market
- ◆ Identify external factors which influence image including SWOT analysis and PEST factor for organisation being evaluated
- ◆ Describe market segmentation — variables and methods
- ◆ Identify methods for measuring effect of image — qualitative and quantitative methods
- ◆ Analyse the factors involved in planning the organisation's image
- ◆ Evaluating the organisation's image



Higher National unit Support Notes

Unit title: Retail Corporate Image (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 40 hours.

Guidance on the content and context for this unit

The unit aims to introduce the learner to the factors which influence the image and identity of a variety of organisations. It is the intention this will complement learning in the HN Units *Fashion Merchandising*, *Retail Environment* and *Comparative Retailing*.

Outcome 1 of this unit is concerned with the key components of image. This should include perception and attitude in the context of consumer behaviour. The learner should assess the retail mix in relation to an organisation.

Outcome 2 is designed to further develop the learner's understanding of the difference between projected and perceived image. The learner will conduct a SWOT and PEST analysis which influence the whole concept of image. Market segment variables should be analysed in the context of explaining different organisations image, including demographic, geographic, psychographic and behavioural.

Outcome 3 directs the learner to an evaluation of an organisations' key techniques used in measuring the effectiveness of an organisation's image will be identified. The learner will assess the retail mix and the factors involved in planning an image. Learners should evaluate research findings of the current image and make recommendations for improvement.

Guidance on approaches to delivery of this unit

The unit is likely to form part of the Retail Management Group Award and is primarily designed to provide learners with the skills to analyse the factors, which influence retail corporate image. As such, the learners will benefit from studying relevant subject based units in conjunction with this unit, including *Retail Customer Experience*, *Marketing and Store Design*. In these circumstances it is likely that the unit will be delivered in year two of the HND in Retail Management. This should allow the unit to be delivered in such a way that enables the learners to appreciate the relevance of the retail image within an organisation. Whenever possible, examples used should be relevant to previously studied topics.

Higher National unit Support Notes (cont)

Unit title: Retail Corporate Image (SCQF level 8)

Guidance on approaches to assessment of this unit

This unit should be assessed holistically by a single instrument of assessment covering all unit outcomes. This will take the form of a Market Research Report of approximately 2,000-2,500 words. The assessment will not be conducted under supervision.

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.

Opportunities for developing Core and other essential skills

Communication: Written Communication (Reading) at SCQF level 6

The delivery and assessment of this unit may offer opportunities to develop this Core Skill. Written Communication (Reading) at SCQF level 6 involves identifying significant information, ideas and supporting details in a written communication. This would fit the requirements for Outcomes 1, 2 and 3 which requires the learners to spend time researching and studying diverse sources of information.

Communication: Written Communication (Writing) at SCQF level 6

The delivery and assessment of this unit may offer opportunities to develop this Core Skill. Written Communication (Writing) at SCQF level 6 involves presenting all essential information and supporting detail in logical and effective order. This would fit the requirements of Outcomes 1, 2 and 3 in which learners can produce a report to detail the findings of their investigation.

Information and Communication Technology (ICT): Accessing Information at SCQF level 5

The delivery and assessment of this unit may offer opportunities to develop this Core Skill. Accessing Information at SCQF level 5 involves learners carrying out searches and evaluating the results. This fits with the requirements of Outcomes 3 where learners will be expected to identify and evaluate an organisations image.

Higher National Unit Support Notes (cont)

Unit title: Retail Corporate Image (SCQF level 8)

Information and Communication Technology (ICT): Providing/Creating Information at SCQF level 5

The delivery and assessment of this unit may offer opportunities to develop this Core Skill. Providing/Creating Information at SCQF level 5 involves selecting appropriate websites/data sources to research a current issue and present findings in an appropriate format, which can be demonstrated in Outcomes 1, 2 and 3.

Problem Solving: Critical Thinking at SCQF level 5

The delivery and assessment of this unit may offer opportunities to develop this Core Skill. Critical Thinking at SCQF level 5 involves assessing the relevance of factors to a situation or issue. This can be demonstrated in Outcomes 1, 2 and 3 where learners will be required to explain, analyse and evaluate image in relation to a specific organisation.

Problem Solving: Planning and Organising at SCQF level 6

The delivery and assessment of this unit may offer opportunities to develop this Core Skill. Planning and Organising at SCQF level 6 involves identifying and ensuring you have the necessary resources, selecting these from a wide range of familiar and unfamiliar sources, possibly involving a search. This would fit with Outcomes 1, 2 and 3 where learners could produce a report to detail the findings of their investigation.

Problem Solving: Reviewing and Evaluating at SCQF level 5

The delivery and assessment of this unit may offer opportunities to develop this Core Skill. Reviewing and Evaluating at SCQF level 5 involves drawing conclusions, which should refer to and consider the evidence. This would fit with Outcome 3 where learners will evaluate an organisations image.

History of changes to unit

Version	Description of change	Date

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General information for learners

Unit title: Retail Corporate Image (SCQF level 8)

This unit is designed primarily to enable you to analyse the factors, which influence retail corporate image. This includes the components and purpose of image, projected and perceived image and conducting an evaluation of the current image of an organisation.

After studying this unit, you should:

- ◆ explain the concept and components of image and identity. Identify the difference between image and perception in the context of consumer behaviour and give an outline of the relationship between retail mix factors and image.
- ◆ identify the external factors, which influence image and describe market segment variables, which influence image including demographic, geographic, psychographic and behavioural. You will also be able to analyse an organisations' image.
- ◆ identify the methods used to measure image both qualitatively and quantitatively. You will be able to analyse the factors involved in planning an image and evaluate an organisation's overall image and make recommendations for improvement.

There are a number of assessment options available at HN level and these are provided at the discretion of your centre. However, for Retail Corporate Image it is recommended the unit will be holistically assessed by a single instrument of assessment covering all outcomes. This will take the form of a Market Research Report of approximately 2,000–2,500 words.