



Higher National Unit Specification

General information

Unit title: Advertising: The Advertising Industry (SCQF level 7)

Unit code: HK55 34

Superclass: BA

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Unit purpose

This unit is designed to provide learners with the knowledge and understanding of the advertising industry within marketing communications. The unit highlights the significance of the advertising industry structure and the importance of integration; the marketing mix; traditional and digital advertising; the industry's relationships; and the current regulatory framework.

The learner will research the nature and key aspects of the advertising industry, learning the basics of creating a successful campaign to industry standards — and by carrying out this research, the learner will gain skills in analysing and investigating campaigns.

Outcomes

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

- 1 Evaluate the role of advertising in marketing communications.
- 2 Explain the relationships of parties involved in the advertising industry.
- 3 Describe the regulatory frameworks governing the advertising industry.

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, but it would be beneficial if the learner had competence in Communications. This may be demonstrated by possession of Core Skill *Communication* at SCQF level 6 or equivalent.

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 Skill components in this unit.

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.

Higher National Unit Specification: Statement of standards

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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

Evaluate the role of advertising in marketing communications.

Knowledge and/or skills

- ◆ Advertising as part of the marketing process
- ◆ Differentiation of advertising objectives from marketing objectives
- ◆ Advertising campaigns

Outcome 2

Explain the relationships of parties involved in the advertising industry.

Knowledge and/or skills

- ◆ Relationship between the client, agency and media
- ◆ Requirements of advertising agencies
- ◆ Key roles within advertising agencies
- ◆ Nature of Agency Commission System and payment procedure

Outcome 3

Describe the regulatory frameworks governing the advertising industry.

Knowledge and/or skills

- ◆ The legal regulatory framework, including digital and traditional media
- ◆ The voluntary framework, including digital and traditional media

Higher National Unit Specification: Statement of standards (cont)

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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

Using their evaluative analysis of an advertising campaign, illustrate how advertising is an integral part of the larger process of marketing. This must cover:

- ◆ marketing communications within the wider marketing process
- ◆ advertising as a subset of marketing communications
- ◆ the advertising campaign process, including traditional and digital media

Outcome 2

- ◆ explain and provide examples of the relationships between the agency, client and media, and illustrating the inter-dependency of all parties
- ◆ outline three key roles within a modern advertising agency
- ◆ explain the requirements of advertising agencies when using traditional and digital media
- ◆ explain the nature of Agency Commission System and payment procedure

Outcome 3

- ◆ explain the legal and voluntary regulatory frameworks in the advertising industry and illustrate this using both traditional and digital examples

Assessment guidelines:

Assessment could be a single holistic assessment covering all three outcomes or on an outcome by outcome basis. See support notes for more information.



Higher National Unit Support Notes

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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 is a stand-alone unit at SCQF level 7 and also mandatory in HN Marketing Communications (Advertising and PR) award.

The unit is aimed at learners who are undertaking study in advertising, PR and marketing and have the ambition of working in this type of area in the future. Achievement of this unit will also provide an understanding for further study in advertising at SCQF level 8 or above.

It covers the role of advertising within marketing communications; highlights the significance of the advertising industry structure and the importance of relationships/inter-dependency of all parties (ie agency, client and media); the marketing mix; traditional and digital advertising; and relevant regulations.

It involves learners researching the nature and key aspects of the advertising industry and, learning the basics of creating a successful campaign to industry standards. Carrying out this research helps learners develop skills in analysing and investigating campaigns.

Learners should be encouraged to appreciate the strong link which exists across all three outcomes of this unit. To mirror advertising industry practice, creativity can be encouraged — although this must be underpinned by clarity of thought and relevance to the task.

Outcome 1

This covers the evaluative analysis of an advertising campaign, illustrating how advertising is an integral part of the larger process of marketing, including:

- ◆ Advertising objectives — what they are, and why they were chosen by the client/agency?
- ◆ Target audience — who the campaign is seeking to talk to, and why?
- ◆ Development of the Proposition — the creative strategy used to develop and deliver the proposition to the target audience.
- ◆ Media selected — the media selected to deliver the proposition; including appropriate digital media.
- ◆ Integration
- ◆ Evaluation of success — were the advertising objectives achieved?

Higher National Unit Support Notes (cont)

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Outcome 2

This covers the key issues of the interdependence of the parties involved in the advertising industry and the processes of interaction between the parties. These include client relationships with agencies and media organisations; agency relationships with clients and media organisations; and media organisation relationships with agencies and clients. This should be done from the perspective of the benefits each party derives from the relationship with the other members of the triangle. It should also cover the obligations such as 'agency as legal principal' inherent in these relationships. These interactions form the basis of a commercial relationship where learners explore client's advertising budgets; different media with their respective methods of income generation; and the agency commission system.

To achieve this outcome, learners could be allocated class time to carry out basic research and produce a short document to show their understanding of the advertising industry.

Outcome 3

The research into current regulatory frameworks should cover the changes brought about by the establishment of bodies such as Office of Communications (Ofcom); the consequent dis-establishment of the Independent Television Commission [ITC] and the Radio Authority (RA); and the establishment of the Advertising Standards Authority (ASA) as the UK's independent regulator for advertising across all media.

Guidance on approaches to delivery of this unit

When delivering the unit, tutors should ensure learners gain an understanding of advertising as a marketing communication. It would be appropriate to use oral questioning to concentrate on the learner's understanding of the advertising process as part of the bigger picture of marketing — which should highlight the marketing mix and promotional mix with reference to traditional and digital platforms.

It would be helpful to make learners aware of the rapid growth and application of the wide range of digital media as well as the impact that this has on the preparation of advertising campaign proposals. However it should be emphasised that any digital advertising techniques should be integrated with more traditional marketing communication techniques. Learners should be given advice and assistance on their selection of advertising campaign to be researched to ensure that all evidence requirements are covered. And the use of relevant guest speakers from the advertising industry could also be a useful resource for learners.

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.

Higher National Unit Support Notes (cont)

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The timing and time allowed for the assessment should be at the discretion of Centres to reflect the needs of individual learners.

Assessment could be a single holistic assessment, such as creating a portfolio of evidence for all three outcomes. Or alternatively, on an outcome by outcome basis such as:

Outcome 1:

Learners need to provide evidence to show that they can use their evaluative analysis of an advertising campaign to illustrate how the advertising process is an integral part of the larger process of marketing. Assessment therefore could take a variety of forms:

- ◆ an oral presentation or recorded talk (approximately 10 minutes) to tutor, followed by a question and answer session (approximately 5 minutes). Or the tutor could comment on or challenge views set out in the talk and the learner's peer group could also be encouraged to comment on or challenge views too.
- ◆ production of a report or supporting notes which cover all evidence requirements. This could be along the lines of:
 - marketing mix: consideration of traditional and digital platforms
 - promotional mix: consideration of traditional and digital platforms
 - objectives
 - proposition
 - target audience
 - media — justification of tradition and digital media used in a campaign
 - integration
 - evaluation of the campaign's success

A tutor's checklist, based on the above could be used for both written and oral evidence.

Outcome 2

Assessment for could take a variety of forms, for example a short document or presentation (oral or written) based on learners research which covers all evidence requirements.

Outcome 3

Assessment could take a variety of forms such as production of a summary report/short document or a presentation (oral or written) or a poster, etc covering all evidence requirements.

Higher National Unit Support Notes (cont)

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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

Depending on the teaching, learning and assessment approaches adopted there are opportunities to develop Core Skills as follows:

- ◆ *Problem Solving:* Components Critical Thinking and Review and Evaluation

Learners have to undertake an evaluative analysis of an advertising campaign and illustrate how advertising is an integral part of marketing. Carrying out this research helps learners develop skills in analysing and investigating campaigns

They also develop their understanding of the importance of relationships and interdependency of all parties within the advertising industries, ie agencies, clients and media — which is done from the perspective of the benefits each party derives from the relationship with the other members of the triangle.

- ◆ *Communications:* Components Oral Communication and Written Communication

Assessment for this unit can include written work and/or oral presentations, eg covering the learner's evaluative analysis of an advertising campaign, illustrating how the advertising process is an integral part of the larger process of marketing; on the interdependency of the parties involved in the advertising industry and the processes of interaction between the parties; and summarising their research into the current regulatory frameworks (legal and voluntary) of the advertising industry.

- ◆ *Information and Communication Technology (ICT):* Components Accessing information and Providing/Creating Information

Within this unit, learners are to access a wide range of information on advertising campaigns and the advertising industry which will mainly be through use of on-line sources. They can also use a range of digital tools to present their evidence across all outcomes of this unit.

As learners progress through this unit, they will acquire skills necessary to evaluate advertising campaigns and gain a good understanding of the advertising industry which could be used to enhance their employability prospects.

History of changes to unit

Version	Description of change	Date

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General information for learners

Unit title: Advertising: The Advertising Industry (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 is a stand-alone unit at SCQF level 7 and also mandatory in HN Marketing Communications (Advertising and PR) award. It is for those studying advertising, PR and marketing and would like to work in this type of area (or related area) in the future. Also achievement of this unit could help you with further study of advertising at SCQF level 8 or above.

It covers the role of advertising within marketing and highlights the structure of the advertising industry structure and the relationships of all parties involved, ie agencies, clients and media. It also looks at the marketing mix; traditional and digital advertising; as well as the current relevant regulations (both legal and voluntary) for traditional and digital media.

You will research key aspects of the advertising industry and learn the basics of creating a successful campaign to industry standards and if you achieve this unit you will be able to:

- ◆ evaluate the role of advertising in marketing communications.
- ◆ explain the relationships of parties involved in the advertising industry.
- ◆ describe the regulatory frameworks governing the advertising industry.

Assessments will be outlined by your tutor/assessor but are likely to include production of short report(s) and/or presentations which cover your evaluative analysis of an advertising campaign, the interdependencies of all parties involved in the advertising industry and a description of the voluntary and legal frameworks of the industry.

And in this unit, there could be opportunities to develop Core Skills in *Problem Solving*; Oral and Written Communications; and *Information and Communication Technology (ICT)*.