



## Higher National Project-based Graded Unit Specification

### General information

This graded unit has been validated as part of the HND Advertising and PR. Centres are required to develop a project-based assessment in accordance with this validated specification.

**Graded unit title:** Advertising and PR: Graded Unit 2

**Graded unit code:** HX49 35

**Type of project:** Practical assignment

**Publication date:** December 2017

**Source:** Scottish Qualifications Authority

**Version:** 01

### Graded unit purpose

This graded unit is designed to provide evidence that the learner has achieved the following principal aims of the HND in Advertising and PR:

- ◆ To develop the learners' contemporary vocational knowledge and skills in marketing communications achieved at the HNC level, particularly in the key areas of advertising, public relations and the media (including digital media), as well as practical skills in market research, copywriting, etc.
- ◆ To prepare learners for employment in a range of digital and traditional roles in advertising, public relations and media at the level of assistant/trainee manager/executive or equivalent across private and public sectors, agencies, consultancies and industry.
- ◆ Preparing learners for progression to 2nd or 3rd year entry to higher education and advanced professional qualifications in either advertising, public relations, marketing or non-related qualifications.

### Credit points and level

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

## Higher National Project-based Graded Unit Specification: General information (cont)

### Recommended entry to the graded unit

It is recommended that the learner should have completed or be in the process of completing the following units relating to the above principal aims prior to undertaking this graded unit:

HP8D 34	<i>Advertising: Media Buying and Sales</i>
DG6L 34	<i>Consumer Behaviour and the Marketing Process</i>
HP8E 35	<i>Copywriting</i>
HW0A 35	<i>Advertising and PR: Developing a Digital Advertising and Public Relations Campaign</i>
HC49 35	<i>Public Relations: Strategic Analysis, Planning and Application</i>
HW06 35	<i>Marketing Research Applications</i>
HP8F 35	<i>Corporate Identity</i>

### Core Skills

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

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

### Assessment support pack

The assessment support pack for this unit provides assessment and marking guidelines that exemplify the national standard for achievement. It is a valid, reliable and practicable instrument of assessment. Centres wishing to develop their own assessments should refer to the assessment support pack to ensure a comparable standard. Assessment support packs are available on SQA's secure website.

### Equality and inclusion

This graded unit 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 SQA's website:  
[www.sqa.org.uk/assessmentarrangements](http://www.sqa.org.uk/assessmentarrangements)

# Higher National Project-based Graded Unit Specification: Designing the project and assessing learners

**Graded unit title:** Advertising and PR: Graded Unit 2

## Assessment

This graded unit will be assessed by the use of a project-based **practical assignment** developed by centres. The project should provide the learner with the opportunity to produce evidence that demonstrates she/he has met the aims of this graded unit.

The project undertaken by the learner must be a complex task which involves:

- ◆ variables which are complex or unfamiliar
- ◆ relationships which need to be clarified
- ◆ a context which may be unfamiliar to the learner

The project must require the learner to:

- ◆ analyse the task and decide on a course of action for undertaking the project.
- ◆ plan and organise work and carry it through to completion.
- ◆ reflect on what has been done and draw conclusions for the future.
- ◆ produce evidence of meeting the aims which this graded unit has been designed to cover.

For this graded unit, learners are to produce an **overall project action plan** outlining what needs to be done to develop an advertising and public relations campaign to meet the corporate communication needs of a client.

This project requires the learner, working as an individual, to address the corporate communications needs of a client by planning and developing proposals for an advertising and public relations campaign. The evidence will be in the form of a report and a presentation to the client.

The final stage involves learners producing an evaluation of their activity, which includes evaluation of both their project and identification of knowledge and skills they have developed/gained.

Learners are required to maintain a log/diary of their activities during the Planning and Developing stages of this graded unit.

## Conditions of assessment

The learner should be given a date for completion of the project. However, the instructions for the project should be distributed to allow the learner sufficient time to assimilate the details and carry out the project. During the time between the distribution of the project instructions and the completion date, assessors may answer questions, provide clarification, guidance and reasonable assistance. The project should be marked as soon as possible after the completion date. The final grading given should reflect the quality of the learner's evidence at the time of the completion date.

## Higher National Project-based Graded Unit Specification: Designing the project and assessing learners (cont)

**Graded unit title:** Advertising and PR: Graded Unit 2

The evidence for the project is generated over time and involves three distinct stages, where each stage has to be achieved before the next is undertaken. Thus any re-assessment of stages must be undertaken before proceeding to the next stage.

If a learner fails the project overall or wishes to upgrade, then this must be done using a *substantially different* project, ie all stages are undertaken using a new project, assignment, case study, etc. In this case, a learner's grade will be based on the achievement in the re-assessment, if this results in a higher grade.

## Higher National Project-based Graded Unit Specification: Designing the project and assessing learners (cont)

**Graded unit title:** Advertising and PR: Graded Unit 2

### Evidence requirements for this graded unit

The project undertaken by learners will consist of three stages: planning; developing; and evaluating. The following table specifies the minimum evidence required to pass each stage.

Project stage	Minimum evidence requirements	% Mark allocation
Stage 1 — Planning	<p>The learner is to produce an <b>action plan</b> for the overall project which includes the following:</p> <ol style="list-style-type: none"> <li>1 An outline of the aims and objectives of the action plan for the overall project.</li> <li>2 An understanding of the client brief including identifying the key corporate communications needs of the client.</li> <li>3 Identification and collection of market information needed to facilitate the communication audits.</li> <li>4 Carry out a communications audit for:               <ol style="list-style-type: none"> <li>(a) the client's current advertising activities</li> <li>(b) the client's current public relations activities</li> </ol> </li> <li>5 A timetable for carrying out project activities across all three stages of this graded unit.</li> </ol> <p>Learners are required to maintain a <b>log/diary of activities</b> carried out by them during the Planning stage.</p> <p><i>The learner <b>must</b> achieve all of the minimum evidence specified above in order to pass the Planning stage. This can be done by presenting evidence covering all aspects of the Planning stage and achieving at least 50% of the marks for this stage.</i></p>	30%

## Higher National Project-based Graded Unit Specification: Designing the project and assessing learners (cont)

**Graded unit title:** Advertising and PR: Graded Unit 2

Project stage	Minimum evidence requirements	% Mark allocation
Stage 2 — Developing	<p>The learner is to produce proposals for an advertising and public relations campaign to meet the needs of the corporate communication needs and within the budget constraints of the client.</p> <p>The evidence will be in the form of a report, together with a presentation. The report is to include:</p> <ol style="list-style-type: none"> <li>1 Collection of market information needed to develop an advertising and public relations campaign for the client.</li> <li>2 Identification of a clear overall strategy and statement of appropriate advertising and public relations objectives for the campaign.</li> <li>3 A profile and justification of the target market(s).</li> <li>4 An integrated advertising and public relations campaign based on research, which uses both traditional and digital tools, to achieve the campaign objectives.</li> <li>5 Meeting the budget constraints of the client.</li> <li>6 Creative proposals to ensure effective execution of the campaign across:               <ol style="list-style-type: none"> <li>(a) advertising media</li> <li>(b) public relations media</li> </ol> </li> </ol> <p>The presentation to the client is to include an integrated advertising and public relations campaign, including market research findings, media campaign and creative proposals</p> <p><i>The learner <b>must</b> achieve all of the minimum evidence specified above in order to pass the Developing stage. This can be done by presenting evidence covering all aspects of the Developing stage and achieving at least 50% of the marks for this stage.</i></p>	55%

## Higher National Project-based Graded Unit Specification: Designing the project and assessing learners (cont)

**Graded unit title:** Advertising and PR: Graded Unit 2

Project stage	Minimum evidence requirements	% Mark allocation
Stage 3 — Evaluating	<p>The learner is to produce an evaluation of activity which includes:</p> <ol style="list-style-type: none"> <li>1 An overview of the planning and development stages of the project.</li> <li>2 Identification of areas of the plan which may have been modified during the course of the activity.</li> <li>3 Evaluation of the project in terms of strengths and weaknesses of:               <ul style="list-style-type: none"> <li>◆ meeting the objectives of the campaign brief</li> <li>◆ learner’s management of the project</li> </ul> </li> <li>4 Identification of knowledge and skills which have been gained or developed.</li> </ol> <p><i>The learner <b>must</b> achieve all of the minimum evidence specified above in order to pass the Evaluating stage. This can be done by presenting evidence covering all aspects of the Evaluating stage and achieving at least 50% of the marks for this stage.</i></p>	15%

# Higher National Project-based Graded Unit Specification: Designing the project and assessing learners

**Graded unit title:** Advertising and PR: Graded Unit 2

## Assessing and grading learners

The overall project will be marked out of **100**. Only whole marks should be used.

The percentage of marks allocated to each stage of the project is outlined in the evidence requirements.

The evidence for the project is generated over time and involves three distinct stages. It is a requirement that learners must meet the minimum *evidence requirements* for the *Planning stage before progressing to the Developing stage before progressing to the Evaluating stage*. Learners may produce evidence over and above that specified in the minimum *evidence requirements* and deserve more than half the available marks for that stage. Assessors should use the Grade Related Criteria outlined below to judge learner performance.

Learners are required to work independently to meet the *evidence requirements* of the graded unit. At the same time, learners need appropriate support. SQA uses the term reasonable assistance to describe the balance between supporting learners in their project and not providing too much assistance. For example, centres may wish to informally question learners at various stages on their knowledge and understanding of the project on which they have embarked. Centres should ensure that where research, etc is carried out in other establishments or under the supervision of others that the learner does not receive undue assistance.

At the end of *each* stage there should be opportunities for remediation and re-assessment of learners for that particular stage. This includes the final *Evaluation* stage. However, any remediation/re-assessment will have an impact on grading as the degree of autonomous working is a criterion for a grade A.

Any re-assessment should be carried out in line with the centre's own assessment policy.

Grade Related Criteria	
Grade A	Grade C
<p>Is a seamless, coherent piece of work which:</p> <ul style="list-style-type: none"><li>◆ provides evidence for the three essential stages of the practical assignment which is of a high quality and is clearly inter-related</li><li>◆ clearly demonstrates an understanding of an integrated approach to the different communication methods</li></ul>	<p>Is a co-ordinated piece of work which:</p> <ul style="list-style-type: none"><li>◆ provides adequate, fairly well integrated documentation for the three essential stages of the practical assignment</li><li>◆ demonstrates an acceptable understanding of an integrated approach yet does not do this seamlessly</li></ul>



## Higher National Project-based Graded Unit Specification: Designing the project and assessing learners (cont)

**Graded unit title:** Advertising and PR: Graded Unit 2

Grade Related Criteria (cont)	
Grade A	Grade C
<ul style="list-style-type: none"> <li>◆ produces highly relevant and useful market research data which is a result of contrasting methods</li> </ul>	<ul style="list-style-type: none"> <li>◆ produces data which is acceptable yet is at times not always relevant to the campaign and which may not draw on different methods</li> </ul>
<ul style="list-style-type: none"> <li>◆ selects and uses very relevant and appropriate advertising and PR media and tools which underpin an effective execution of the campaign</li> <li>◆ effectively consolidates and integrates traditional and digital knowledge and skills</li> <li>◆ is clear and well constructed throughout and language used is of a high standard in terms of level, accuracy and technical content</li> </ul>	<ul style="list-style-type: none"> <li>◆ selects and uses advertising and PR media and tools which may not always be appropriate for the client and target market</li> <li>◆ consolidates and integrates traditional and digital knowledge and skills — however this may lack some continuity and consistency</li> <li>◆ is satisfactorily structured and language used is adequate in terms of level, accuracy and technical content</li> </ul>

The marks allocated to each stage will then be aggregated to arrive at an overall mark for the project. Assessors will then assign an overall grade to the learner for this graded unit based on the following grade boundaries.

- A = 70%–100%
- B = 60%–69%
- C = 50%–59%

These grade boundaries are fixed and should **not** be amended.

If a learner does not achieve a pass or wishes to upgrade, then this must be done using a substantially different project, ie all stages are undertaken using a new project (case study, investigation or practical assignment). In these circumstances, the highest grade achieved should be awarded.

More information on reasonable assistance, remediation and re-assessment may be found in the SQA publication *Guidance for the Implementation of Graded Units in Higher National Certificates and Diplomas* (SQA, 2008, Publication code: CA4405).



## Higher National Project-based Graded Unit Support Notes

**Graded unit title:** Advertising and PR: Graded Unit 2

### Guidance on approaches to delivery and assessment of this graded unit

This assignment will be done on an individual basis and requires the learners to provide evidence over three stages of the project:

**Planning stage:** Learners are to produce an overall project action plan outlining what needs to be done to develop proposals for an advertising and public relations campaign to meet the corporate communications needs of a client or organisation.

**Developing stage:** Learners are required to analyse the client's current corporate communications activities, research the client's market to establish factors which could underpin a new advertising and public relations campaign, devise objectives and produce proposals for an integrated advertising and public relations campaign which uses appropriate media and tools to meet the campaign objectives. This must be within the client's budget restraints. Learners also have to present the campaign to the client including advertising and public relations media and tools together with creative approach — in a simulated pitch.

**Evaluating stage:** Learners are to produce an evaluation of their activity which includes an evaluation of both their project and identification of knowledge and skills they have developed/gained.

Learners are also required to maintain a log/diary of their activities during the Planning and Developing stages of this graded unit.

#### Stage 1 — Planning

In this initial stage, learners are to identify the aims of the project; select and justify the relevant tasks; and produce an action plan for all three stages of the project. They are to show how they will manage and complete their analysis and produce an advertising and public relations campaign within a reasonable timescale. This includes the learner collecting market information and carrying out a communication audit of:

- (a) the client's current advertising activities
- (b) the client's current public relations activities

**This stage is worth 30 marks.** The learner must achieve all of the minimum evidence specified to pass the Planning stage. The planning stage will be assessed by submission of the **project action plan, the communications audit and activity log/diary.**

The tutor's role is as a facilitator and so to gain high marks the learner must demonstrate a high degree of autonomy in planning activities.

## Higher National Project-based Graded Unit Support Notes

**Graded unit title:** Advertising and PR: Graded Unit 2

### Guidance on approaches to delivery and assessment of this graded unit

A suggested marking scheme is noted below:

**Up to 3 marks:** identifying the aims and objectives of the action plan for the overall project.

**Up to 5 marks:** demonstrates an understanding of the client brief including identifying the key corporate communications needs of the client.

**Up to 10 marks:** the identification and collection of market information needed to facilitate the communication audits.

**Up to 10 marks:** undertake a communications audit for the client's:

- (a) current advertising activities
- (b) current public relations activities

**Up to 2 marks:** producing a timetable for carrying out the project activities across all three stages.

The minimum evidence requirement includes the submission of an activity log/diary for the Planning stage. (However, marks for the Planning stage activity log will be awarded at the Developing stage).

**Total marks for Planning stage: 30**

### Stage 2 — Developing

In this stage the learners are to produce proposals for an advertising and public relations campaign. This will include an audit of the client's current corporate communications activities; research into the client's market; objectives and proposals for an integrated advertising and public relations campaign using appropriate traditional and digital media and tools; and finally presenting the campaign in a report and in a simulated pitch.

**This stage is worth 55 marks.** The learner must achieve all of the minimum evidence specified to pass the developing stage. Assessment is based on the production of proposals for an **advertising and public relations campaign** which meets the corporate communication needs of the client and submission of an **activity log/diary**.

A suggested marking scheme is noted below:

**Up to 6 marks:** the collection of market information needed to develop an advertising and public relations campaign for the client.

**Up to 6 marks:** identification of a clear overall strategy and statement of appropriate advertising and public relations objectives for the campaign, including appropriate methods of monitoring and evaluating.

## Higher National Project-based Graded Unit Support Notes (cont)

**Graded unit title:** Advertising and PR: Graded Unit 2

**Up to 6 marks:** develop a profile of the target market(s).

**Up to 15 marks:** develop an integrated advertising and public relations campaign based on research to achieve the campaign objectives incorporating both traditional and digital tools for:

- (a) advertising media
- (b) public relations media

**Up to 2 marks: meets the budget constraints of the client.**

**Up to 6 marks:** includes creative proposals to ensure effective execution of the campaign across:

- (a) advertising media
- (b) public relations media

**Up to 10 marks:** presents an integrated advertising and public relations campaign to the client, including market research findings, media campaign and creative proposals.

The minimum evidence requirement includes the submission of an **activity log/diary** covering Stages 1 and 2, for which **up to 4 marks** can be awarded.

**Total marks for Developing stage: 55**

### Stage 3 — Evaluating

**This stage is worth 15 marks.** In this final stage, learners will review their assignment by considering the Planning and Developing stages of the project, including areas modified. In addition, learners will appraise their project in terms of strengths and weaknesses and also identify knowledge and skills which have been gained or developed throughout the graded unit. A suggested marking scheme is noted below:

**Up to 4 marks** an overview of the planning and development stages of the project and identification of areas which may have been modified during the course of the activity.

**Up to 11 marks** evaluation of the project in terms of strengths and weaknesses of:

- ◆ meeting the objectives of the campaign brief
- ◆ learner's management of the project, including identification of knowledge and skills which have been gained or developed

**Total marks for Evaluating stage: 15**

## Higher National Project-based Graded Unit Support Notes (cont)

**Graded unit title:** Advertising and PR: Graded Unit 2

### 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, Planning and Organising and Reviewing and Evaluating**

Learners are to produce an overall project action plan outlining what needs to be done to develop proposals for an advertising and public relations campaign to meet the corporate communications needs of a client. This includes setting aims and objectives; demonstrating an understanding of the client's brief; identifying key corporate communication needs of the client; appropriate key marketing information and methods of collection to develop their proposals; and develop a timeplan. Using their analysis of the client's current activities, learners undertake market research for both a communications audit and which help establish factors which underpin a new advertising and public relations campaign, then develop their integrated proposals using appropriate media and tools which must be within budget and timescales. The learner's proposals must be creative be and persuade the client that the campaign can be effectively executed across both advertising and public relations media. In Stage 3, learners will evaluate Stages 1 and 2 of this graded unit; highlight modifications made; show strengths and weaknesses in meeting the overall objectives and managing the project. They also undertake a self-evaluation by identifying knowledge and skills that they have developed.

#### ◆ **Communication — Components Written Communication (Reading), Written Communication (Writing) and Oral Communication**

Learners are to read, understand and evaluate a range of complex information. They have to read and understand the client's brief then identify, summarise and select relevant advertising and public relations information, media and tools. This will include complex and specialist vocabulary and could include diagrams, charts, tables, etc as well as words. Much of this will be in digital format. They have to produce sound Advertising and public relations proposals which meet the corporate communication needs of the client. These creative proposals are to communicate to the client that the campaign can be effectively executed. At the end of Stage 2, learners are to present their proposals in written format using relevant language, vocabulary and appropriate level of formality expected in the industry. In addition, these written proposals form the basis of the learner's oral presentation to the client.

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

Learners are to access a wide range of advertising, public relations and marketing information which will mainly be through use of online sources. They are to undertake marketing research which will involve the use of online research tools. They can also use a range of digital tools as part of their presentation in Stage 2. As well as traditional Advertising and public relations media and tools, they must also include digital/online activities within their proposals. In Stages 1 and 2, learners must maintain a log/diary of their activities — it is extremely likely that this will be in a digital format.

## Higher National Project-based Graded Unit Support Notes (cont)

**Graded unit title:** Advertising and PR: Graded Unit 2

◆ **Numeracy: Component Using Numbers**

Learners undertake analysis of marketing research collected for both the communications audit and to establish factors which will underpin a new advertising and public relations campaign for the client. Learners will have budget constraints therefore they have to produce costings for integrated advertising and public relations proposals which meet the client's demands and that are within a given budget.

As learners progress through this graded unit, they will acquire skills necessary to plan, develop and present integrated advertising and public relations proposals for a client within budget and to timescales. This will help them gain a good understanding of some of the demands of the marketing communication industry which could be used to enhance their employability prospects.

## History of changes to graded unit

Version	Description of change	Date

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## General information for learners

### Graded unit title: Advertising and PR: Graded Unit 2

This graded unit integrates the main knowledge and skills gained in the units within the HND in Advertising and PR. It is therefore expected that you will have either completed or are in the process of completing the mandatory units of your HND in Advertising and PR.

This graded unit is based on a project and the assessment is a practical assignment to plan, develop and evaluate an advertising and public relations campaign to meet the corporate communications needs of a client or organisation. There are three stages to this graded unit and the main activities in each stage are:

#### Stage 1 — Planning

In this initial stage, you will identify the aims of the project; select and justify the relevant tasks and produce an action plan for all three stages of the project showing how you will manage and produce an advertising and public relations campaign to meet the corporate communications needs of a client within a reasonable timescale and within budget. You will also carry out an audit of the client's current corporate communications activities, covering:

- (a) the current corporate advertising activities
- (b) the current corporate public relations activities

#### Stage 2 — Developing

Here you will produce proposals for an advertising and public relations campaign to meet the corporate communications needs of a client or organisation. This will include research into the client's market, objectives and proposals for an integrated advertising and public relations campaign using appropriate media and tools (both traditional and digital), and finally present the campaign in a professional report format and a simulated pitch to the client.

You are required to maintain an activity log across Stages 1 and 2 of this graded unit.

#### Stage 3 — Evaluating

In this final stage, you will review your project by considering the Planning and Developing stages of the project, including areas modified. You will appraise your project in terms of strengths and weaknesses and also identify knowledge and skills which have been gained or developed throughout the graded unit.

Your project will be marked out of 100 and **you must pass each stage before moving onto the next stage**. Each stage has the following marks:

Planning: 30 marks  
Developing: 55 marks  
Evaluation: 15 marks

You will be assigned an overall grade which will be based on the following boundaries:

Grade A = 70%–100%  
Grade B = 60%–69%  
Grade C = 50%–59%



## **General information for learners (cont)**

**Graded unit title:** Advertising and PR: Graded Unit 2

Depending on how this graded unit is delivered, there may be opportunities to develop Core Skills of *Communication, Numeracy, Problem Solving* and *Information and Communication Technology (ICT)*.