

-SQA-SCOTTISH QUALIFICATIONS AUTHORITY

NATIONAL CERTIFICATE MODULE: UNIT SPECIFICATION

GENERAL INFORMATION

-Module Number- 6360006

-Session-1996-97

-Superclass- BA

-Title- IMPLEMENTING A PUBLIC RELATIONS CAMPAIGN

-DESCRIPTION-

GENERAL COMPETENCE FOR UNIT: Using Communications Skills in a Public Relations context and producing a range of communication media for public relations.

OUTCOMES

1. evaluate a range of public relations media and their uses;
2. prepare an outline plan for a public relations campaign;
3. produce a range of communication media for a specified public relations campaign;
4. use oral and interactive skills for a specified public relations campaign.

CREDIT VALUE: 1 NC Credit

ACCESS STATEMENT: Access to this unit is at the discretion of the centre, but it would be helpful if the candidate had achieved National Certificate Module 7110045 Communication 3 or an equivalent qualification.

For further information contact: Committee and Administration Unit, SQA, Hanover House, 24 Douglas Street, Glasgow G2 7NQ.

Additional copies of this unit may be purchased from SQA (Sales and Despatch section). At the time of publication, the cost is £1.50 (minimum order £5.00).

NATIONAL CERTIFICATE MODULE: UNIT SPECIFICATION

STATEMENT OF STANDARDS

UNIT NUMBER: 6360006

UNIT TITLE: IMPLEMENTING A PUBLIC RELATIONS CAMPAIGN

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

OUTCOME

1. EVALUATE THE RANGE OF PUBLIC RELATIONS MEDIA AND THEIR USES

PERFORMANCE CRITERIA

- (a) The media available to the public relations practitioner are identified accurately.
- (b) The uses made by the public relations practitioner of each of the media are described fully.
- (c) The uses of the media identified are evaluated effectively.

RANGE STATEMENT

Media: television; radio; exhibitions; printed material.

EVIDENCE REQUIREMENTS

Written and/or oral evidence which satisfies the performance criteria and the range statement.

OUTCOME

2. PREPARE AN OUTLINE PLAN FOR A PUBLIC RELATIONS CAMPAIGN

PERFORMANCE CRITERIA

- (a) The purpose and objectives of the campaign are defined clearly.
- (b) The stages of the plan are presented in sequential form.
- (c) The use of appropriate media is identified and explained fully at each stage of the plan.
- (d) A timetable for the campaign is recorded clearly.

- (e) A budget for the plan is identified in terms of objectives and available finance.

RANGE STATEMENT

Appropriate media: printed; graphical; audio-visual.

EVIDENCE REQUIREMENTS

Written evidence in the form of an outline plan which includes a time table and budget which shows that all the performance criteria have been achieved for one Public Relations campaign.

OUTCOME

- 3. PRODUCE A RANGE OF COMMUNICATION MEDIA FOR A SPECIFIED PUBLIC RELATIONS CAMPAIGN

PERFORMANCE CRITERIA

- (a) The communication media selected are appropriate to the specified purpose and the needs of the intended audience.
- (b) The communication media produced follow the recognised conventions of the form selected.
- (c) The structure and tone of each communication are appropriate to purpose and audience.
- (d) All essential information and supporting detail are presented accurately.
- (e) Spelling, punctuation and syntax are consistently accurate.

RANGE STATEMENT

Communication media: circular letter; press release; leaflet; notice; flyer.

EVIDENCE REQUIREMENTS

Written evidence which shows that all the performance criteria have been achieved for Public Relations Campaign using specified communication media.

OUTCOME

4. USE ORAL AND INTERACTIVE SKILLS FOR A SPECIFIED PUBLIC RELATIONS CAMPAIGN

PERFORMANCE CRITERIA

- (a) The conventions adopted are appropriate for the speaker's purpose and audience and are used consistently and effectively.
- (b) All essential information with supporting detail is presented accurately and coherently and given varied emphasis.
- (c) Register, syntax and vocabulary are used consistently to support the speaker's purpose.
- (d) Responses to the reactions of listeners and other speakers are made so as to promote and develop interaction.

RANGE STATEMENT

The range is fully expressed within the performance criteria.

EVIDENCE REQUIREMENTS

Oral and performance evidence which shows that all the Performance Criteria have been achieved in two different context for one specified Public Relations Campaign.

ASSESSMENT

In order to achieve this unit, candidates are required to present sufficient evidence that they have met all the performance criteria for each outcome within the range specified. Details of these requirements are given for each outcome. The assessment instruments used should follow the general guidance offered by the SQA assessment model and an integrative approach to assessment is encouraged. (See references at the end of support notes).

Accurate records should be made of the assessment instruments used showing how evidence is generated for each outcome and giving marking schemes and/or checklists, etc. Records of candidates' achievements should be kept. These records will be available for external verification.

SPECIAL NEEDS

In certain cases, modified outcomes and range statements can be proposed for certification. See references at end of support notes.

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NATIONAL CERTIFICATE MODULE: UNIT SPECIFICATION**SUPPORT NOTES**

UNIT NUMBER: 6360006

UNIT TITLE: IMPLEMENTING A PUBLIC RELATIONS CAMPAIGN

SUPPORT NOTES: This part of the unit specification is offered as guidance. None of the sections of the support notes is mandatory.

NOTIONAL DESIGN LENGTH: SQA allocates a notional design length to a unit on the basis of time estimated for achievement of the stated standards by a candidate whose starting point is as described in the access statement. The notional design length for this unit is 40 hours. The use of notional design length for programme design and timetabling is advisory only.

PURPOSE SQA publishes summaries of NC units for easy reference, publicity purposes, centre handbooks, etc. The summary statement for this unit is as follows:

The purpose of this unit is to enable the candidate to evaluate the range of communication skills used in public relations to encourage him/her to practise these skills.

CONTENT/CONTEXT The following information offers clarification of the context in which the outcomes and the performance criteria are to be achieved.

The underpinning knowledge required for this unit can be delivered in a theoretical way but the main emphasis should be on the practical application of communication and planning skills which help promote good public relations. It will be helpful for candidates if all activities undertaken are related to specific public relation campaigns and not just seen as individual exercises.

Corresponding to outcomes 1-4:

Outcome 1

The functions of the various media and communication skills should be identified.

Candidates should explore the range of media and communication skills available to the practitioner. Case studies and actual examples of the work of public relation teams should be used.

Outcomes 2, 3 and 4

It is desirable that in formative work candidates discuss and plan one or two assignments as a class or large group before moving to individual work. The assignments should be selected by the tutor to illustrate general approaches and exemplify good practice.

It should be stressed that evaluation is an important part of each stage of planning and candidates should undertake at least one major public relation assignment which involves planning and organisational skills and the preparation of public relation materials for a real or imaginary campaign.

APPROACHES TO GENERATING EVIDENCE Where possible an integrated approach should be adopted with the instrument of assessment designed in such a way that more than one outcome is covered in one assignment.

In outcome 1 a case study could be used for assessment purposes with candidates being required to identify the various media being used and provide considered comment on their use.

After negotiation with the tutor, the candidate should determine a brief to set the limits for the assignment for outcome 2, and that assignment should take account of the particular organisation, target group, timescale and the choice of media. The plan proposed could then be linked with the communication media being produced for outcome 3 and the oral tasks of outcome 4.

In outcome 2 the candidate should review a range of possible media, including the use of graphical and audio-visual techniques.

While the range statement for outcome 3 limits the communication media candidates will produce, they should be made aware of other media and some practice given in the production of such items - press release, circular letter, leaflet, notice, brochure, handbill, poster, display board, press feature article and public relations advertisement.

An observation checklist will be required for outcome 4, covering all performance criteria and the following situations could be considered as possible contexts for assessment - interview, telephone call, taped message/announcement, demonstration talk, commentary, radio feature and tour guide.

ASSESSMENT PROCEDURES Centres may use the instruments of assessment which they consider to be the most appropriate.

Suggested methods of assessment corresponding to outcome 1-4 are as follows:

Outcome 1 - a case study

Outcome 2 - an outline plan for a Public Relations Campaign

Outcome 3 - example of communication media produced

Outcome 4 - an observation checklist

PROGRESSION Candidates completing this module could progress to HN Units: 7410201, Public Relations 1: Introduction to Functions and Constraints; 7410211, Public Relations 2: Introduction to Planning and Implementing Public Relations Campaigns.

RECOGNITION Many SQA NC units are recognised for entry/recruitment purposes. For up-to-date information see the SQA guide 'Recognised Groupings of National Certificate Modules'.

REFERENCES

1. Guide to unit writing. (A018).
2. For a fuller discussion on assessment issues, please refer to SQA's Guide to Assessment. (B005).
3. Procedures for special needs statements are set out in SQA's guide 'Candidates with Special Needs'. (B006).
4. Information for centres on SQA's operating procedures is contained in SQA's Guide to Procedures. (F009).
5. For details of other SQA publications, please consult SQA's publications list. (X037).

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