



## **National Unit specification: general information**

**Unit title:** Advertising: an Introduction (SCQF level 6)

**Unit code:** FT8T 12

**Superclass:** BA

**Publication date:** August 2011

**Source:** Scottish Qualifications Authority

**Version:** 01

### **Summary**

This Unit aims to introduce the candidate to the advertising industry. It outlines how advertising works in the promotion of products and services, the structure of the industry and the key players, their responsibilities and how they work together. It will also look at advertising regulation and its impact on advertising campaigns.

The Unit will be of interest to a wide range of candidates, particularly those directly concerned with marketing, advertising and other consumer behaviour related subjects at SCQF levels 5 and 6.

This is a mandatory Unit in the National Certificate in *Advertising and PR* (SCQF level 6). It is also available as a freestanding Unit.

### **Outcomes**

- 1 Describe and evaluate the role of advertising in promoting products and services.
- 2 Explain the key relationships within the advertising industry.
- 3 Explain the regulatory factors affecting advertising.

### **Recommended entry**

While entry is at the discretion of the centre, candidates would normally be expected to have attained one of the following, or equivalent:

English or Communication at SCQF level 5

## **General information (cont)**

**Unit title:** Advertising: an Introduction (SCQF level 6)

### **Credit points and level**

1 National Unit credit at SCQF level 6 (6 SCQF credit points at SCQF level 6\*).

*\*SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

### **Core Skills**

Opportunities to develop aspects of Core Skills are highlighted in the Support Notes of this Unit specification.

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

## **National Unit specification: statement of standards**

### **Unit title:** Advertising: an Introduction (SCQF level 6)

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**

Describe and evaluate the role of advertising in promoting products and services.

##### **Performance Criteria**

- (a) Explain the key purposes of advertising in the promotion of products and services.
- (b) Explain the target audiences that advertising messages are aimed at.
- (c) Evaluate which advertising purposes are being fulfilled for a specific media advertising campaign.

#### **Outcome 2**

Explain the key relationships within the advertising industry.

##### **Performance Criteria**

- (a) Identify the key players in the advertising industry.
- (b) Explain the roles and responsibilities which each key player fulfils.
- (c) Describe how each of the key players in the advertising industry work together.

#### **Outcome 3**

Explain the regulatory factors affecting advertising.

##### **Performance Criteria**

- (a) Identify the bodies that are responsible for regulating the advertising industry.
- (b) Explain the key aims of the regulatory bodies.
- (c) Explain the procedure for handling advertising complaints.
- (d) Describe an advertising campaign that breaches regulatory guidelines.

## National Unit specification: statement of standards (cont)

**Unit title:** Advertising: an Introduction (SCQF level 6)

### Evidence Requirements for this Unit

Written and/or oral recorded evidence is required to demonstrate that the candidate has achieved all Outcomes and Performance Criteria.

#### Outcome 1

Candidates will demonstrate their knowledge of what advertising is by:

- ◆ providing an industry accepted definition and at least four purposes it fulfils in the promotion of products and services
- ◆ explaining who advertising messages communicate with by describing the four variables used to describe target audiences, including demographic, geographic, psychographic and behavioural variables
- ◆ evaluating a specific media advertising campaign. Evaluation should include reference to different types of advertising media available for use in the promotion of products and services, stating a minimum of three types for each Above the Line and Below the Line media, one of which must include a social media format. This assessment must be completed under supervised closed-book conditions

#### Outcome 2

Candidates will demonstrate their knowledge of key players involved in the advertising industry including the client, the media and the agency, their roles and responsibilities and how they work together, including the financial relationships where the candidate must include an explanation of how commission and mark up fees are paid. This assessment must be completed under supervised closed-book conditions.

#### Outcome 3

Candidates will demonstrate their knowledge of:

- ◆ the key regulations affecting advertising
- ◆ the bodies responsible for defining and upholding these regulations must include the Advertising Standards Authority (ASA), the Office of Communication (OFCOM) and the Committee of Advertising Practice (CAP)
- ◆ candidates should select a campaign which is in breach of the Advertising Regulations and explain why with reference to specific codes of conduct. This assessment should be completed under unsupervised open-book conditions to enable the candidate to undertake research

## National Unit specification: support notes

### Unit title: Advertising: an Introduction (SCQF level 6)

This part of the Unit specification is offered as guidance. The support notes 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 Unit provides the candidate with an introduction to the advertising Industry and how it works.

**Outcome 1** should examine what advertising is and the purposes it fulfils in the promotion of products and services, eg to increase sales, to relaunch a brand, to reposition a product, to educate etc. Candidates will also explore the target audiences and to whom advertising messages are intended to communicate with reference to a number of factors eg demographic and psychographic. It should cover the different types of advertising media available for use in the promotion of products and services including both above and below the line. It is advised that candidates also refer to social media.

**Outcome 2** should examine the key players involved in the advertising Industry such as the client, the media and the agency, their roles and responsibilities and how they work together, including the financial relationships. The content of this Outcome should include the organisational structure of advertising agencies, the interdependence of this market and the financial structure of the mark up and commission systems.

**Outcome 3** should examine the key regulations and codes of conduct affecting advertising which may include aspects such as advertising aimed at children, sale of alcohol and beauty products etc. The bodies responsible for defining and upholding these regulations including the Advertising Standards Authority (ASA), the Office of Communication (OFCOM) and the Committee of Advertising Practice (CAP) should be covered. Candidates should select a campaign which is in breach of the Advertising Regulations and evaluate why this is the case with reference to specific codes of conduct.

### Guidance on learning and teaching approaches for this Unit

Although some theory relevant to all Outcomes will need to be taught, the Unit should be approached as practically as possible so that candidates apply the theory to real advertising examples.

Candidates should be given the opportunity to collect information on advertising campaigns for the purpose of review and evaluation. They should also be encouraged to examine advertising campaigns which may be in breach of advertising regulations. Information could be collected using the internet, newspapers, magazines and trade journals and publications. It may be useful to also invite guest speakers from industry.

## National Unit specification: support notes (cont)

**Unit title:** Advertising: an Introduction (SCQF level 6)

### Guidance on approaches to assessment for this Unit

The use of real advertising industry examples and materials should be used to provide candidates with the opportunity to examine then apply their knowledge and understanding of the advertising industry in order to review and evaluate campaigns.

Candidates could be assessed in Outcome 1 either by restricted response questions or by delivering a presentation. Outcome 2 could be assessed by restricted response questions and Outcome 3 on completion of a small project.

### Opportunities for the use of 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 e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

### Opportunities for developing Core Skills

In this Unit candidates will be introduced to the advertising industry and find out how advertising works in the promotion of products and services, the structure of the industry and the key players, their responsibilities and how they work together. It will also look at advertising regulation and its impact on advertising campaigns.

Candidates will:

- ◆ explain what advertising is
- ◆ explain roles and responsibilities within the advertising industry
- ◆ identify key players in the industry
- ◆ explain the financial relationships between key people in industry
- ◆ explain procedures for handling advertising complaints
- ◆ select appropriate and inappropriate campaigns and justify their selection
- ◆ determine factors that breach advertising regulatory guidelines
- ◆ evaluate advertising campaigns

This means that as they are doing this Unit candidates will develop aspects of the Core Skills of *Communication* and *Problem Solving*.

In addition, candidates may develop aspects of the following Core Skills:

- ◆ *Information and Communication Technology* – through producing written reports using ICT and carrying out research using ICT

## **National Unit specification: support notes (cont)**

**Unit title:** Advertising: an Introduction (SCQF level 6)

### **Disabled candidates and/or those with additional support needs**

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website [www.sqa.org.uk/assessmentarrangements](http://www.sqa.org.uk/assessmentarrangements)

## History of changes to Unit

Version	Description of change	Date

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