



National Unit specification: general information

Unit title: Promoting a Business

Unit code: FF7F 11

Superclass: BA

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Summary

The purpose of this Unit is to provide an introduction to the promotional element of the marketing mix and how this is used in business. Candidates will develop their knowledge of the promotional mix elements. On completion of this Unit candidates will be able to explain the purpose of promotion in business, identify the key aspects of the promotional mix and put together a campaign for a promotional business campaign. This Unit provides a platform for further study in the area of marketing communications and will also enable candidates to develop industry-relevant skills.

Outcomes

- 1 Explain the role of promotion in business.
- 2 Describe the key elements of the promotional mix.
- 3 Plan a promotional campaign for a business.

Recommended entry

Entry is at the discretion of the centre but candidates would be expected to have some previous experience of marketing as well as basic literacy skills.

Credit points and level

1 National Unit credit at SCQF level 5: (6 SCQF credit points at SCQF level 5)

**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.*

General information (cont)

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Core Skills

Achievement of this Unit gives automatic certification of the following:

Complete Core Skill None

Core Skill component Critical Thinking @ SCQF Level 5

There are also opportunities to develop aspects of Core Skills which are highlighted in the Support Notes of this Unit Specification.

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

Explain the role of promotion in business.

Performance Criteria

- (a) Define promotion as used in marketing.
- (b) Identify different promotional objectives.
- (c) Explain why promotion is necessary in business and its role in the marketing mix.

Outcome 2

Describe the key elements of the promotional mix.

Performance Criteria

- (a) Define the five main elements of the promotional mix.
- (b) Identify the main advantages and disadvantages of each promotional mix element.

Outcome 3

Plan a promotional campaign for a business organisation.

Performance Criteria

- (a) Select a suitable business organisation.
- (b) Carry out competitor research.
- (c) Produce a promotional campaign for a business organisation.
- (d) Justify the use of different promotional methods for a business organisation.

National Unit specification: statement of standards (cont)

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Evidence Requirements for this Unit

Evidence is required to demonstrate that candidates have met the requirements of all outcomes and performance criteria.

Written and/or recorded evidence is required which demonstrates that the candidates have achieved all outcomes to the standards in the Outcome and Performance criteria.

When candidates have acquired appropriate knowledge and understanding they should be asked to provide evidence on their own at an appropriate point in the Unit. Centres must ensure that the evidence submitted is the individual work of the candidates involved.

For Outcome 1 evidence should provide ONE suitable definition of promotion and its role and the identification of TWO promotional objectives.

For Outcome 2 evidence should include ONE definition for each of the five promotional mix elements, and ONE advantage and ONE disadvantage for each element.

For Outcome 3 evidence should provide ONE example of competitor research, production of a promotional campaign and TWO examples of promotional methods with justification.

Assessment conditions should be closed book and supervised with a maximum time allowance of 90 minutes.

National Unit specification: support notes

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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 is an optional Unit within the National Progression Award in Business and Marketing (level 5), but can also be taken as a free standing Unit.

In this Unit candidates are required to understand the main principles behind the promotion of a business. They will learn about the main promotional tools that are used by organisations to communicate effectively with consumers. This Unit will also give candidates the opportunity to plan a promotional campaign for a chosen organisation.

Outcome 1 should examine the purpose of promotion and its relation to the other marketing mix elements. This Outcome will cover the importance of having the right promotion for the target market. In addition, different promotional objectives should be looked at.

Outcome 2 will identify and examine the promotional mix. Candidates should be able to define each of the promotional mix elements (Advertising, Public Relations, Sales Promotion, Direct Marketing and Personal Selling). They should also be able to identify the advantages and disadvantages of using each element.

Outcome 3 allows candidates to apply their knowledge. This could be in the form of a project. Candidates will plan a promotional strategy for a set organisation. They will be required to research the business category and the main competitor's promotional techniques. Candidates should clearly justify their choices of promotional methods.

Other areas such as sponsorship, social media and B2B promotion can also be discussed in more depth throughout the Unit.

Guidance on learning and teaching approaches for this Unit

Candidates should be encouraged to consume different media such as TV, radio, newspapers and magazines to find different examples of promotion. Where possible, candidates should utilise the internet, especially sites such as YouTube to find examples of different promotion. They should be given the opportunity to collect information on different promotion techniques. This will allow them to differentiate between the different techniques that real organisations employ.

For all Outcomes candidates would benefit from:

Short presentations – to feedback research findings and opinions

Case studies – to provide context to the relevant theory

Discussions – to convey thoughts and opinions.

National Unit specification: support notes (cont)

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Opportunities for developing Core Skills

In this Unit candidates are expected to be able to describe the application of different promotional tools. Candidates will have to complete a number of assessments including a project, and depending on the learning and teaching methods employed, candidates may get an opportunity to convey information orally by giving feedback on their findings to others in their group. These activities can provide candidates with opportunities to develop aspects of the Core Skills of Communication and Problem Solving. They may also conduct online research and work in groups which would provide opportunities to develop Core Skills of IT and Working with others.

Guidance on approaches to assessment for this Unit

The following approaches to assessment are suggested:

Outcomes 1 and 2: Restricted response answers to set questions.

Outcome 3: Project based on an agreed business organisation. This could take the form of a portfolio.

Time for re-assessment should be factored into the teaching schedule.

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)*.

National Unit specification: support notes (cont)

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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

General Information for Candidates

This Unit will provide an introduction to the promotional element of the marketing mix. You will develop your knowledge and understanding of different promotional mix tools such as Advertising, Public Relations, Direct Marketing, Sales Promotions and Personal Selling.

You will study these elements and learn about the specific advantages and disadvantages of each tool and how they are used by different organisations to achieve different objectives. Throughout, you will be encouraged to relate marketing theory to relevant examples. On completion of this Unit you will be able to:

- Explain the role of promotion in business
- Describe the key elements of the promotional mix
- Plan a Promotional campaign for a business.

The assessment for this Unit could take a variety of forms such as in-class assignments consisting of a set of structured questions, questions based on a case study and/or a project based on a specific organisation.

History of changes to Unit

Version	Description of change	Date
02	Core skills information added to page 2.	29/03/11

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