



National Unit specification: general information

Unit title: Advertising: Media Campaign Planning

Unit code: FT90 12

Superclass: BA

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Summary

The purpose of the Unit is to provide candidates with the knowledge and skills to plan an advertising campaign. Candidates will gain an understanding of the process involved in the design and creation of a campaign. The Unit will also examine the range of media strategies available to an organisation as well as evaluating them in terms of meeting campaign objectives. 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 Unit is a mandatory Unit in the National Certificate in Advertising and PR but is also available as a free-standing Unit.

Outcomes

- 1 Explain the process of media campaign planning.
- 2 Produce a media campaign proposal for an agreed organisation.

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
Advertising: An Introduction SCQF level 6

General information (cont)

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

Achievement of this Unit gives automatic certification of the following Core Skills component:

- ◆ Critical Thinking at SCQF level 6

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

Unit title: Advertising: Media Campaign Planning

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 process of media campaign planning.

Performance Criteria

- (a) Describe the key stages of the media campaign planning process.
- (b) Describe the key components of a media brief.

Outcome 2

Produce a media campaign proposal for an agreed organisation.

Performance Criteria

- (a) Select a range of media for the campaign proposal.
- (b) Explain the criteria used in selecting the range of media.
- (c) Explain how the target audience is reached through the selected media.
- (d) Produce a media schedule outlining which media strategy is being proposed.
- (e) Produce a budget outline for the media campaign.

Evidence Requirements for this Unit

Evidence is required to demonstrate that the candidates have achieved all of the Outcomes and Performance Criteria.

Outcome 1

The candidate's answers must include the briefing process, the writing of the media brief, researching the media, evaluating and selecting the media and the presenting the proposal. The media brief must include the following; campaign date, budget, target audience, product information, campaign objectives and evaluation measurement. This assessment should be completed under supervised closed-book conditions.

Outcome 2

Candidates must select a minimum of five media titles and justify their selection using the following criteria; audience coverage, price, geographic considerations and achievement of the campaign objectives. An appropriate media strategy must also be outlined. Candidates must also produce a media schedule outlining the following; dates, size of adverts, frequency of appearance and costs for each advert. The total costs must remain within the specified budget. This assessment should be completed under open-book conditions to enable the candidate to undertake research.

National Unit specification: support notes

Unit title: Advertising: Media Campaign Planning (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 covers the concept of planning an advertising media campaign and the key stages involved in the process. It will normally be preceded by the Unit *Advertising: An Introduction* and is designed to provide a very practical complement to that Unit.

Outcome 1 should examine the key stages of the media campaign planning process — briefing the media buying agency, writing the media brief, researching advertising media, evaluating the media and producing campaign proposals.

Outcome 2 should examine the range of advertising media available, including above the line, below the line and digital media, using industry resources to evaluate their effectiveness in terms of satisfying a specific media campaign brief. The Unit should also look at the different types of media strategies used in campaign planning. Candidates are expected to produce a written campaign proposal that meets the criteria of the brief in terms of target audience coverage, scheduling and within budgetary constraints. They should be prepared to justify their media campaign proposal with a clear explanation.

Guidance on learning and teaching approaches for this Unit

Although some theory relevant to both Outcomes requires to be taught, the Unit should be approached as practically as possible so that candidates understand the practical applications of media campaign planning.

Candidates should be given the opportunity to collect information on the range of available advertising media. This will allow them to review and evaluate them, which will aid the planning and organising of their own media campaign proposal. Information could be collected using the internet, newspapers, magazines and trade journals. It may be useful to also invite guest speakers from industry.

Guidance on approaches to assessment for this Unit

Case study media briefs or real industry media briefs should be used to provide candidates with a straightforward situation. These must give candidates the opportunity to examine the situation then apply their knowledge and understanding of the advertising media and media campaign planning process in order to propose an effective. Outcome 1 could be assessed using restricted response question while Outcome 2 could be assessed on a project basis.

National Unit specification: support notes (cont)

Unit title: Advertising: Media Campaign Planning

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 plan an advertising campaign. They will gain an understanding of the process involved in the design and creation of a campaign. They will also examine the range of media strategies available to an organisation as well as evaluating them in terms of meeting campaign objectives.

Candidates will:

- ◆ carry out research
- ◆ present findings
- ◆ select a range of media and justify their selection
- ◆ create a plan for a media campaign and explain the plan
- ◆ produce a planned budget and monitor costs against this budget
- ◆ evaluate media campaigns and justify the reasons for their evaluation.

As they are doing this Unit candidates will develop aspects of the Core Skills of *Communication, Numeracy and Problem Solving*.

In addition the following Core Skills may be developed through specific learning and teaching techniques for example:

- ◆ *Information and Communication Technology (ICT)* — through using the internet for research purposes and producing costings and reports using IT
- ◆ *Working with Others* — through working in teams to research and discuss findings

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

History of changes to Unit

Version	Description of change	Date
02	Core Skills Component Critical Thinking at SCQF level 6 embedded.	29/09/2011

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