



Regulated Qualifications Unit and Assessment Specification

Unit title	Promote and Sell Goods and Services in a Creative and Cultural Organisation
Regulator unit code	A/601/6873
SQA unit code	H8L2 70
SSC Ref	CCS23

History of changes

Publication date: July 2016

Version: 02 (October 2017)

Version number	Date	Description	Authorised by
02	October 2017	Unit Specification updated to reflect current Ofqual terminology.	Qualifications Officer

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Regulated qualifications unit specification

Title	Promote and Sell Goods and Services in a Creative and Cultural Organisation	
Level	3	
Credit value	6	
Learning outcomes	Assessment criteria	
The learner will:	The learner can:	
1 Be able to research information to support the sale of goods and services.	1.1	Research details of the goods or services available in the organisation.
	1.2	Identify the way goods and services have previously been promoted and how well they have sold.
	1.3	Identify the organisation's financial or other targets for the sales of goods or services.
	1.4	Identify the target market for relevant goods and services, determining which individuals or groups want which goods or services.
2 Be able to promote and sell goods and services.	2.1	Ensure that the products and services offered meet customer needs.
	2.2	Describe different ways to promote goods and services to target markets.
	2.3	Develop different selling techniques to suit the various goods or services and their target markets.
	2.4	Present and display goods and services to appeal to customers.
	2.5	Provide customers, visitors or audiences with information on the goods and services to meet their needs.
	2.6	Respond to customer queries.
3 Be able to assist in improving sales and developing commercial opportunities.	3.1	Provide information to others in the organisation to help them develop commercial opportunities.
	3.2	Share customer feedback with colleagues to help develop services or products.

Learning outcomes	Assessment criteria
The learner will:	The learner can:
	3.3 Identify opportunities to 'cross-sell' goods or services. 3.4 Work with others in the organisation to improve product and service offerings.
4 Know how to follow organisational procedures in selling goods and services.	4.1 Explain the organisation's health and safety policies. 4.2 Describe relevant security procedures. 4.3 Explain agreed payment policies and procedures. 4.4 Describe how customer complaints are dealt with according to the organisation's procedures.

Additional information about the unit
Unit purpose and aim(s)
This unit is about promoting and selling goods and services in a creative and cultural organisation. Goods and services could include, for example, tickets for exhibitions and events, corporate hospitality and room hire, or sales of food and merchandise. You will need to develop your knowledge of the products and services available within your organisation and develop the most effective methods to promote and market them to customers, visitors or audiences.
Unit start date
01/11/14
Details of the relationship between the unit and relevant national occupational standards (if appropriate)
N/A
Details of the relationship between the unit and other standards or curricula (if appropriate)
N/A
Assessment requirements specified by a sector or regulatory body (if appropriate)
N/A
Endorsement of the unit by a sector or other appropriate body (if required)
N/A
Location of the unit within the subject/sector classification system
8.1 Sport, Leisure and Recreation
Name of the organisation submitting the unit
SQA
Guided Learning Hours
36

Regulated qualifications assessment specification

Assessment (evidence) requirements

Assessors must ensure that learners provide evidence to cover all the learning outcomes and assessment criteria.

This unit is designed to assess the skills of learners in the workplace. Evidence of occupational competence should be generated and collected through performance in workplace conditions. This includes the knowledge-based learning outcomes and assessment criteria of the competence units.

These conditions would be those typical to the learner's normal place of work. The evidence collected under these conditions should also be as naturally occurring as possible. It is accepted that not all employees have identical workplace conditions and therefore there cannot be assessment conditions that are identical for all learners. However, assessors must ensure that, as far as possible, the conditions for assessment should be those under which the learner usually works.

Collection of evidence of performance can be used to substantiate, support and expand the evidence base for competent performance. This may include:

- ◆ Observation
- ◆ Product and photographic evidence
- ◆ Relevant active documentation, reports, presentations

Performance evidence: Observation

Observation of performance at work. Assessors must provide information about the context of the assessment.

Performance evidence: Products

Work products (such as reports, letters, memos, printouts, presentations, etc) are valuable items of performance evidence. Assessors are encouraged to assess work products and record the location of evidence within their assessment records. Assessment centres using 'paperless portfolios' should first discuss their approach to assessment with their awarding body.

Guidance on methods/Instruments of assessment

This unit is designed to assess the knowledge of learners in the workplace. Learning outcomes may be assessed by a work-based assessment or by observation/product evidence/witness testimony. Online assessment may also be used. The collection of supplementary evidence of performance can be used to further substantiate, support and expand the evidence base for competent performance where this is necessary. This may be required depending on the size of the organisation in which the learner is working.

Supplementary evidence may include:

- ◆ Questioning
- ◆ Professional discussion
- ◆ Witness testimony
- ◆ Other valid evidence which relates directly to learner performance

Guidance on methods/Instruments of assessment (Cont)

Supporting evidence: Questioning

Assessment by observation and examination of work products usually results in inferred knowledge. As a result, questions should only be asked to fill gaps where knowledge is not explicit. This style of assessment still requires the assessor to confirm how knowledge and understanding has been addressed but avoids over assessment of the learner.

Questioning includes: verbal and written questioning, questionnaires, work-based tasks, reflective accounts, case studies, professional discussion and feedback reports.

Supporting evidence: Professional discussion

Professional discussion is a single, or series of structured, planned and in-depth discussions which can be recorded electronically or manually in paper, computer, audio or video files. Professional discussions can be used to support observation reports, examination of work products and knowledge questionnaires. It is more usually used to fill in gaps in existing performance and knowledge evidence. It can be used formatively and summatively, and using it enhances the assessment process for both learners and assessors.

Professional discussion is used in holistic assessment, which is rigorous, informative and cost-effective, provided the learner is competent in their job role and ready to be assessed. If these conditions are met, assessors can plan to assess naturally-occurring 'evidence-rich' opportunities at work by observation, examination of work products, professional discussion and questioning knowledge within one assessment session. It is also possible for assessors to obtain witness testimonies at the same assessment session. Such a comprehensive activity is likely to focus on major work activities that demonstrate learner competence.

Supporting evidence: Witness testimony

Witness testimony can provide valuable evidence of learner competence. In line with established principles it must be:

- ◆ a clear, authentic statement indicating how the learner carries out their job
- ◆ dated, signed and include the job title of the witness

Supporting evidence: Other qualifications

Other qualifications can be used as supporting evidence in a learner's portfolio. The qualification must be current and be benchmarked to one or more of the national occupational standards. However, it will only be supporting evidence, as assessors must still make judgements about how the learner demonstrates competence at work.

SQA's guide to assessment provides information on appropriate instruments of assessment. This guide is designed to provide support for everyone who assesses for SQA qualifications. It looks at the principles of assessment, and brings together information on assessment in general as well as on best practice in assessment.

The guide to assessment can be downloaded free from SQA's website www.sqa.org.uk.

Creative and cultural skills assessment strategy also supports the assessment of this unit.