



Arrangements for:

**HNC in Advertising and Public
Relations at SCQF level 7**

Group Award Code: GC84 15

**HND in Advertising and Public
Relations at SCQF level 8**

Group Award Code: GC85 16

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Acknowledgement

SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of Higher National qualifications.

History of changes

It is anticipated that changes will take place during the life of the qualification and this section will record these changes. This document is the latest version and incorporates the changes summarised below. Centres are advised to check SQA's APS Navigator to confirm they are using the up to date qualification structure.

NOTE: Where a Unit is revised by another Unit:

- ◆ No new centres may be approved to offer the Unit which has been revised.
- ◆ Centres should only enter candidates for the Unit which has been revised where they are expected to complete the Unit before its finish date.

Version number	Description	Date
20	Revision of Unit: DV79 35 Industrial Investigation (finish date 31/07/2021) has been replaced by HW04 35 Marketing Communications: Investigation (start date 01/08/2017)	12/10/17
19	Revision of Units: H2CM 34 Advertising: Media Sales has been replaced by HP8D 34 Advertising: Media Sales and Buying and will finish on 31/07/2020. DV73 34 Advertising: Copywriting has been replaced by HP8E 35 Copywriting and will finish on 31/07/2020. DV78 35 Corporate Identity has been replaced by HP8F 35 and will finish on 31/07/2020. FK8J 35 Direct Marketing has been replaced by HP8G 35 and will finish on 31/07/2020.	05/07/17
18	Revision of Unit: DV72 34 Advertising: The Advertising Industry has been replaced by HK55 34 and will finish on 31/07/2020	13/04/2017
17	Additional optional Unit: A further optional unit – Creative Industries: Enterprise Activity (FF44 35) - has been added to the optional section of both the HNC and HND Advertising and PR.	06/04/17
16	Revision of Unit: FK8M 34 Marketing Research Theory has been replaced by HH9T 34 Marketing Research Theory and will finish 31/07/2020	31/07/17
15	Core Skills : Unit HC2P34 Public Relations: Principles and Practice now has Core Skill component Critical Thinking at SCQF level 5 embedded; Unit HC49 35 Public Relations: Strategic Analysis, Planning and Application now has Core Skill Problem Solving at SCQF level 6 embedded; and Unit HC4A 35 Marketing: Brand Management now has Core Skill components of Critical Thinking and Problem Solving at SCQF level 6 embedded	30/05/16
14	Revision of Units: FK8N 34: Public Relations: Principles and Practice has been replaced by HC2P 34 Public	

	Relations: Principles and Practice. FK8H 34 Advertising: Media Sales has been replaced by HC2M 34 Advertising: Media Sales. DV71 35 Advertising Research Technique for Media Sales has been replaced by HC2N 35 Advertising: Media Research. FM10 35 Public Relations: Strategic Analysis, Planning and Application has been replaced by HC49 35 Public Relations: Strategic Analysis, Planning and Application. DV8M 35 Marketing: Brand Management has been replaced by HC4A 35 Marketing Brand Management. Old units will finish 31/07/2018	14/03/16
13	Revised Unit: F35Y 35 Managing an Event has been revised by H91M 35 and will finish on 31/07/2017.	21/05/15
12	The following Unit has been added to Optional section of both HNC and HND Advertising and PR: <ul style="list-style-type: none"> ◆ Contribute to the Organisation of a Promotional Activity H8PE 34 	24/03/15
11	Revision of Unit: DG6M 34 International Marketing: An Introduction has been revised by H8PD 34 International Marketing: An Introduction and will finish on 31/07/2017	19/02/15
10	The following Units added to Optional section of both HNC and HND Advertising and PR: <ul style="list-style-type: none"> ◆ Web Design: An Introduction H38334 ◆ Financial Accounting Statements: An Introduction F93K34 ◆ Using Financial Accounting Statements F93H34 	12/12/14
09	Digital marketing advice added to Section 6 Approaches to delivery and assessment.	24/10/14
08	<i>Visual Communication: Social Media</i> (H387 34) added as an optional Unit to both frameworks.	12/08/14
07	Additional optional Unit: <i>Management: Leadership at Work</i> (H1F2 34).	24/10/13
06	Revision of Unit: DM0V 34 <i>Creative Industries: An Introduction</i> has been revised by H4A1 34 and will finish on 31/07/15.	19/09/13
05	Additional optional Unit: <i>Organisations and Management</i> (F1MF 34)	15/08/13
04	<i>Business Culture and Strategy</i> (F7J7 35) has been added as an optional Unit to both the HNC and HND frameworks.	27/05/13
03	Changes to Code: <i>Digital Imaging</i> from DV60 34 (<i>lapse date 31/07/2011, finish date 31/07/2013</i>) to FD69 34. Added to HND framework: <i>Using Software Application Packages</i> D85F 34.	22/11/12
02	Framework updated to include revised Unit <i>Creating a Culture of Customer Care</i> H1F0 34	21/05/12

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1 Introduction

This is the Arrangements Document for the revised HNC and HND in Advertising and Public Relations (PR) which were validated in May 2011. This document includes: background information on the development of the Group Award, its aims, guidance on access, details of the Group Award structure, and guidance on delivery.

2 Rationale for the revision of the Group Awards

2.1 Title of the awards

The two revised awards, HNC and HND in Advertising and Public Relations, will replace the two current awards. They retain the existing titles in line with stakeholders' views that these titles are widely recognised and respected — and also clearly reflect the purpose of the Group Awards.

2.2 Background

The original 'unitised' HN Advertising and PR Group Award was developed as a result of demand from industry in Scotland and was introduced in 1994 as an HND qualification only. This HND in Advertising and PR was developed to meet an identified need in Scotland for a specialist qualification in advertising, Public Relations and the media — which had previously been satisfied by the HND Communication Studies. This HND in Advertising and PR proved popular and was very successful in recruiting candidates, especially in city colleges.

In 1996 there was further demand from stakeholders, especially candidates, for a dedicated HNC in Advertising and PR to offer candidates opportunities at a more introductory level and more flexibility with their studies. Consequently, the HND in Advertising and PR was re-validated in 1997 to take on board the developments in the industry, in particular the movement towards independent media shops, and also to introduce the HNC in Advertising and PR to meet demands of stakeholders.

In 2006, as part of the HN Modernisation programme, the HNC/HND Advertising and PR framework was significantly updated and was on offer throughout Scotland from August 2006 to July 2011. This 2006 framework has now been revised and this Arrangement Document covers the agreed amendments; enhancements and revisions.

In employment terms, the Advertising and PR industry now represents a large sector for employment opportunities in a range of diverse areas such as Market Research, Advertising, Public Relations, Selling, Event Management and Customer Service.

A 2008 report from MSSSB estimated that in 2006 around 1.9% of all workers in the UK economy were engaged in marketing-focussed roles. In Scotland the report estimated that in 2006 there were over 34,000 people employed full time in marketing, advertising and Public Relations.

This was broken down as follows:

Advertising and PR managers	£1,654
Conference and exhibition managers	£1,199
Public Relations officers	£1,762
Marketing & sales managers	£18,968
Marketing associate professionals.	<u>£10,934</u>
	£34,517

In addition there were more than 140,000 employed in sales and customer service positions.

Marketing related skills are increasing being seen as crucial to the survival and success of organisations, not only as markets are opened up and become more and more competitive within the UK and internationally but also to help meet the challenges of the current economic downturn.

Whilst the marketing industry, including Advertising and PR, had previously shown a steady growth from 1996, the economic downturn has adversely affected budgets for marketing and Advertising and PR in both the private and public sectors. However, there are positive signs now emerging eg a survey (*IPA/BDO Bellwether Report*) of 300 companies across the UK published in April 2011, reports that although there has been a fall in marketing spend, 20% of those surveyed indicated an increase in their spend. In addition, it was found that budgets for 2011 have been set higher than actual spend in 2010 on average, with almost 40% of respondents planning to increase their marketing spend in 2011. In uncertain economic times, it is felt that companies can take a cautious approach, however the outlook is improving as more organisations plan to raise their marketing spend as compared with previous years.

2.3 Rationale

Since the validation of the HN Advertising and PR in 2006, there have been significant changes in the industries served by the current qualifications and the revised HNC and HND in Advertising and Public Relations outlined in this document have been developed to take account of market research information received from organisations and employers who require advertising, PR, marketing and media skills.

There have also been changes in Higher Education (HE) provision in the sector, including the revision of programmes that were current back in 2006, as well as the development of new programmes which are now used as articulation routes for candidates completing the HNC/HND Advertising and PR Group Awards. Consultation with this important stakeholder group formed part of the market research process. A list of current HE programmes allowing direct entry for HN Advertising and PR candidates is outlined later in this document.

Feedback from candidates who have achieved the previous HN Advertising and PR Group Award was also considered as part the consultation process. The Qualification Development Team (QDT) which was established to support the review of the previous Group Award felt it was important that candidate experience of the qualifications should inform proposals for the future to ensure that that good practice across centres could be integrated into the revised frameworks — and more importantly, that candidates' views of these qualifications to access HE and employment positions would prove invaluable.

A short summary of the market research, consultation and development processes can be found in Section 2.4 below.

As a result of the consultation process with stakeholders, a revised structure for the new HNC and HND Advertising and PR has been developed which is designed specifically to meet the needs of the Advertising and PR sectors in Scotland.

The majority of candidates undertaking the revised HNC and HND in Advertising and PR will be doing so to gain employment or access to HE. In order to achieve the revised HNC and HND in Advertising and PR, candidates will need to satisfy the recommended access arrangements which are outlined in Section 4. As presently more than 50% of successful HND candidates go on to degree programmes in HE, it is important that the revised awards recognise the need for the skills development required for progression to HE.

Both the revised HNC in Advertising and PR and the HND in Advertising and PR include mandatory Units which all candidates must complete, together with a range of optional Units which are included in order to meet the needs of local stakeholders, as feedback from market research demonstrated by the wide diversity of industries which require advertising and PR knowledge and skills.

2.4 Overview of stakeholder consultation

The table below summarises the main stakeholders and the method by which they were consulted.

Main Stakeholder	Method of consultation
Delivering centres	<ul style="list-style-type: none"> ◆ Initial meeting with centre representatives to establish a Qualifications Design Team (QDT). ◆ Electronic questionnaire to all delivering centres (this covered the structure and content of awards as well as suggestions for Graded Units). ◆ Focus Group ◆ Regular meetings of the QDT to discuss the market research feedback; proposed aims; proposed structures; and consider revised and new Units.
Other centres	<ul style="list-style-type: none"> ◆ Electronic questionnaire (this covered the structure and content of awards as well as suggestions for Graded Units).
Employers	<ul style="list-style-type: none"> ◆ Electronic and postal questionnaire issued across Scotland to gather views on awareness and acceptance of the awards; and requirements in terms of knowledge and skills content.
Higher Education	<ul style="list-style-type: none"> ◆ Information obtained from university websites and telephone interviews with course tutors. ◆ Feedback from colleges with links to Universities.
Sector Skills Council (SSC)	<ul style="list-style-type: none"> ◆ Attended Focus Group for centres
Ex-candidates	<ul style="list-style-type: none"> ◆ Electronic and postal questionnaire to establish destination/job statistics and views on relevance of subjects studied for employment and HE.

2.5 Summary of stakeholder feedback

The QDT felt that the consultation responses, in the main, did not demand significant changes to the previous HNC/HND in Advertising and PR. However, key proposals which did emerge from the consultation with main stakeholders and subsequent meetings of the QDT were as follows:

- ◆ Feedback from industry and centres suggested that the following:
 - Advertising Copywriting and Corporate Identity to become mandatory
 - Communication: Presenting Complex Communication for Vocational Purposes; Digital Imaging and Industrial Investigation Units to become optional
 - International Marketing to remain as an optional subject
 - Development of new digital marketing/social media Units
 - Consider inclusion of additional practical Information Communication Technology Units as optional choices

- ◆ It was the view of the QDT that a number of the existing Units or topics are required to be updated or replaced:
 - Replace the *Using Software Application Packages* Unit with more relevant *ICT* Unit(s) as centres reported issues with this Unit.
 - Major review of both *Market Research Theory* and *Marketing Research Applications* Units.
 - Minor review of existing Units covering:
 - *Advertising: The Industry*
 - *Public Relations: Principles and Practice*
 - *Advertising: Media Sales*
 - *Advertising: Developing a Campaign*
 - *Public Relations: Strategic Analysis, Planning and Applications*
 - *Advertising: Research Techniques for Media Sales*
 - *Direct Marketing*
 - *Sales Promotion*
 - *Brand Management*

- ◆ The volume and flexibility of assessments was to be reviewed across the HN Advertising and PR framework.

A full report on the consultation with stakeholders is available from SQA.

2.6 Other related qualifications

The following qualifications provide opportunities for progression to and from the revised HNC and HND in Advertising and PR:

- ◆ **National Qualifications (NQ)**

SQA are developing a National Certificate (NC) in Advertising and PR at SCQF level 6 (due to be validated September 2011). This proposed NC includes an introduction to topics such as advertising; media campaign planning; PR campaigns; PR organisations; branding; the marketing mix and market research. Also a number of centres offer NQ Courses in Marketing, Advertising and Public Relations, Media and Business, made up from individual marketing related NQ Units (at SCQF levels 4, 5 and 6).

- ◆ **Highers**
Higher Business Management (SCQF level 6) which includes marketing topics is currently available
- ◆ **Higher National Qualifications (HN)**
There are close links between the proposed qualification in HN Advertising and PR and the HN in Marketing (SCQF levels 7 and 8) which has also recently been revised. Several Units which have been common to both structures have been developed in partnership between the two review teams.
- ◆ **Degree Programmes**
A number of related degree programmes are offered at a range of institutions throughout Scotland. The revised HNC/HND in Advertising and PR provides entry variously into 2nd and 3rd year of degree programmes.
- ◆ **Professional Qualifications**
The revised HNC/D in Advertising and PR is accepted for entry to the following professional qualifications:
 - CIPR Advanced Certificate in Public Relations (Chartered Institute of Public Relations)
 - CIM Professional Certificate in Marketing (Chartered Institute of Marketing)
 - CAM Diploma in Marketing Communications — with industry experience (CAM Foundation)

3 Aims of the Group Awards

3.1 Broad aims

The revised HNC and HND in Advertising and PR have the following **broad** aims:

- ◆ to provide candidates with the skills and competences which will allow them to pursue a range of opportunities in employment, HE and professional development.
- ◆ to develop candidates' knowledge and skills which will enhance their employment prospects.

3.2 General aims of the Group Awards

The revised HNC and HND in Advertising and PR have the following **general** aims:

- 1 to enable candidates to develop a range of Core Skills in *Communication, Problem Solving; Working with Others; Information and Communication Technology (ICT) and Numeracy* as required by employers and for progression in higher/professional education.
- 2 to develop an individual personally and vocationally within the SCQF.
- 3 to offer individual candidates the opportunity to acquire up to date and transferable skills in advertising and PR.
- 4 to develop independent study and research skills.
- 5 to provide a degree of choice for candidates to enable them to pursue a range of different employment opportunities and HE pathways within the fields of advertising, PR and marketing.

3.3 Specific aims of the Group Awards

For the revised HNC in Advertising and PR: the Group Award and individual Units provide the opportunity to:

- 6 prepare candidates for employment in Advertising, PR and media roles at an introductory /junior level across private and public sector agencies, consultancies and industry.
- 7 develop the candidate's knowledge and skills in key aspects with specific reference to advertising, PR, media and marketing, including traditional and social/digital communications.
- 8 prepare candidates for progression to further studies in advertising and PR at HND level.
- 9 prepare candidates for progression to 1st or 2nd year entry to HE or professional qualifications in either advertising, PR, marketing or non-related qualifications.

For the revised HND in Advertising and PR: the Group Award and individual Units provide the opportunity to:

- 10 prepare candidates for employment in a range of advertising, PR and media roles at a trainee manager or executive level across private and public sector agencies, consultancies and industry.
- 11 provide candidates with a range of contemporary vocational skills in advertising, PR and media, as well as practical skills in areas such as market research, copywriting, creative technologies and digital and social media.
- 12 prepare candidates for progression to 2nd or 3rd year entry to HE in advertising, PR, marketing or non-related qualifications.
- 13 prepare candidates for progression to advanced professional qualifications in either advertising, PR, marketing and communications.

3.4 Target groups

The target clients are those wishing to enter employment in an advertising, PR or marketing role. For the HNC candidates, this would be roles at a junior or introductory level; and for the HND candidates, this would be roles in a range of advertising, PR and media roles at a trainee manager or executive level across private and public sector agencies, consultancies and industry.

In addition, the client group includes those who wish to progress to Higher Education and/or undertake professional qualifications in advertising, Public Relations or other marketing-related subjects.

It is expected that the client group will predominantly consist of young people who have recently left school either immediately prior to entering this Group Award or having completed a programme of suitable Units at National Certificate level.

The revised HNC/HND in Advertising and PR would also be suitable for mature candidates wishing to return to further education.

3.5 Employment opportunities

The revised HNC and HND in Advertising and PR prepare candidates for a range of employment opportunities in Advertising, PR and media, such as market research, advertising, Public Relations, selling, event management and customer service.

Job roles for candidates successfully completing the HNC include advertising, PR and media roles at an introductory/junior level across private and public sector agencies; consultancies and industries.

Whilst those achieving the HND would be suitable for employment in advertising, PR and media roles at a trainee manager or executive level across private and public sector agencies; consultancies and industries

4 Access to Group Awards

Access to both the revised HNC and HND in Advertising and PR is at the discretion of the centre. Therefore the following recommendations are for guidance only. Examples of appropriate entry qualifications are not exhaustive and may be considered in a variety of combinations. **The overriding criterion to be satisfied is that the applicant has a realistic chance of achieving the proposed qualification within the programme model delivered by the centre.**

4.1 Prior qualifications

- ◆ Relevant National Qualifications or National Qualification Group Awards at SCQF level 5 or 6.
- ◆ Any two National Qualifications at Higher level (preferably one to be Higher English) together with three Standard Grade passes at 3 or above.
- ◆ Appropriate groupings of National Units, for example those focussing on marketing, market research, advertising, media studies or general business studies.
- ◆ An SVQ at level 2 or 3 in a relevant area.
- ◆ Different combinations of National Qualifications, Vocational Qualifications and equivalent qualifications from other awarding bodies.
- ◆ For candidates where English is not their first language, it is recommended that they possess English for Speakers of Other languages (ESOL) at SCQF level 5 or an overall score of 5.5 in IELTS.

4.2 Work experience

Those with relevant work experience but without relevant qualifications may be accepted for entry if the enrolling centre is satisfied that the candidate has a reasonable expectation of successfully completing the proposed HNC and HND in Advertising and PR. This may be established through a written application, face-to-face interview or other means as deemed appropriate by the centre.

4.3 Entry to Year 2 HND in Advertising and PR

In order to achieve the revised HND in Advertising and PR, candidates must gain a total of 30 HN Credits from the appropriate parts of the qualification structure. Access to the revised HND in Advertising and PR typically varies between a requirement to have a minimum of between 12 and 15 credits, usually including all of the revised HNC Advertising and PR mandatory Units.

4.4 Recommended Core Skills Entry profile

It is recommended that candidates possess the following minimum Core Skills or equivalent on entry to the revised HNC and HND in Advertising and PR:

Core Skill or component	SCQF level
Communication	5
Numeracy	5
Information and Communication Technology (ICT)	4
Problem Solving	4
Working with Others	4

5 Group Awards structures

5.1 Main changes to the Group Awards

In general, the previous HN Advertising and PR frameworks were operating effectively and achieving the general aims of the awards. However from the results of the consultation and discussions with QDT members, the following actions relating to the structure and/or individual Units have been taken:

- ◆ As per the previous HNC in Advertising and PR, candidates are required to complete **10 mandatory credits and 2 optional credits**.
- ◆ The revised HND in Advertising and PR award requires candidates to complete **21 mandatory credits and 9 optional credits**. The previous HND in Advertising and PR award required candidates to complete **22 mandatory credits and 8 optional credits**. This means that that the revised HND is slightly more flexible.
- ◆ As a result of the consultation exercise, two new Units covering the areas of **digital marketing and social media communications**, which have seen a significant growth in recent years, have been written for the revised HNC and HND in Advertising and PR. These new Units are entitled *Digital Marketing Communications: An Introduction* at SCQF level 7 (in the mandatory section of the revised HNC) and *Marketing Communications: Using Digital Media* at SCQF level 8 (in the mandatory section of the revised HND)

- ◆ Also seven existing Units in the revised structure have been updated/amended, ie:
 - *Public Relations: Principles and Practice*
 - *Advertising: The Advertising Industry*
 - *Advertising: Media Sales*
 - *Advertising Copywriting*
 - *Advertising: Developing a Campaign*
 - *Public Relations: Strategic Analysis, Planning and Application*
 - *Advertising: Research Techniques for Media Sales*
- ◆ In addition four existing Units in the revised structure have been updated or amended in consultation with the HN Marketing review, ie:
 - *Marketing Research Theory*
 - *Marketing Research Applications*
 - *Direct Marketing*
 - *Sales Promotion*
- ◆ Three Units have been moved from the mandatory section to the optional section:
 - *Communication: Presenting Complex Communication for Vocational Purposes*
 - *Digital Imaging*
 - *Industrial Investigation*
- ◆ *Advertising Copywriting* has been moved to the mandatory section in the revised HNC award; whilst the *Corporate Identity* Unit has been moved to the mandatory section in the revised HND award.
- ◆ The *ICT Unit Using Software Application Packages* has been deleted from the structure and two more relevant *ICT* Units have been added to the optional section.
- ◆ In line with the importance of group working within the Advertising and PR industry, the revised HNC/HND in Advertising and PR Group Awards continue to include many opportunities for candidates to both work and be assessed in groups.
- ◆ In line with these revisions to the Group Award structures, two revised Graded Units have been developed.

5.2 The structure of the revised HNC in Advertising and PR (GC84 15)

Mandatory Units — 10 credits required	Code	SCQF credit points	SCQF level	SQA credit value
Advertising: The Advertising Industry	HK55 34*	8	7	1
Public Relations: Principles and Practice	HC2P 34**	8	7	1
Advertising: Media Sales and Buying	HP8D 34**	8	7	1
Media Analysis: Advertisements	DH4C 34	8	7	1
Marketing: An Introduction	F7BX 34	8	7	1
Consumer Behaviour and the Marketing Process	DG6L 34	8	7	1
Marketing Research Theory	HH9T 34*	8	7	1
Copywriting	HP8E 35**	8	7	1
Digital Marketing Communications: An Introduction	FK93 34	8	7	1
Advertising and Public Relations: Graded Unit 1	FN3H 34*	8	7	1

Optional Units — 2 credits required	Code	SCQF credit points	SCQF level	SQA credit value
Communication: Presenting Complex Communication For Vocational Purposes	F69L 34	8	7	1
Complex Oral Presentation	DH4934	8	7	1
Information Technology: Application Software	D75X 34	8	7	1
Information Technology: Application Software	D7CY 35	8	8	1
Advertising: Researching and Planning a Local Campaign	DV76 34	8	7	1
European Media: Analysis and Investigation	D7MD 35	8	8	1
International Marketing: An Introduction OR International Marketing	H8PD 34** DV8K 35	8 16	7 8	1 2
International Marketing: The Mix	F7R3 35	8	8	1
Principles and Practices of Selling	DG6W 34	8	7	1
Interpersonal and Group Skills	D7XF 35	8	8	1
Economic Issues: An Introduction	F7J8 34	8	7	1
Economics 1: Micro and Macro Theory and Application	F7J6 35	8	8	1
Digital Imaging	FD69 34**	8	7	1
Digital Imaging Project	DX33 35	8	8	1
Advertising: Developing a Campaign	DV74 35	8	8	1
Public Relations: Strategic Analysis, Planning and Application	HC49 35**	16	8	2
Advertising: Media Research	HC2N 35*	8	8	1
Sales Promotion	FM0Y 35*	8	8	1
Corporate Identity	HP8F 35**	8	8	1
Personal Enterprise Skills	F3HT 34	8	7	1
Personal Development Planning	DE3R 34	8	7	1
Law and the Communication Industries	DH8K 35	8	8	1
Creative Industries: An Introduction	DM0V 34	8	7	1
Direct Marketing	HP8G 35**	8	8	1
Marketing: Brand Management	HC4A 35*	8	8	1
Services Marketing	DV8F 34	8	7	1
Marketing Research Applications	FK8L 35*	8	8	1
Marketing Communications: Investigation	HW04 35**	16	8	2
Consumer Behaviour: Research and Applications	DV77 35	8	8	1
Managing an Event	H91M 35**	16	8	2
Project Management: An Introduction	F1NH 34	8	7	1
Marketing Communications: Using Digital Media	FK92 35	8	8	1
Sales Planning	FK8G 35	8	8	1

Optional Units — 2 credits required	Code	SCQF credit points	SCQF level	SQA credit value
Creating a Culture of Customer Care	DJ42 34 (finishes 31/07/2015) OR H1F0 34**	8	7	1
Business Culture and Strategy	F7J7 35**	16	8	2
Organisations and Management	F1MF 34	8	7	1
Management: Leadership at Work	H1F2 34**	8	7	1
Visual Communication: Social Media	H387 34**	8	7	1
Web Design: An Introduction	H383 34**	8	7	1
Financial Accounting Statements: An Introduction	F93K 34**	8	7	1
Using Financial Accounting Statements	F93H 34**	8	7	1
Contribute to the Organisation of a Promotional Activity	H8PE 34**	16	7	2
Creative Industries: Enterprise Activity	FF44 35**	8	8	1

**Refer to History of Changes for revision changes.

Total credits required — 12 (96 SCQF credit points)

The revised HNC in Advertising and PR will be awarded to candidates who achieve both of the following:

- ◆ 10 mandatory SQA credits. This is 80 SCQF credit points, all of which are at SCQF level 7.
- ◆ 2 optional SQA credits. This is 16 SCQF credit points in various combinations of SCQF levels 7 or 8 depending on the optional Units completed.

NB: Units with codes noted with an asterisk* are updated versions of previous Units.

Units in shaded boxes are in a hierarchy.

5.3 The structure of the revised HND in Advertising and PR (GC85 16)

Mandatory Units — 21 credits required	Code	SCQF credit points	SCQF level	SQA credit value
Advertising: The Advertising Industry	HK55 34*	8	7	1
Public Relations: Principles and Practice	HC2P 34**	8	7	1
Advertising: Media Sales and Buying	HP8D 34**	8	7	1
Media Analysis: Advertisements	DH4C 34	8	7	1
Marketing: An Introduction	F7BX 34	8	7	1
Consumer Behaviour and the Marketing Process	DG6L 34	8	7	1
Marketing Research Theory	HH9T 34*	8	7	1
Copywriting	HP8E 35**	8	7	1

Mandatory Units — 21 credits required	Code	SCQF credit points	SCQF level	SQA credit value
Digital Marketing Communications: An Introduction	FK93 34		7	1
Advertising and Public Relations: Graded Unit 1	FN3H 34*	8	7	1
Public Relations: Strategic Analysis, Planning and Application	HC49 35**	16	8	2
Advertising: Media Research	HC2N 35**	8	8	1
Sales Promotion	FM0Y 35*	8	8	1
Direct Marketing	HP8G 35**	8	8	1
Marketing Research Applications	FK8L 35*	8	8	1
Corporate Identity	HP8F 35**	8	8	1
Marketing Communications: Using Digital Media	FK92 35	8	8	1
Advertising and Public Relations: Graded Unit 2	FN3G 35*	16	8	2

Optional Units — 9 credits required	Code	SCQF credit points	SCQF level	SQA credit value
Communication: Presenting Complex Communication For Vocational Purposes	F69L 34	8	7	1
Complex Oral Presentation	DH49 34	8	7	1
Information Technology: Application Software	D75X 34	8	7	1
Information Technology: Application Software	D7CY 35	8	8	1
Marketing Communications: Investigation	HW04 35**	16	8	2
Digital Imaging	FD69 34**	7	8	1
Advertising: Researching and Planning a Local Campaign	DV76 34	8	7	1
European Media: Analysis and Investigation	D7MD 35	8	8	1
International Marketing: An Introduction OR International Marketing	H8PD 34** DV8K 35	8 16	7 8	1 2
International Marketing: The Mix	F7R3 35	8	8	1
Principles and Practices of Selling	DG6W 34	8	7	1
Interpersonal and Group Skills	D7XF 35	8	8	1
Economic Issues: An Introduction	F7J8 34	8	7	1
Economics 1: Micro and Macro Theory and Application	F7J6 35	8	8	1
Digital Imaging Project	DX33 35	8	8	1
Personal Enterprise Skills	F3HT 34	8	7	1
Personal Development Planning	DE3R 34	8	7	1
Law and the Communication Industries	DH8K 35	8	8	1
Creative Industries: An Introduction*	H4A1 34	8	7	1
Marketing: Brand Management	HC4A 35**	8	8	1
Services Marketing	DV8F 34	8	7	1
Consumer Behaviour: Research and Applications	DV77 35	8	8	1

Optional Units — 9 credits required	Code	SCQF credit points	SCQF level	SQA credit value
Managing an Event	H91M 35**	16	8	2
Project Management: An Introduction	F1NH 34	8	7	1
Web Design: An Introduction	H383 34**	8	7	1
Financial Accounting Statements: An Introduction	F93K 34**	8	7	1
Using Financial Accounting Statements	F93H 34**	8	7	1
Contribute to the Organisation of a Promotional Activity	H8PE 34**	16	7	2
Creative Industries: Enterprise Activity	FF44 35**	8	8	1
Advertising: Developing a Campaign	DV74 35	8	8	1

**Refer to History of Changes for revision changes.

Optional Units — 9 credits required	Code	SCQF credit points	SCQF level	SQA credit value
Sales Planning	FK8G 35	8	8	1
Managing Marketing Resources	FK8K 35	8	8	1
Using Software Application Packages	D85F 34**	7	8	1
Creating a Culture of Customer Care	DJ42 34 (finishes 31/07/2015) OR H1F0 34**	8	7	1
Business Culture and Strategy	F7J7 35**	16	8	2
Organisations and Management	F1MF 34	8	7	1
Management: Leadership at Work	H1F2 34**	8	7	1
Visual Communication: Social Media	H387 34**	8	7	1

**Refer to History of Changes for revision changes.

Total credits required — 30 (240 SCQF credit points)

The revised HND in Advertising and PR will be awarded to candidates who achieve both of the following:

- ◆ 21 mandatory SQA credits. [ie 168 SCQF credit points of which 88 SCQF credit points are at SCQF level 7 and 80 SCQF credits points at SCQF level 8].
- ◆ 9 optional SQA credits. [ie 72 SCQF credit points in various combinations of SCQF levels 7 or 8, depending on the optional Units completed].

NB: Units with codes noted with an asterisk* are updated versions of previous Units.

Units in shaded boxes are in a hierarchy.

5.4 Graded Units

Graded Units are designed to assess the candidate's ability to retain the Knowledge and/or Skills gained in the Units of the Group Awards; to grade the candidate's achievement and to meet the key aims of the Group Awards.

Since 2005, project-based Graded Units have been used for both the HNC in Advertising and PR and the HND in Advertising and PR. Both Graded Units for the revised awards remain project-based Units (practical assignments) as it is felt that the skills developed in planning, developing and evaluating projects are best suited for candidates entering the various career paths in advertising or PR or marketing, and therefore meet the aims of both awards.

As required by the HN Design Principles, the revised HNC in Advertising and PR and revised HND in Advertising and PR contain two Graded Units, which candidates must achieve, ie:

- ◆ For the HNC Award, candidates must achieve the *Advertising and PR Graded Unit 1* (FN3H 34) which is one single credit Graded Unit at SCQF level 7.
- ◆ For the HND Award, candidates must achieve the *Advertising and PR Graded Unit 2* (FN3G 35) which is a double credit Graded Unit at SCQF level 8; together with the *Advertising and PR Graded Unit 1* (FN3H 34) from the HNC award.

These Graded Units are revised versions of the previous Graded Units to reflect changes to the structures of the awards.

5.5 Hierarchy of optional Units

The revised HNC and HND Group Awards continue to contain a hierarchy in the optional section regarding two International Marketing Units which have some overlap. These are highlighted in the structures earlier in this section. Candidates can take up to 2 SQA credits from the following Units:

- ◆ *International Marketing: An Introduction* (DG6M 34) — SCQF level 7; 1 SQA credit
- ◆ *International Marketing* (DV8K 35) — SCQF level 8; 2 SQA credits

5.6 Mapping information

5.6.1 Mapping of mandatory Units to the aims of the revised Group Awards

The following table identifies how the general and specific aims are met by the mandatory Units in the revised HNC and HND in Advertising and PR:

Unit title	Aims
Advertising: The Advertising Industry	1,2,3,4,5,6,7,8,9
Public Relations: Principles and Practice	1,2,3,4,5,6,7,8,9
Advertising: Media Sales	1,2,3,4,5,6,7,8,9
Media Analysis: Advertisements	1,2,3,4,5,6,7,8
Marketing: An Introduction	1,2,4,5,6,7,8,9
Consumer Behaviour and The Marketing Process	1,2,4,5,6,7,8,9
Marketing Research Theory	1,2,4,5,6,7,8,9
Advertising Copywriting	1,2,4,5,6,7,8,9
Digital Marketing Communications: An Introduction	1,2,3,4,5,6,7,8,9
Advertising and Public Relations: Graded Unit 1	1,2,3,4,5,6,7,8,9
Advertising: Developing a Campaign	1,2,3,4,5,10,11,12,13
Public Relations: Strategic Analysis, Planning and Application	1,2,3,4,5,10,11,12,13
Advertising: Research Techniques For Media Sales	1,2,3,4,5,10,11,12,13
Sales Promotion	1,2,3,4,5,10,11,12,13
Direct Marketing	1,2,3,4,5,10,11,12,13
Marketing Research Applications	1,2,3,4,5,10,11,12,13
Corporate Identity	1,2,3,4,5,10,11,12,13
Marketing Communications: Using Digital Communications	1,2,3,4,5,10,11,12,13
Advertising and Public Relations: Graded Unit 2	1,2,3,4,5,10,11,12,13

5.6.2 Mapping of mandatory Units to the National Occupational Standards (NOS)

The current Sector Skills Council (SSC) responsible for the NOS for Marketing and Sales is the Council for Administration (CfA). In collaboration with its partners, it has the role of developing standards, qualifications and apprenticeships in Marketing and Sales as well as across a wide range of other business areas.

The NOS for Marketing and Sales set out a competency framework, which can be used as the definition of marketing practice and the requirements of organisations that employ marketers. This competency framework has been developed in partnership with large organisations, including multi-nationals, and is based on competencies defined through marketing job descriptions.

The NOS are in the form of a range of Units covering the key areas of competency expected of professionals working in the sector. Each Unit outlines the knowledge, understanding and competencies required.

Within the area of marketing, there are a number of NOS which relate to Advertising and PR. The table in Appendix 2 shows a mapping of the NOS Units against the mandatory Units in the revised HN Advertising and PR framework.

5.7 Opportunities for Core Skills development

The Core Skills recognised by SQA are:

- ◆ *Communication*
- ◆ *Working with Others*
- ◆ *Problem Solving*
- ◆ *Information and Communication Technology (ICT)*
- ◆ *Numeracy*

Research for the HNC/HND in Advertising and PR suggests that key skills demanded by the industry include specific professional and personal qualities. The ability to communicate, negotiate, foster team working, and to manage resources effectively are attributes essential to success. All practical work for this revised HNC and HND award will therefore provide a context for developing and tailoring relevant elements of the Core Skills in *Communication*, *Working with Others* and *Problem Solving* to meet the specific demands of the vocational area. Skills in using *ICT* underpin the competences developed in the award, both in the researching current industry information and in producing campaign materials and research reports to a professional standard. Critical to overall achievement will be both the understanding and demonstrating a sound grasp of *Numeracy* and the financial imperatives impacting on business.

As they undertake the revised HNC/HND in Advertising and PR, candidates will be required to analyse and seek solutions to a range of theoretical and practical problems and issues in a number of areas of advertising and PR. Most Units require that candidates identify and consider the variables in situations, including all available resources, and analyse the significance of each before identifying and demonstrating or describing an appropriate strategic approach. Critical analytical thinking and on-going understanding, as well as evaluation of financial, ethical and regulatory issues are also essential. Candidates will be expected to research, produce and present plans and reports to a standard which would be acceptable in industry and appropriate for wide distribution, using appropriate technology to research information, support accuracy and maximise the impact of information presented.

The revised HNC/HND Advertising and PR Graded Units integrate and apply knowledge and skills developed during the award, and provide further opportunities for candidates to demonstrate transferable skills and a high level of achievement.

As part of the revised HNC/HND in Advertising and PR, candidates will therefore have opportunities to develop Core Skills as follows:

- ◆ *Numeracy* to a minimum of SCQF level 5
- ◆ *Communication*, *Information and Communication Technology*, *Working with Others* and *Problem Solving* to a minimum of SCQF level 6.

Most Units, including the wide range of optional Units which will be selected to meet local and specific needs, provide advice on the potential to develop relevant aspects of Core Skills.

The recommended entry and exit Core Skills profiles for the revised HNC/HND in Advertising and PR are detailed below:

Core Skill	Entry SCQF level	Exit SCQF level
Communication	5	6
Working with Others	4	6
Problem Solving	4	6
ICT	4	6
Numeracy	4	6

A fuller picture of opportunities to develop Core Skills in the revised HNC/HND in Advertising and PR can be found at Appendix 1.

5.8 Credit transfer arrangements

Credit transfer can be given where there is broad equivalence between the subject related content of the Unit (or combination of Units). Candidates who are given credit transfer between the previous HN Units and new/revised HN Units must still satisfy all other conditions of SQA's HN Design Principles, including the mandatory Units and the correct number of credits at the correct SCQF level.

The revised HND Advertising and PR framework will therefore include a route to allow candidates completing the previous HNC in Advertising and PR (G85H 15) to transfer the full 12 credits of that award to the revised HND in Advertising and PR (GC85 16). As the aims and content of both the revised and previous Group Awards are broadly the same, this will not negatively affect the integrity of the revised HND in Advertising and PR. And indeed it will greatly enhance the manageability of transitional arrangements from HNC in Advertising and PR to HND in Advertising and PR.

When transferring from the previous HNC in Advertising and PR (G85H 15) to the revised HND in Advertising and PR (GC85 16), centres and candidates will have the following options:

- ◆ Candidates who have been certificated for the previous HNC in Advertising and PR (G85H 15) will be able to move to the revised HND Advertising and PR (GC85 16) thus carrying forward the 12 credits gained through their HNC without the need for a Unit-by-Unit credit transfer mapping.
- ◆ Where candidates have partially completed the previous HNC in Advertising and PR (G85H 15) via a number of discrete Units, credit transfer will need to be agreed on a Unit-by-Unit basis.
- ◆ Where candidates have partially completed the previous HND in Advertising and PR (G85J 16) via a number of discrete Units, credit transfer will need to be agreed on a Unit-by-Unit basis.

The credit transfer arrangements have been reviewed by the External Verifier for the verification group and guidance on Unit-by-Unit credit transfer of Advertising and PR Units is available within the table at Appendix 3. This guidance is subject to the centre's internal verification processes.

5.9 Articulation and professional recognition

Progression routes from further education into university have become harmonised over recent years. Many universities and FE colleges have concluded formal arrangement for articulation. Where candidates wish to continue their studies in the field of Advertising and Public Relations, there are there is a fairly limited choice of degree programmes in Scotland. However, many candidates go on to study for degrees in marketing, communications and media studies.

Where ‘matching’ degree programmes exist, it is now generally standardised as second year entry for HNC candidates and third year entry for HND candidates

At the time of producing this Arrangements Document, the following articulation arrangements were available:

HE Institution	Degree programme	Articulation arrangements
Glasgow Caledonian	Marketing	HNC first year HND second year
	Media and Communications	HNC first year HND second year
	<i>NB: Some third year entry for HND candidates with A grades — depends on availability of places in both courses. Also for Marketing Degree, candidates must have economics</i>	
Queen Margaret	Public Relations and Marketing	HNC second year HND third year
	Public Relations and Media	HNC second year HND third year
Robert Gordon	Communications with Public Relations	HNC second year HND third year
Strathclyde	Marketing (plus other combinations)	HNC first year HND second year
West of Scotland	International Marketing (plus other combinations)	HNC second year HND third year
Ulster	Range of combined degrees, eg Business Studies — Marketing — Advertising; Advertising — Communications	On individual merit

In addition, some universities offer articulation to Marketing and Business degrees, usually HND to second year.

Successful candidates could also progress to qualifications from a range of professional bodies in this area, eg:

- ◆ Advanced Certificate and/or Diploma in Public relations from the Chartered Institute of Public Relations (CIPR)
- ◆ Introductory Certificate in Marketing; Professional Certificate and/or Diploma in Marketing or Professional Post Graduate Diploma in Marketing from Chartered Institute of Marketing (CIM)
- ◆ Diploma in Marketing Communications; Diploma in Digital Marketing or Diploma in Managing Digital Marketing from Communication and Marketing Foundation (CAM)
- ◆ Institute of Direct Marketing (IDM) qualifications

6 Approaches to delivery and assessment

6.1 Content and context

The revised HNC/HND in Advertising and PR are designed for candidates who want to enter employment in a wide range of advertising, Public Relations, media and marketing-related careers. These Group Awards have been designed to enable candidates to develop the skills to enter junior administrative/managerial levels in a wide variety of private and public organisations, where job opportunities exist in both in-house departments and specialist agencies in marketing, market research, selling and promotion.

Both Group Awards aim to develop the candidate's practical, interpersonal and social skills which stakeholders have identified as important requirements.

The Group Awards also prepare candidates for progression to a range of further programmes of study either in Higher Education or professional qualifications.

6.2 Delivery and assessment

The Units across the revised HNC/HND in Advertising and PR have been sequenced to allow the candidates to progress from a basic initial understanding of the concepts and processes, to then develop a greater understanding of the role and function of these activities in industry. Indeed the revised HND Award places increased emphasis on providing the opportunity to apply the theory by developing practical skills in research, analysis and planning. With this in mind, the revised Graded Units assessments take the form of practical assignments both for the HNC and the HND.

In the revised HNC, it is recommended that Units which cover introductory knowledge and skills in advertising and Public Relations are delivered early on in the programme. Such Units are:

- ◆ *Advertising: The Industry*
- ◆ *Public Relations: Principles and Practice*
- ◆ *Marketing: An Introduction*
- ◆ *Marketing Research Theory*

In the revised HND, it is recommended that the following Units are delivered early:

- ◆ *Public Relations: Strategic Analysis, Planning and Applications*
- ◆ *Advertising: Developing a Campaign*
- ◆ *Corporate Identity*

Candidates need to be made aware that the rapid growth of digital media is having a significant impact on marketing communications - and that its use is only likely to increase. There are various forms of digital marketing and the list below provides some examples:

- ◆ Websites and Search Engine Optimisation (SEO) content
- ◆ Blogs
- ◆ Internet banner advertisements
- ◆ Online video content
- ◆ Pay-per-click (PPC) advertising
- ◆ Email marketing
- ◆ Social media marketing (Facebook, Twitter, LinkedIn, Tumblr etc.)
- ◆ Mobile marketing (SMS, MMS, etc.)

New forms of digital marketing techniques will be emerging all the time and it is important to ensure that where appropriate, candidates are made aware of and introduced to the benefits of different forms of digital marketing. However, while covering these areas, teaching should emphasise the need for digital techniques to be integrated with more traditional marketing communication techniques.

Candidates are likely to be very familiar with and use, for example, social media, blogs etc. Teaching should therefore include the professional use of digital media, as well as the importance and advantages of these in the business context - such as obtaining real-time feedback; facilitating anywhere/anytime marketing; helping get a deeper understanding of consumer behaviour etc.

The revised HNC/HND in Advertising and PR place a greater emphasis on a holistic approach to assessment — with either combinations of Outcomes assessed together or entire Units being assessed — to allow the candidates to participate in the learning process in a holistic way. The Unit specifications in the revised HNC/HND in Advertising and PR therefore include guidance on assessment which can include both open and closed-book assessments; practical exercises (including the use of the Internet for social networking); and also group work/assessment.

The revised Graded Units, as well as encapsulating the key aims of both Group Awards, provide the opportunity for candidates to integrate and apply the knowledge and skills learned from individual Units. For this reason, it is recommended that both Graded Units should be delivered during the second half of the programme.

It is recommended that through out the delivery of the awards, centres should encourage candidates to develop creative, innovative and entrepreneurial skills which are so important to the future growth of both the sector and the wider economy.

Further guidance on delivery and assessment can be found at Appendix 4.

6.3 Open Learning

The revised HNC/HND in Advertising and PR includes a sufficient number of Units which are suitable for Open Learning. The reduction of closed book and supervised assessment conditions, which were not critical to competence, has widened the scope for delivery via Open Learning. However evidence should still be generated under the assessment guidelines within the individual Unit specification.

SQA approved centres are responsible for the authentication of their open, distance or mixed mode programmes through their quality assurance processes. Centres must be confident that:

- ◆ candidates entered for a qualification are who they say they are
- ◆ evidence submitted for assessment by candidates can be authenticated as their own work

SQA recommend that a mix of authentication tools be used to ensure the above, eg:

- ◆ Questioning — personal, telephone or online interview
- ◆ Written questioning
- ◆ ICT — on-line conferences, email discussions, password controlled systems, handwriting recognition, computer scanning of facial features, voice prints, finger prints, hand patterns and recognition of key board use
- ◆ Personal logs and personal statements
- ◆ Witness testimony
- ◆ Summative assessment under supervision
- ◆ Audio-taped or video taped evidence
- ◆ Signing and counter-signing of candidates work
- ◆ Assessment supervisors — authenticators, invigilators and mentors

Further advice and guidance on open learning is available at SQA's website, www.sqa.org.uk

7 General information for centres

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.

Internal and external verification

All instruments of assessment used within this/these Group Award(s) should be internally verified, using the appropriate policy within the centre and the guidelines set by SQA.

External verification will be carried out by SQA to ensure that internal assessment is within the national guidelines for these qualifications.

Further information on internal and external verification can be found in SQA's *Guide to Assessment* (www.sqa.org.uk).

8 General information for candidates

The HNC and HND in Advertising and Public Relations (PR) are designed to equip you with the knowledge, understanding and skills to allow you to gain employment in the fields of advertising, Public Relations, media and marketing or to progress to higher education or professional body qualifications.

HNC in Advertising and PR (GC84 15).

This is made up of 12 credits, of which 10 credits are mandatory. The mandatory section provides you with a general background in:

- ◆ The advertising industry
- ◆ Public Relations
- ◆ Marketing
- ◆ Market research
- ◆ Consumer behaviour
- ◆ Digital marketing communications
- ◆ Copywriting
- ◆ Media analysis

This award also offers you a choice of optional Units in areas such as, Information Technology; customer care; communications; economics; law; personal enterprise skills as well as Units covering other relevant topics. In addition to the 10 mandatory credits, you will need to achieve two optional credits to gain the HNC award.

HND in Advertising and PR (GC85 16)

This is a more advanced award and is made up of 30 credits; of which 21 credits are mandatory. In addition to the topics covered in the HNC in Advertising and PR, the mandatory section also covers areas such as:

- ◆ Public Relations strategy
- ◆ Developing advertising campaigns
- ◆ Market and media research
- ◆ Sales promotion
- ◆ Direct marketing
- ◆ Corporate identity
- ◆ Application of digital media in marketing communications

Again there is a range of optional Units which cover advertising, brand management, marketing and other relevant subjects. To achieve the HND in Advertising and PR you will need to complete the 21 mandatory credits and 9 optional credits.

Both awards include a Graded Unit, which are designed to assess your ability to retain and integrate the knowledge and skills gained in the awards and also to grade your achievement. There are three grades:

- A — if you achieve 70% or over
- B — if you achieve between 60% and 69%
- C — if you achieve between 50% and 59%

For this HNC award, the Graded Unit is a project in the form of a practical assignment in which you will research appropriate advertising and PR media and tools and produce a creative response to fulfil the communication brief.

For this HND award, the project is in the form of an assignment, where you will work in small groups to research and develop a creative communications campaign strategy which you will then pitch/present to a panel of potential clients.

Good luck with your studies!

9 Glossary of terms

SCQF: This stands for the Scottish Credit and Qualification Framework, which is a new way of speaking about qualifications and how they inter-relate. We use SCQF terminology throughout this guide to refer to credits and levels. For further information on the SCQF visit the SCQF website at www.scqf.org.uk

SCQF credit points: One HN credit is equivalent to 8 SCQF credit points. This applies to all HN Units, irrespective of their level.

SCQF levels: The SCQF covers 12 levels of learning. HN Units will normally be at levels 6–9. Graded Units will be at level 7 and 8.

Subject Unit: Subject Units contain vocational/subject content and are designed to test a specific set of knowledge and skills.

Graded Unit: Graded Units assess candidates' ability to integrate what they have learned while working towards the Units of the Group Award. Their purpose is to add value to the Group Award, making it more than the sum of its parts, and to encourage candidates to retain and adapt their skills and knowledge.

Dedicated Unit to cover Core Skills: This is a non-subject Unit that is written to cover one or more particular Core Skills.

Embedded Core Skills: This is where the development of a Core Skill is incorporated into the Unit and where the Unit assessment also covers the requirements of Core Skill assessment at a particular level.

Signposted Core Skills: This refers to the opportunities to develop a particular Core Skill at a specified level that lie outwith automatic certification.

Qualification Design Team: The QDT works in conjunction with a Qualification Manager/Development Manager to steer the development of the HNC/HND from its inception/revision through to validation. The group is made up of key stakeholders representing the interests of centres, employers, universities and other relevant organisations.

Consortium-devised HNCs and HNDs are those developments or revisions undertaken by a group of centres in partnership with SQA.

Specialist single centre and specialist collaborative devised HNCs and HNDs are those developments or revisions led by a single centre or small group of centres who provide knowledge and skills in a specialist area. Like consortium-devised HNCs and HNDs, these developments or revisions will also be supported by SQA.

10 Appendices

Appendix 1: Mapping of Core Skills

Appendix 2: Mapping to National Occupational Standards (NOS)

Appendix 3: Credit transfer arrangements

Appendix 4: Delivery and Assessment Guidance

Appendix 1: Core Skills mapping of revised HND Advertising and PR — mandatory Units

The following table illustrates where there are opportunities to develop Core Skills with the SCQF level shown. There are also a wide range of opportunities for candidates to develop Core Skills in the optional Units too. Information on this can be found in the Unit specifications.

Unit title	Communication			Numeracy		ICT		Problem Solving			Working with Others	
	Oral	Reading	Writing	Using Graph Info	Using Number	Acc Info	P/C Info	CT	P & O	R & E	WCO	RCC
Advertising: The Advertising Industry	SCQF 6	SCQF 6	SCQF 6					SCQF 6		SCQF 6		
Public Relations: Principles and Practice		SCQF 6	SCQF 6				SCQF 6	SCQF 6	SCQF 6	SCQF 6		
Advertising: Media Sales	SCQF 6	SCQF 6	SCQF 6	SCQF 6	SCQF 6	SCQF 6	SCQF 6	SCQF 6	SCQF 6	SCQF 6		
Media Analysis: Advertisements		SCQF 6	SCQF 6									
Marketing: An Introduction		SCQF 6	SCQF 6	SCQF 6	SCQF 6	SCQF 6	SCQF 6					
Consumer Behaviour and the Marketing Process		SCQF 6	SCQF 6									
Marketing Research Theory		SCQF 6	SCQF 6		SCQF 5			SCQF 6		SCQF 6		
Advertising Copywriting	SCQF 6	SCQF 6	SCQF 6				SCQF 6					
Digital Marketing Communications: An Introduction		SCQF 6	SCQF 6		SCQF 6	SCQF 6	SCQF 6	SCQF 6		SCQF 6	SCQF 6	SCQF 6
Advertising and Public Relations: Graded Unit 1		SCQF 6	SCQF 6				SCQF 6	SCQF 6	SCQF 6	SCQF 6		
Advertising: Developing a Campaign	SCQF 6	SCQF 6	SCQF 6			SCQF 6	SCQF 6	SCQF 6		SCQF 6	SCQF 6	SCQF 6

Unit title	Communications			Numeracy		ICT		Problem Solving			Working with Others	
Public Relations: Strategic Analysis, Planning and Application	SCQF 6	SCQF 6	SCQF 6			SCQF 6	SCQF 6	SCQF 6	SCQF 6	SCQF 6	SCQF 6	SCQF 6
Advertising: Research Techniques for Media Sales	SCQF 6	SCQF 6	SCQF 6	SCQF 6	SCQF 6	SCQF 6	SCQF 6	SCQF 6	SCQF 6	SCQF 6		
Sales Promotion		SCQF 6	SCQF 6		SCQF 5			SCQF 6	SCQF 6	SCQF 6		
Direct Marketing		SCQF 6	SCQF 6		SCQF 5			SCQF 6	SCQF 6	SCQF 6		
Marketing Research Applications		SCQF 6	SCQF 6		SCQF 5			SCQF 6		SCQF 6		
Corporate Identity		SCQF 6	SCQF 6									
Marketing Communications: Using Digital Media		SCQF 6	SCQF 6		SCQF 6	SCQF 6	SCQF 6	SCQF 6		SCQF 6	SCQF 6	SCQF 6
Advertising and Public Relations: Graded Unit 2	SCQF 6	SCQF 6	SCQF 6		SCQF 5	SCQF 6	SCQF 6	SCQF 6	SCQF 6	SCQF 6	SCQF 6	SCQF 6

Key

Abbreviation	Core Skill/Core Skill component
ICT	Information and Communication Technology
Acc Info	Accessing Information
P/C Info	Providing/Creating Information
CT	Critical Thinking
P & O	Planning and Organising
R & E	Reviewing and Evaluating
WCO	Working Co-operatively with Others
RCC	Reviewing Co-operative Contribution

Appendix 2: Mapping of National Occupational Standards to the HND mandatory Units

Key

- Area covered
- P Area partially covered

Unit Ref	Unit title	Advertising: The Advertising Industry	Public Relations: Principles & Practice	Advertising: Media	Media Analysis: Advertisements	Marketing: An Introduction	Consumer Behaviour	Marketing Research	Advertising Copywriting	Digital Marketing Communications	Advertising & PR: Graded Unit 1	Advertising: Develop a Campaign	Public Relations: Strategic Analysis	Advertising: Research Techniques	Sales Promotion	Direct Marketing	M. R. Applications	Corporate Identity	Marketing Com. Using Digital Media	Advertising and PR: Graded Unit 2
Marketing Research & Information																				
1.1.1	Map organisations within their current and future marketing environment			●		●		●			●	●		●	●	●	●		●	●
1.1.3	Identify and monitor competitors' marketing strategies and activities			●		●		●			●	●	●	●	●	●	●			
1.2.1	Define the need for market research					●		●						●			●			
1.2.2	Design market research projects							●						●			●			
1.2.3	Implement programmes to collect market research data							●						●			●			
1.2.4	Collect market research data							●						●	P	P	●			

Unit Ref	Unit title	Advertising: The Advertising Industry	Public Relations: Principles & Practice	Advertising: Media	Media Analysis: Advertisements	Marketing: An Introduction	Consumer Behaviour	Marketing Research	Advertising Copywriting	Digital Marketing Communications	Advertising & PR: Graded Unit 1	Advertising: Develop a Campaign	Public Relations: Strategic Analysis	Advertising: Research	Sales Promotion	Direct Marketing	M. R. Applications	Corporate Identity	Marketing Com. Using Digital Media	Advertising & PR: Graded Unit 2
1.2.5	Analyse market research data													•			•			
1.2.6	Plan, manage and evaluate social marketing research programmes							•						•			•			
1.2.7	Collect data on the knowledge, attitudes and behaviours of target groups			•		•		•			•	•		•			•		•	•
1.3.1	Evaluate and interpret findings and identify connections in complex data		•			•		•			•			•	•	•	•		•	•
1.3.2	Define the customer experience towards informing marketing strategy					•		•			•	•	•	•			•			•
Marketing Segmentation and Targeting																				
1.3.3	Establish and understand potential market segments			•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

Unit Ref	Unit title	Advertising: The Advertising Industry	Public Relations: Principles & Practice	Advertising: Media	Media Analysis: Advertisements	Marketing: An Introduction	Consumer Behaviour	Marketing Research	Advertising Copywriting	Digital Marketing Communications	Advertising & PR: Graded Unit 1	Advertising: Develop a Campaign	Public Relations: Strategic Analysis	Advertising: Research	Sales Promotion	Direct Marketing	M. R. Applications	Corporate Identity	Marketing Com. Using Digital Media	Advertising & PR: Graded Unit 2	
1.3.4	Establish target market segments for products/services and evaluate their potential		•	•		•		•			•	•	•	•	•	•	•	•	•	•	•
1.3.5	Develop understanding of theories and evidence about what might influence the behaviour of target groups		•	•		•	•	P		•	•	•	•	P	•	•	P	•	•	•	•
1.3.7	Develop and define segments within target groups		•	•		•					•	•	•		•	•		•	•	•	•
Marketing Strategy																					
2.1.1	Develop an organisations' marketing strategy					•					•	•	•		•	•		•	•	•	•
2.1.3	Demonstrate the value of marketing to the organisation					P				P	P	P	P		P	P		P	P	•	•

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Marketing Mix — (a) Product Services																				
3.1.1	Develop marketing strategies and plans for products and services		P	•		•					•	•	•		•	•		•	•	•
3.1.2	Develop a marketing strategy for a major event					P					•		P		P	P			•	P
3.1.4	Establish social marketing strategies and action plans					P					P	P	P		P	P			P	P
3.1.5	Evaluate and report on social marketing strategies	P	P			P					P		P						P	P
3.2.3	Create and develop brand identity and characteristics					P					P	•	P			P		P	•	•
Marketing Mix — (b) Pricing																				
3.3.1	Establish and maintain pricing policy for products/services					P					P									P
3.3.2	Design and implement price promotions											P			•					•

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Marketing Mix — (c) Distribution																				
3.4.2	Develop a marketing distribution plan					P					P					•				P
Marketing Mix — (d) Branding																				
3.5.2	Develop a branding strategy to support your social marketing strategy					P					•	•	P					•	P	•
3.2.3	Create and develop brand identity and characteristics										•	•				P			•	•
Marketing Mix — (e) Marketing Communications																				
4.1.1	Develop an understanding of the client	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
4.1.2	Develop a marketing communications strategy and plans for products/services		•	•		•					•	•	•		•	•		•	•	•
4.2.1	Develop advertising strategy	P		•		P					•	•			•	•		•	•	•

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4.2.2	Develop the creative product within advertising			P		P					•	•						•	•	•
4.2.3	Develop a media plan for advertising products/services			P		P					•	•				•		P	•	•
4.2.4	Develop an advertising campaign			P		P					•	•			•	•		•	•	•
4.2.6	Evaluate advertising	•			•		•	P	•		•	•		•			P		•	•
4.3.1	Create a direct marketing strategy and plan											P	P			•			•	•
4.3.2	Develop direct marketing plans											P	P			•			•	•
4.4.1	Conceptualise, map and track the organisation's role in society and business		•		•						•	P	•					P		•
4.4.9	Develop public relations strategies and tactics to promote products/services		•			P					•		•			P		P	•	•

Unit Ref	Unit title	Advertising: The Advertising Industry	Public Relations: Principles & Practice	Advertising: Media	Media Analysis: Advertisements	Marketing: An Introduction	Consumer Behaviour	Marketing Research	Advertising Copywriting	Digital Marketing Communications	Advertising & PR: Graded Unit 1	Advertising: Develop a Campaign	Public Relations: Strategic Analysis	Advertising: Research	Sales Promotion	Direct Marketing	M. R. Applications	Corporate Identity	Marketing Com. Using Digital Media	Advertising & PR: Graded Unit 2
4.5.1	Develop a sales promotion strategy and plan					P					P	P			•	P				•
4.5.2	Manage sales promotion plans														•	P				•
Business to Business Marketing																				
4.7.1	Develop a business to business motivation strategy and plan					P					P	P	P		P	P			•	P
4.7.2	Manage business to business motivation plans										P	P	P		P	P			•	P
Customer Relationship Marketing																				
5.1.1	Develop a customer information strategy		P			P					P	•	•			•		P	•	•
5.2.1	Lead the monitoring and evaluation of marketing performance	P	P		P				P		P	•	•		•	•		•	•	•
5.3.1	Develop and maintain a marketing database																			
5.3.2	Use technology to achieve marketing aims			•						•	•	•							•	•

Unit Ref	Unit title	Advertising: The Advertising Industry	Public Relations: Principles & Practice	Advertising: Media	Media Analysis: Advertisements	Marketing: An Introduction	Consumer Behaviour	Marketing Research	Advertising Copywriting	Digital Marketing Communications	Advertising & PR: Graded Unit 1	Advertising: Develop a Campaign	Public Relations: Strategic Analysis	Advertising: Research	Sales Promotion	Direct Marketing	M. R. Applications	Corporate Identity	Marketing Com. Using Digital Media	Advertising & PR: Graded Unit 2
Social Marketing																				
1.3.6	Analyse, interpret and synthesise data and research findings to inform social marketing strategy	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
3.1.4	Establish social marketing strategies and action plans		P			P					P	P	P			P		P	P	P
3.1.5	Evaluate and report on social marketing strategies	P	P		P	P	P				P	P	P						P	P
4.1.3	Manage communications for social marketing programmes			P		P						P	P						P	P
5.2.3	Review and interpret the results of social marketing activities and their wider implications	P	P		P	P					P	P	P					P	P	P

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Marketing Management																				
6.1.3	Develop and maintain a portfolio of products/services					•					•									
6.1.5	Lead and manage marketing projects										•									
6.1.7	Ensure marketing operations comply with legal, regulatory, ethical and social requirements	P	P	•	P	•		•	P	•	•	•	•	•	•	•	•	•	•	•
6.1.8	Fulfil the legal, regulatory and ethical requirements impacting upon your marketing activity	P	P	•	P	P		P	•	•	•	•	•	•	•	•	•	•	•	•
8.2.1	Manage your own resources and professional development		•	•	•			P	•	•	•	•	•	•			•		•	•

Unit Ref	Unit title	Advertising: The Advertising Industry	Public Relations: Principles & Practice	Advertising: Media	Media Analysis: Advertisements	Marketing: An Introduction	Consumer Behaviour	Marketing Research	Advertising Copywriting	Digital Marketing Communications	Advertising & PR: Graded Unit 1	Advertising: Develop a Campaign	Public Relations: Strategic Analysis	Advertising: Research	Sales Promotion	Direct Marketing	M. R. Applications	Corporate Identity	Marketing Com. Using Digital Media	Advertising & PR: Graded Unit 2
International Marketing																				
6.2.1	Assess marketing opportunities within international and/or diverse markets																			
6.2.2	Establish the business case and marketing plan for distributing products/services to international and/or diverse markets																			
6.2.3	Implement and evaluate marketing plans for international and/or diverse markets																			
Finance																				
6.3.1	Manage finance for an area of marketing operations										P	P	P		P	P				P

Unit Ref	Unit title	Advertising: The Advertising Industry	Public Relations: Principles & Practice	Advertising: Media	Media Analysis: Advertisements	Marketing: An Introduction	Consumer Behaviour	Marketing Research	Advertising Copywriting	Digital Marketing Communications	Advertising & PR: Graded Unit 1	Advertising: Develop a Campaign	Public Relations: Strategic Analysis	Advertising: Research	Sales Promotion	Direct Marketing	M. R. Applications	Corporate Identity	Marketing Com. Using Digital Media	Advertising & PR: Graded Unit 2
Sales Management																				
7.1.1	Develop sales strategies and plans			•												•				
7.1.3	Build and retain effective sales relationships			•												•				
7.1.4	Assist in the development of sales support and customer management programmes			•												•				
Relationships																				
7.4.1	Develop productive working relationships with colleagues				P		P	P		•	•	•	•	P			•		•	•
7.4.3	Develop personal networks									•	•	•							•	•
8.2.1	Manage your own resources and professional development	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

Appendix 3: Credit transfer arrangements for mandatory Units

Title Old Unit	Title New Unit	Credit transfer conditions
Public Relations: Principles and Practice DV7A 34	Public Relations: Principles and Practice FK8N 34	Full transfer
Advertising: Media Sales DV75 34	Advertising: Media Sales FK8H 34	Full transfer
Marketing Research Theory DG6T 34	Marketing Research Theory FK8M 34	Full transfer
N/A as New Unit	Digital Marketing Communications: An Introduction FK93 34	None
Advertising and Public Relations: Graded Unit 1 DW2C 34	Advertising and Public Relations: Graded Unit 1 FN3H 34	Full transfer
Public Relations: Strategic Analysis, Planning and Application DV70 35	Public Relations: Strategic Analysis, Planning and Application FM10 35	Full transfer
Sales Promotion DV8X 35	Sales Promotion FM0Y 35	Full transfer
Direct Marketing DV8H 35	Direct Marketing FK8J 35	Full transfer
Marketing Research Applications DG6R 35	Marketing Research Applications FK8L 35	Full transfer
N/A as New Unit	Marketing Communications: Using Digital Media FK92 35	None
Advertising and Public Relations: Graded Unit 2 DW2F 35	Advertising and Public Relations: Graded Unit 2 FN3G 35	Full transfer

Appendix 4: Recommended delivery schedule for HNC/HND Advertising and PR

(3 Blocks)

HNC ADVERTISING & PR (HND YEAR 1)			HND ADVERTISING & PR (YEAR 2)		
BLOCK 1	BLOCK 2	BLOCK 3	BLOCK 1	BLOCK 2	BLOCK 3
Advertising: The Industry	Consumer Behaviour and the Marketing Process	HNC GRADED UNIT	Advertising: Developing a Campaign	HND GRADED UNIT (2 Credits)	
Creative Industries: An Introduction OPTION	Marketing Research Theory	Economic Issues: An Introduction OPTION	Interpersonal and Group Skills OPTION	Marketing Research Applications	Advertising: Research Techniques for Media Sales
Information Technology: Application Software 1 OPTION	Digital Marketing Communication: An Introduction	Principles and Practices of Selling OPTION	Public Relations: Strategic Analysis, Planning and Application (2 Credits)		Direct Marketing
Public Relations: Principles and Practice	Advertising Copywriting	Advertising: Media Sales	Corporate Identity	Managing an Event (2 Credits) OPTION	
Marketing: An Introduction	Media Analysis: Advertisements	Law and the Communication Industries OPTION	Marketing Communication: Using Digital Media	Marketing: Brand Management OPTION	Sales Promotion

It is not compulsory to deliver the options suggested above.

The project-based Graded Units could also be timetabled to be spread over the whole academic session. For example the HNC Graded Unit could also be timetabled for 1 hour per week and the HND Graded Unit for 2 hours per week across the whole year.

NOTE: The above recommended HNC delivery schedule outlines a programme for full-time candidates likely to be completing 15 credits rather than 12.

Comments on delivery

- ◆ In both years, Block 1 includes the key Units in Advertising and Public Relations and concentrates on ensuring that candidates build the foundation that they will need for the award.
- ◆ It also proposes that ICT skills (including digital marketing Units) are delivered early in both years so that these skills can be applied by candidates throughout the rest of the programme.
- ◆ In year 1, the delivery sequence spreads optional Units throughout the academic year and enables candidates to complete 15 credits. This provides the opportunity for candidates who wish to do so, to progress to an HND.
- ◆ Optional subjects such as law and economics have been scheduled for first year as these are valuable subjects for those candidates who are looking to progress to degree programmes at the end of their HNC or HND. However they are not an articulation requirement by all HE institutions.

Recommended delivery schedule for HNC/HND Advertising and PR

(2 Semesters)

HNC ADVERTISING & PR (HND YEAR 1)		HND ADVERTISING & PR (YEAR 2)	
Semester 1	Semester 2	Semester 1	Semester 2
Advertising: The Industry	Creative Industries: An Introduction OPTION	Advertising: Developing a Campaign	Direct Marketing
Public Relations: Principles and Practice	HNC GRADED UNIT	Interpersonal and Group Skills OPTION	Sales Promotion
Marketing: An Introduction	Principles and Practices of Selling OPTION	Public Relations: Strategic Analysis, Planning and Application	Public Relations: Strategic Analysis, Planning and Application
Marketing Research Theory	Advertising: Media Sales	HND GRADED UNIT	HND GRADED UNIT
Digital Marketing Communications: An Introduction	Law and the Communication Industries OPTION	Marketing Research Applications	Advertising: Research Techniques for Media Sales
Advertising Copywriting	Media Analysis: Advertisements	Marketing Communications: Using Digital Media	Marketing: Brand Management OPTION
Information Technology: Application Software 1 OPTION	Economic Issues: An Introduction OPTION	Managing an Event OPTION	Managing an Event OPTION
Consumer Behaviour and the Marketing Process	X	Corporate Identity	X

It is not compulsory to deliver the Options suggested above.

In both the HNC and HND programmes, Semester 1 has been more heavily loaded than Semester 2 so that candidates have more time to concentrate on the Graded Unit projects in the second half of the year.

The HNC project based Graded Unit could also be timetabled to be spread over the whole academic session. For example 1 hour per week across the whole year.

NOTE: The above recommended HNC delivery schedule outlines a programme for full-time candidates likely to be completing 15 credits rather than 12.

Assessment Grid for revised HND in Advertising and PR

Mandatory Units

The Units in the revised structure permit a range of different assessment methods. **The actual assessment instruments will be developed by the delivering centre,** however the grid below summarises the methods **suggested** in the Unit specifications and confirms that a range of different assessment instruments are likely to be used.

The volume of assessment was considered carefully when developing the Units to ensure that assessments would not become a burden for candidates.

Unit title	Type of assessment	Comments
Advertising: The Advertising Industry (Two Outcomes)	Open book Closed book Open book	<ul style="list-style-type: none"> ◆ Evaluative commentary in form of oral presentation ◆ Extended response questions ◆ Assignment
Public Relations: Principles and Practice (Two Outcomes)	Closed book Open book	Structured questions under closed-book condition. Produce range of PR materials
Advertising: Media Sales (Three Outcomes)	Restricted open book Restricted open book Open book	<ul style="list-style-type: none"> ◆ Restricted response questions ◆ Short report based on MR brief/case study ◆ Sales pitch/presentation
Media Analysis: Advertisements	Open book	Structured questions based on case study/stimulus materials
Marketing: An Introduction	Controlled conditions	Structured questions
Consumer Behaviour and the Marketing Process (Two Outcomes)	Open book	Structured questions based on case study/stimulus materials
Marketing Research Theory (Three Outcomes)	Closed book Open book Open book/practical exercise	<ul style="list-style-type: none"> ◆ Structured questions ◆ Short report based on MR brief/case study ◆ Extended response questions based on MR brief/case study, including design of questionnaire.
Advertising Copywriting (Two Outcomes)	Restricted open book Open book	Outcome 1 extended response questions Outcomes 2 Practical exercise in copywriting

Unit Title	Type of Assessment	Comments
Digital Marketing Communications: An Introduction (Three Outcomes)	<ul style="list-style-type: none"> ◆ Closed book ◆ Restricted open book ◆ Practical exercise 	<ul style="list-style-type: none"> ◆ Structured questions ◆ case study ◆ Create profile & participate in social networking
Advertising and Public Relations: Graded Unit 1	Open book	Project in the form of a practical assignment based on case study/stimulus materials.
Advertising: Developing a Campaign (Two Outcomes)	Open book	Two individual assessment interviews and participation in group presentation to panel
Public Relations: Strategic Analysis, Planning and Application (Four Outcomes)	Open book Open book Open book (group work) Open book (group work)	<ul style="list-style-type: none"> ◆ Report ◆ Presentation ◆ produce PR strategy and design press pack for a Press Conference ◆ Plan, organise and present at a Press Conference
Advertising: Research Techniques for Media Sales (Three Outcomes)	Restricted open book Restricted open book Open book	Restricted response questions based on case study/stimulus materials Restricted response questions based on case study/stimulus materials Report and presentation of media research
Sales Promotion (Two Outcomes)	Closed book Open book	<ul style="list-style-type: none"> ◆ Restricted response questions ◆ Sales Promotion plan based on case study/stimulus material
Direct Marketing (Two Outcomes)	Open book	Direct marketing plan based on case study/stimulus material
Marketing Research Applications (Two Outcomes)	Open book Open book	<ul style="list-style-type: none"> ◆ Extended response based on MR brief or case study ◆ MR report based on practical research survey
Corporate Identity (Three Outcomes)	Closed book Restricted open book Open book	Extended response questions Restricted response questions Report and Presentation
Marketing Communications: Using Digital Media (Three Outcomes)	Practical exercises Open book	<ul style="list-style-type: none"> ◆ Social network profile ◆ Weblog ◆ Evaluation report
Advertising and Public Relations: Graded Unit 2	Open book	Project in the form of a practical assignment based on case study/stimulus materials.