

SCHEME OF WORK APPLICATION FORM

For each ITEC qualification, the lecturer/centre must complete Scheme of Work for each unit indicating how the lecturer is planning to cover the ITEC syllabus throughout the course.

Set out the planned sessions in terms of *Learning Outcomes* to be achieved. These should match those stated within the ITEC syllabus for each unit. Include all units of each course offered. Hours should meet the minimum guided learning hours listed within the syllabus.

Unit Title: Unit 630 - Display Stock To Promote Sales In A Salon

Lecturer(s) responsible:

Total contact tuition hours proposed: 24

Learning Outcomes	Lecture Content	Suggested Resources	Approx Hours
Introductory session	College rules and regulations College mission statement ITEC rules and regulations Health & Safety Timetable Dates – holidays etc. Syllabus Recommended books Uniform	Lecture Q&A Using all the documents listed to ensure the students understand the college expectations and their commitment to the course	
1. Be able to prepare the display area			
<p>Select the materials, equipment and stock to use</p> <p>Determine the location of the display to maximise its impact</p> <p>Assemble the display carefully and safely</p> <p>Label the displayed products clearly, accurately and in a manner consistent with legal requirements</p> <p>State the purpose of a display</p> <p>List the type of information required in order to plan a display effectively</p>	<ul style="list-style-type: none"> • A variety of display materials • A range of retail products • Display cabinet or counter or table • Health and safety • Consulting with senior colleagues • Health and safety • Manufacturers' stands • Improvised furniture and equipment • A variety of methods of labelling • Legal requirements for labelling and pricing • Encouraging additional services • Increasing sales • Creating an image • The purpose of the display • The area and size available • Products and visual aids available (including budget) 	<p>OHP/Whiteboard Lecture Q&A Homework Tests</p>	12

<p>State how the location and design of the display can attract attention and increase sales</p> <p>Describe how the location and design of related promotional materials can influence the effectiveness of the display</p> <p>Describe safety considerations when assembling a display</p>	<ul style="list-style-type: none"> • Furniture and equipment • Available time • Eye level and attractive view • First impressions • Constant view reminding clients/customers • Prominent view/position • Consequences of restricted view/position • Materials relevant to services/products and sales • Consideration for clients, customers and colleagues • Height of display • Posture/lifting techniques 		
<p>2. Be able to maintain and dismantle the display area</p>			
<p>Maintain the display area for the duration of the display period</p> <p>Dismantle the display, restore the area and return stock to storage</p> <p>Describe the maintenance needs of a promotional display</p> <p>Outline the safety considerations when dismantling a display, disposing of materials and returning stock to storage</p> <p>Explain the key legal requirements affecting the display and sale of goods</p>	<ul style="list-style-type: none"> • Cleaning surfaces • Cleaning and replacing stock • Health and safety • Checking and auditing stock • Rotation of stock • Cleaning and polishing display • Replacing products as necessary • Legal responsibilities • Limiting disruption to services • Stock control • The Trade Description Act • The Consumers Protection Act • The Supply and Sale of Goods to Consumers Regulations 	<p>OHP/Whiteboard Lecture Q&A Handout: Homework Tests</p>	<p>12</p>