

ITEC Level 3 Unit 858 – Marketing in the Hair and Beauty Sector Recommended Minimum Guided Learning Hours – 32 QCA Qualification Accreditation Number: J/601/4463	
Learning outcome The Learner will: 1. Be able to carry out market research in the hair and beauty sector	
Assessment Criteria	Taught Content
1.1 Carry out market research in the hair and beauty sector 1.2 Analyse data collected from market research carried out in the hair and beauty sector 1.3 Produce a marketing plan to promote and enhance a business in the hair and beauty sector 1.4 Describe the principles of marketing	1.1.1 To include: ▪ Identification of requirements ▪ Research objectives ▪ Sources of data ▪ Methods of research ▪ Timescales/ Activity Calendar ▪ Budget ▪ Evaluation of the results 1.2.1 To include: ▪ Quantitative research ▪ Qualitative research ▪ Primary and secondary data ▪ Analysis of data collected 1.3.1 To include: ▪ Rationale for marketing plan ▪ Mission statement ▪ Table of contents ▪ Internal and external analysis - i.e. current products, current target market, current competitor analysis, PEST analysis etc. ▪ SWOT analysis ▪ Marketing objectives and strategies ▪ Target market ▪ Marketing tactics ▪ Schedules for implementation ▪ Budgets and financial data ▪ Return on investment ▪ Performance analysis 1.4.1 To include: ▪ Definition of marketing ▪ Marketing mix, the 4 p's – product, pricing, promotion, place

1.5 Describe how to carry out market research	1.5.1 To include: ▪ Marketing brief ▪ Market research expertise – in-house, agency, freelance ▪ Identification of current business situation ▪ Target market ▪ Quantitative research ▪ Qualitative research ▪ Primary and secondary data ▪ Market research techniques ▪ Analysis and interpretation of results
1.6 Explain the importance of analysing data collected from market research	1.6.1 To include: ▪ Formulating marketing plan ▪ Marketing strategy ▪ Marketing tactics ▪ Budgets ▪ Timescales
1.7 Explain the importance of producing a marketing plan that will promote and enhance the business	1.7.1 To include: ▪ The role of the marketing plan ▪ Identification of marketing objectives ▪ Identification of target market ▪ Identification of products, services and treatments ▪ Identification of competitors ▪ Analysis of data collected through market research ▪ Marketing strategy ▪ Marketing tactics ▪ Budgets ▪ Return on investment ▪ Timescales
Learning outcome The Learner will: 2. Be able to promote hair and beauty products, services and treatments	
Assessment Criteria	Taught Content
2.1 Promote a hair and beauty product, service and/or treatment based on a marketing plan	2.1.1 To include: ▪ Promotional aims and objectives ▪ Marketing plan ▪ Methods of promotion
2.2 Communicate effectively when promoting a hair and beauty product, service and/or treatment	2.2.1 To include: • Good communication skills ▪ Effective communication ▪ Demonstrate appropriate body language at all times ▪ Interpersonal distance ▪ Trust ▪ Professionalism, confidence and enthusiasm ▪ Confidentiality ▪ Personal effectiveness ▪ With colleagues ▪ As part of team • With clients ▪ With suppliers ▪ With others ▪ Methods of communication used to promote products, services and treatments i.e. written word, verbal presentation, demonstration of products, services or treatments

2.3	Evaluate the effectiveness of the promotional activity and marketing plan	2.3.1 To include: ▪ Marketing strategy ▪ Marketing tactics ▪ Performance indicators
2.4	Explain the important role of advertising and PR in promoting a hair and beauty product, service and/or treatment	2.4.1 To include: ▪ Creates awareness of business, products and services ▪ Provides information ▪ Business growth
2.5	Describe the different promotional methods and activities	2.5.1 To include: ▪ Advertising ▪ The internet ▪ Newspapers ▪ Magazines ▪ The radio ▪ Directories ▪ Word of mouth ▪ Press releases ▪ Press kit ▪ Promotional events ▪ Sampling ▪ Point of sale displays ▪ Merchandising ▪ Loyalty cards ▪ Price reductions ▪ Competitions ▪ After sales service ▪ Bonus retail product packs ▪ Treatment programme schemes ▪ Newsletters ▪ Fact sheets
2.6	Explain the importance of effective communication when promoting a hair and beauty product, service and/or treatment	2.6.1 To include: ▪ Accurate information ▪ Brand identification ▪ Corporate image ▪ Business growth
2.7	Explain the importance of evaluating the effectiveness of promotional methods and activities and marketing plan	2.7.1 To include: ▪ Business risk analysis ▪ Operational objectives ▪ Marketing and publicity strategies ▪ Finance ▪ Budgets ▪ Return on investment
Unit 858 – Marketing in the Hair and Beauty Sector Assignment All Learners will be assessed via an assignment for this unit. For details please see www.itecworld.co.uk		Unit 858 – Marketing in the Hair and Beauty Sector assignment guidance and assessment forms may be downloaded from www.itecworld.co.uk