

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 858 – Marketing in the Hair and Beauty Sector

Lecturer(s) responsible:

Total contact tuition hours proposed: 32

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 carry out market research in the hair and beauty sector			16
Carry out market research in the hair and beauty sector	▪ Identification of requirements ▪ Research objectives ▪ Sources of data ▪ Methods of research ▪ Timescales/ Activity Calendar ▪ Budget ▪ Evaluation of the results	OHP/Whiteboard Lecture Q&A Homework Test:	
Analyse data collected from market research carried out in the hair and beauty sector	▪ Quantitative research ▪ Qualitative research ▪ Primary and secondary data ▪ Analysis of data collected		
Produce a marketing plan to promote and enhance a business in the hair and beauty sector	▪ 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		
Describe the principles of marketing	▪ Definition of marketing ▪ Marketing mix, the 4 p's – product, pricing, promotion, place		

Describe how to carry out market research	▪ 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		
Explain the importance of analysing data collected from market research	▪ Formulating marketing plan ▪ Marketing strategy ▪ Marketing tactics ▪ Budgets ▪ Timescales		
Explain the importance of producing a marketing plan that will promote and enhance the business	▪ 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		
2. Be able to promote hair and beauty products, services and treatments			16
Promote a hair and beauty product, service and/or treatment based on a marketing plan	▪ Promotional aims and objectives ▪ Marketing plan ▪ Methods of promotion	OHP/Whiteboard Lecture Q&A Handout: Homework Test:	
Communicate effectively when promoting a hair and beauty product, service and/or treatment	• 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		
Evaluate the effectiveness of the promotional activity and marketing plan	▪ Marketing strategy ▪ Marketing tactics ▪ Performance indicators		
Explain the important role of advertising and PR in promoting a hair and beauty product, service and/or treatment	▪ Creates awareness of business, products and services ▪ Provides information ▪ Business growth		

Describe the different promotional methods and activities	▪ 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		
Explain the importance of effective communication when promoting a hair and beauty product, service and/or treatment	▪ Accurate information ▪ Brand identification ▪ Corporate image ▪ Business growth		
Explain the importance of evaluating the effectiveness of promotional methods and activities and marketing plan	▪ Business risk analysis ▪ Operational objectives ▪ Marketing and publicity strategies ▪ Finance ▪ Budgets ▪ Return on investment		