

ITEC Level 4

Unit 864 – Public Relations (PR) in the Hair and Beauty Sector

Recommended Minimum Guided Learning Hours – 42

QCA Qualification Accreditation Number: L/601/4464

Learning outcome

The Learner will:

1. Be able to carry out PR activities in the hair and beauty sector

Assessment Criteria

Taught Content

- 1.1 Conduct a PR campaign within the hair and beauty sector

1.1.1 To include:

- Components of a PR campaign ▪ Research ▪ Executive summary/overview ▪ Introduction
- Problem/Opportunity Statement ▪ Situation Analysis ▪ Internal Factors Analysis
- External Factors Analysis ▪ Identifying publics (Customers, Producers, Enablers, Limiters)
- Goals and objectives ▪ Key messages ▪ Strategies and Tactics to be used in the PR Campaign ▪ Action strategies ▪ Communication strategies ▪ Timescales/ Activity Calendar
- Budget ▪ Crisis issues ▪ Crisis management plan ▪ Evaluation of the results

- 1.2 Investigate the roles and responsibilities of a PR officer

1.2.1 To include:

- Plan, develop and implement PR campaigns ▪ Communication with colleagues, the media and others ▪ Write and edit press releases ▪ Manage PR input on company website
- Analyse and respond to media coverage ▪ Plan and organise tasks ▪ Oversee production of publicity materials i.e. brochures, handouts, posters, photographs, promotional DVD's etc.
- Organise events i.e. press conferences ▪ Co-ordinate media buying and advertising space
- Organise event participation i.e. exhibitions ▪ Co-ordinate in-house publications i.e. magazines ▪ Co-ordinate photo opportunities ▪ Commission and evaluate market research
- PR Crisis management ▪ Analysis of future trends

1.3 Investigate the advantages and disadvantages of different PR activities	1.3.1 To include: The PR activities of a business within the hair and beauty sector i.e. open days, press releases, exhibition work, advertising
1.4 Investigate current trends in PR	1.4.1 To include: ▪ The influence of the internet ▪ Current trends i.e. social responsibility, sustainability, green issues etc.
1.5 Evaluate how PR objectives can benefit a business	1.5.1 To include: ▪ Provision of information ▪ Product awareness ▪ Reinforcing the brand ▪ Identification of target audience ▪ Stimulating demand ▪ Targets and business objectives
1.6 Evaluate the difference between marketing and PR, and advertising and PR	1.6.1 To include: ▪ Definition of marketing ▪ The principles of marketing ▪ Different market research techniques used to gather information ▪ Definition of public relations ▪ The principles of PR ▪ Different types of promotional methods and activities ▪ Definition of advertising ▪ The principles of advertising ▪ Different techniques used to advertise
1.7 Evaluate PR tools and the PR campaign process	1.7.1 To include: ▪ PR objectives ▪ Components of a PR campaign and the timescales involved in the process ▪ Return on investment
Learning outcome The Learner will: 2. Understand how to manage a PR crisis in hair and beauty sector	
Assessment Criteria	Taught Content
2.1 Investigate issue management and the impact this has on PR activities	2.1.1 To include: ▪ Identification of issue ▪ Crisis management ▪ Assessment of problem ▪ Short-term and long-term effects ▪ Containment ▪ Opportunities arising ▪ Risk assessment

2.2 Analyse PR ethics and the code of practice	2.2.1 To include: ▪ Current legislation ▪ Industry Codes of Practice
2.3 Assess the importance of communication in a crisis	2.3.1 To include: ▪ Information source ▪ PR response ▪ Response time ▪ Methods of communication
2.4 Analyse the legal issues resulting from a crisis	2.4.1 To include: ▪ Negative publicity ▪ Litigation
Unit 864 – Public Relations (PR) 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 864 – Public Relations (PR) in the Hair and Beauty Sector assignment guidance and assessment forms may be downloaded from www.itecworld.co.uk