



AG864

ITEC Level 4 Diploma in Spa and Salon Management
Unit 864 - Public Relations (PR) in the Hair and Beauty Sector
Assignment Guidance Form

For your own potential spa, hair or beauty business, develop a publicity campaign and assess the role of publicity

To include:

- A) Design a PR campaign for a potential business activity:
- Research
 - Identifying your market
 - Goals and objectives
 - Key messages
 - Strategies and Tactics
 - Timescales and Activities
 - Budget
 - Potential risks
 - Evaluation of the results
 - Return on Investment
- B) The role of PR in business to include:
- PR activities
 - Differences between PR, marketing and advertising
 - Current trends in PR
 - Advantages and disadvantages of PR to a business
 - PR ethics and Codes of Practice
 - Role of PR in Issue Management

This assignment may be presented in any of the following formats and may include some ICT:

- Written report
- Chart
- Diagram
- Graph
- Other pictorial presentation