

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

Lecturer(s) responsible:

Total contact tuition hours proposed: 42

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 PR activities in the hair and beauty sector			22
Conduct a PR campaign within the hair and beauty sector	- 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	OHP/Whiteboard Lecture Q&A Homework Test:	
Investigate the roles and responsibilities of a PR officer	- 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		

Investigate the advantages and disadvantages of different PR activities Investigate current trends in PR Evaluate how PR objectives can benefit a business Evaluate the difference between marketing and PR, and advertising and PR Evaluate PR tools and the PR campaign process	▪ Co-ordinate in-house publications i.e. magazines ▪ Co-ordinate photo opportunities ▪ Commission and evaluate market research ▪ PR Crisis management ▪ Analysis of future trends The PR activities of a business within the hair and beauty sector i.e. open days, press releases, exhibition work, advertising ▪ The influence of the internet ▪ Current trends i.e. social responsibility, sustainability, green issues etc. ▪ Provision of information ▪ Product awareness ▪ Reinforcing the brand ▪ Identification of target audience ▪ Stimulating demand ▪ Targets and business objectives ▪ 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 ▪ PR objectives ▪ Components of a PR campaign and the timescales involved in the process ▪ Return on investment		
2. Understand how to manage a PR crisis in hair and beauty sector			22
Investigate issue management and the impact this has on PR activities Analyse PR ethics and the code of practice Assess the importance of communication in a crisis Analyse the legal issues resulting from a crisis	▪ Identification of issue ▪ Crisis management ▪ Assessment of problem ▪ Short-term and long-term effects ▪ Containment ▪ Opportunities arising ▪ Risk assessment ▪ Current legislation ▪ Industry Codes of Practice ▪ Information source ▪ PR response ▪ Response time ▪ Methods of communication ▪ Negative publicity ▪ Litigation	OHP/Whiteboard Lecture Q&A Handout: Homework Test:	