

Unit 549 – Contribute to the Planning and Implementation of Promotional Activities

Guided Learning Hours: 32

Learning Outcome	Assessment Criteria
1. Be able to contribute to the planning and preparation of promotional activities	<ul style="list-style-type: none">1.1 make recommendations to the relevant person (s) for suitable promotional activities, identifying the potential benefits for the business1.2 identify and agree specific, measurable, achievable, realistic and time bound objectives and target groups for the activity with the relevant person(s)1.3 agree requirements for the activity with all relevant person(s) in sufficient detail to allow the work to be planned<ul style="list-style-type: none">produce an agreed plan showing the<ul style="list-style-type: none">- type of promotional activity- objectives of the activity- roles and responsibilities of others involved1.4 - resource requirements<ul style="list-style-type: none">- preparation and implementation activities- timescales- the budget- methods of evaluation1.5 agree a plan that takes into account any legal requirements, when necessary1.6 make sure resources are available to meet the planned timescale

<p>2. Be able to implement promotional activities</p>	<p>2.1 implement promotional activities to meet the agreed plan</p> <p>2.2 adapt promotional activities, when necessary, in response to changed circumstances and/or problems</p> <p>2.3 use resources effectively throughout the promotional activities</p> <p>2.4 communicate the essential features and benefits of products and services to the target group</p> <p>2.5 use methods of communication that are suitable for the type of promotional activity being undertaken</p> <p>2.6 present information in logical steps</p> <p>2.7 encourage the target group to ask questions about the services and products being promoted</p> <p>2.8 respond to questions and queries in a way which promotes goodwill and enhances the salon's image</p> <p>2.9 actively encourage the target group to take advantage of the services and products being promoted</p> <p>2.10 clear away products and equipment at the end of the promotional activity, when necessary, to meet the requirements of the venue</p>
<p>3. Be able to participate in the evaluation of promotional activities</p>	<p>3.1 use the methods agreed in the promotional activity plan to gain feedback from the relevant sources</p> <p>3.2 collate and record the information gained from the feedback using a clear and concise format and method of presentation</p> <p>3.3 draw accurate and clear conclusions on the effectiveness of the promotional</p>

	<p>activity in meeting the agreed objectives</p> <p>3.4 participate in discussions giving a clear and well structured summary of the results of the evaluation</p> <p>3.5 make recommendations for improvements to any future promotional activities based upon the outcomes of the evaluation</p>
4. Understand the venue and legal requirements	<p>4.1 explain the practical requirements and restrictions of any venue</p> <p>4.2 describe the contract requirements, local bye-laws and legislation which could restrict the promotional activity in any venue used</p> <p>4.3 explain the importance of considering health and safety and other legal requirements</p> <p>4.4 explain the health and safety procedures applicable to any venue used</p> <p>4.5 explain the potential hazards that must be considered when working at any venue</p> <p>4.6 describe the steps that should be taken to minimise risks when working at an external venue</p>
5. Understand how to plan and prepare promotional events	<p>5.1 explain the purpose and value of detailed and accurate planning</p> <p>5.2 explain the type of resourcing requirements necessary for promotional activities</p> <p>5.3 explain how the nature of the target group can influence the choice of promotional activity</p> <p>5.4 explain how to match types of promotional activities to objectives</p> <p>5.5 describe how to present a plan for promotional activities</p> <p>5.6 explain why it is important to consider methods of evaluation at the planning</p>

	<p>stage</p> <p>5.7 explain how to write objectives that are Specific, Measurable, Achievable, Realistic and Time Bound (ie SMART objectives)</p> <p>5.8 explain the importance of working to a budget</p> <p>5.9 explain where and how to obtain resources</p> <p>5.10 explain the importance of clearly defining the roles and responsibilities of those involved in promotional activities</p> <p>5.11 describe the importance of allocating roles and responsibilities to match an individual's competence levels</p> <p>5.12 explain the importance of gaining an individual's commitment and agreement to undertake a role in the promotional activity</p> <p>5.13 explain the types of foreseeable problems that occur and ways of resolving them</p>
6. Understand how to sell products and services	<p>6.1 explain how to recognise buying signals and to close sales</p> <p>6.2 identify the difference between the features of a product or service and the benefits of a product or service</p> <p>6.3 describe the features and benefits of products and/or services being promoted</p> <p>6.4 describe how to tailor the presentation of the benefits of products and/or services to meet individual needs and interests</p>
7. Understand communication techniques	<p>7.1 explain how and when to participate in discussions</p> <p>7.2 describe how to give a short presentation</p>

	<p>7.3 compare different methods of presenting information</p> <p>7.4 explain how and when to make openings to encourage others to ask questions</p> <p>7.5 describe how to answer questions and manage queries in a way likely to maintain goodwill</p>
8. Understand evaluation methods and techniques	<p>8.1 explain the purpose of evaluation activities</p> <p>8.2 explain the areas of the promotional activity which should be evaluated</p> <p>8.3 describe the most suitable methods of gaining feedback for the promotional activities in the range</p> <p>8.4 explain how to collate, analyse and summarise evaluation feedback in a clear and concise way</p> <p>8.5 explain suitable ways of formatting and producing an evaluation report</p>