

UHB56

Contribute to the planning, implementation and evaluation of promotional activities

The aim of this unit is to develop your knowledge, understanding and skills to be able to work with others to plan, implement and evaluate promotional activities. The ability to present information competently and interact with the public whilst demonstrating skills is a particularly important aspect of this unit.

Throughout this unit you will need to maintain a high level of health, safety and hygiene throughout your work. You will also need to maintain a professional personal appearance and demonstrate effective communication skills

National Occupational
Standards (NOS)

CHB17

Level

4

Credit value

10

GLH

61

Observations

1

External paper(s)

0



Contribute to the planning, implementation and evaluation of promotional activities

Learning outcomes

On completion of this unit you will:

1. Be able to plan, implement and evaluate promotional activities
2. Understand the impact of health and safety on promotional activities
3. Understand how to plan for and run a promotional activity
4. Understand the importance of evaluating promotional activities

Evidence requirements

1. *Environment*
Evidence for this unit may be gathered within the workplace or realistic working environment (RWE).
2. *Simulation*
Simulation is not permitted in this unit. All Observation outcomes must be on real clients.
3. *Observation outcomes*
Competent performance of Observation outcomes must be demonstrated on **at least one occasion**. Assessor observations, witness testimonies and products of work are likely to be the most appropriate sources of performance evidence. Professional discussion may be used as supplementary evidence for those criteria that do not naturally occur.

Assessed observations should not be carried out on the same day for the same learning outcome. There should be sufficient time between assessments for reflection and personal development.

You need to meet the same standard on a regular and consistent basis. Separating the assessments by a period of at least two weeks is recommended as competence must be demonstrated on a consistent and regular basis.

4. *Range*
All ranges must be practically demonstrated or other forms of evidence produced to show they have been covered.
5. *Knowledge outcomes*
There must be evidence that you possess all the knowledge and understanding listed in the Knowledge section of this unit. In most cases this can be done by professional discussion and/or oral questioning. Other methods, such as projects, assignments and/or reflective accounts may also be used.
6. *Tutor/Assessor guidance*
Your tutor **must** refer to the '**Habia Assessment Strategy**' when delivering this unit to ensure that you cover all the requirements for this unit. This can be found on www.vtct.org.uk under the relevant qualification page.

You will be guided by your tutor/assessor on how to achieve learning outcomes and ranges in this unit. All outcomes and ranges must be achieved.
7. *External paper*
There is no external paper requirement for this unit.

Achieving observations and range

Achieving observation outcomes

Your assessor will observe your performance of practical tasks. The minimum number of observations required is indicated in the evidence requirements section of this unit.

Criteria may not always naturally occur during a practical observation. In such instances you will be asked questions to demonstrate your competence in this area. Your assessor will document the criteria that have been achieved through oral questioning.

Your assessor will sign off a learning outcome when all criteria have been competently achieved in a single client service.

Achieving range

The range section indicates what must be covered. Ranges should be practically demonstrated as part of an observation. Where this is not possible other forms of evidence may be produced. All ranges must be covered.

Your assessor will document the portfolio reference once a range has been competently achieved.



Observations

Learning outcome 1

Be able to plan, implement and evaluate promotional activities

You can:

- a. Identify and agree products and/or services for promotional activities
- b. Identify resource requirements for promotional activities
- c. Produce SMART business plans to promote activities
- d. Implement promotional activities in line with agreed plans, adapting where necessary
- e. Use a variety of communication methods throughout promotional activities
- f. Evaluate promotional activities
- g. Provide recommendations for improvement

* May be assessed by supplementary evidence.

Observation	1	Optional	Optional
Criteria questioned orally			
Date achieved			
Portfolio reference			
Learner signature			
Assessor initials			

Range



You must practically demonstrate that you have:

Undertaken all promotional activities	Portfolio reference
Demonstrations	
Displays	
Advertising campaigns	
Developed all objectives	Portfolio reference
To enhance salon image	
To increase salon business	

It is strongly recommended that all range items are practically demonstrated. Where this is not possible, additional **observed** evidence may be produced to demonstrate competence.

Developing knowledge

Achieving knowledge outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below*:

- Projects
- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies
- Professional discussion

**This is not an exhaustive list.*

Where applicable your assessor will integrate knowledge outcomes into practical observations through professional discussion and/or oral questioning.

When a criterion has been orally questioned and achieved, your assessor will record this evidence in written form or by other appropriate means. There is no need for you to produce additional evidence as this criterion has already been achieved.

Some knowledge and understanding outcomes may require you to show that you know and understand how to do something. If you have practical evidence from your own work that meets knowledge criteria, then there is no requirement for you to be questioned again on the same topic.

Each assessment criterion in the knowledge learning outcomes has been mapped to the relevant statement in the National Occupational Standard (NOS). In the Knowledge section of this book, the assessment criteria and related NOS references are listed. There is a column for the portfolio reference to be inserted.

The NOS statements listed in the Knowledge Requirements section of this book, must be evidenced in a portfolio.

Knowledge



Learning outcome 2

Understand the impact of health and safety on promotional activities

You can:	NOS CHB17 reference	Portfolio reference
a. Describe how to carry out a risk assessment for promotional activities	K1, K2, K3, K4, K5	
b. Explain the results of risk assessments	K6	

You will be required to have a portfolio of evidence for all assessment criteria.



Learning outcome 3

Understand how to plan for and run a promotional activity

You can:	NOS CHB17 reference	Portfolio reference
a. Describe the purpose and value of detailed and accurate planning	K7	
b. Describe the importance of confirming resource during the planning stage of a promotional activity	K8, K14, K15, K16, K17, K18	
c. Explain the features and benefits of the products/ services central to the promotional activity	K20, K22	
d. Describe how to recognise buying signals and to close sales	K21	
e. Explain the types of problems that may occur during the activity and solutions	K19	

You will be required to have a portfolio of evidence for all assessment criteria.



Learning outcome 4

Understand the importance of evaluating promotional activities

You can:	NOS CHB17 reference	Portfolio reference
a. Explain the importance of considering evaluation methods during the planning stage	K12, K32	
b. Explain the importance of evaluating a promotional activity	K30, K31	
c. Describe how to report on evaluation findings	K33, K34	

You will be required to have a portfolio of evidence for all assessment criteria.

Knowledge requirements



You will be required to produce a portfolio of evidence for all the NOS statements listed in this section. Each assessment criterion in the knowledge learning outcomes has been mapped to the NOS statements listed in this section.

NOS CHB17	NOS statements to be included in a portfolio of evidence
K1	The practical requirements and restrictions of any venue
K2	The contract requirements, local by-laws and legislation which could restrict your promotional activity in any venue used
K3	The importance of considering health and safety and other legal requirements
K4	The health and safety procedures applicable to any venue you use
K5	The potential hazards you must consider when working at any venue
K6	The steps that should be taken to minimise risks when working at an external venue
K7	The purpose and value of detailed and accurate planning
K8	The type of resourcing requirements necessary for promotional activities such as individuals, tools and equipment, materials, time, venue
K9	How the nature of the target group can influence the choice of promotional activity
K10	How to match types of promotional activities to objectives
K11	How to present a plan for promotional activities
K12	Why it is important to consider methods of evaluation at the planning stage
K13	How to write objectives that are SMART; Specific, Measurable, Achievable, Realistic and Time bound objectives
K14	The importance of working to a budget



You will be required to produce a portfolio of evidence for all the NOS statements listed in this section. Each assessment criterion in the knowledge learning outcomes has been mapped to the NOS statements listed in this section.

NOS CHB17	NOS statements to be included in a portfolio of evidence
K15	Where and how to obtain resources
K16	The importance of clearly defining the roles and responsibilities of those involved in promotional activities
K17	The importance of allocating roles and responsibilities to match an individual's competence levels
K18	The importance of gaining an individual's commitment and agreement to undertake a role in the promotional activity
K19	The types of foreseeable problems that occur and ways of resolving them
K20	The features and benefits of the products and or services being promoted
K21	How to recognise buying signals and to close sales
K22	The difference between the features of a product or service and the benefits of a product or service
K23	How to tailor your presentation of the benefits of products and or services to meet individual needs and interests
K24	How and when to participate in discussions
K25	How to give a short presentation taking into account the timing, pace, use of voice and use of graphics
K26	Methods of presenting information such as pictorially, graphically, verbally
K27	Methods of creating a visual impact
K28	How and when to make openings to encourage others to ask questions



You will be required to produce a portfolio of evidence for all the NOS statements listed in this section. Each assessment criterion in the knowledge learning outcomes has been mapped to the NOS statements listed in this section.

NOS CHB17	NOS statements to be included in a portfolio of evidence
K29	How to answer questions and manage queries in a way likely to maintain goodwill
K30	The purpose of evaluation activities
K31	The areas of the promotional activity which should be evaluated
K32	The most suitable methods of gaining feedback for the promotional activities in the range
K33	How to collate, analyse and summarise evaluation feedback in a clear and concise way
K34	Suitable ways of formatting and producing an evaluation report

Notes

Use this area for notes and diagrams


