



Marketing in the hair and beauty sector

VRQ

UV30460

Learner name:

Learner number:

J/601/4463





VTCT

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By signing this statement of unit achievement you are confirming that all learning outcomes, assessment criteria and range statements have been achieved under specified conditions and that the evidence gathered is authentic.

Unit code	Date achieved	Learner signature	Assessor initials	IQA signature (if sampled)

All assessors using this Record of Assessment book must complete this table. This is required for verification purposes.

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Marketing in the hair and beauty sector

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The aim of this unit is to develop both your practical skill alongside your knowledge and understanding of how to promote hair and beauty products, services and treatments to your clients.

You will investigate the role that advertising and PR has on promotional activities, carry out market research, produce a marketing plan, and finally analyse and evaluate the whole process.

This unit is suitable for hairdressers, barbers, beauty therapists, spa therapists and nail technicians.

Level

3

Credit value

6

GLH

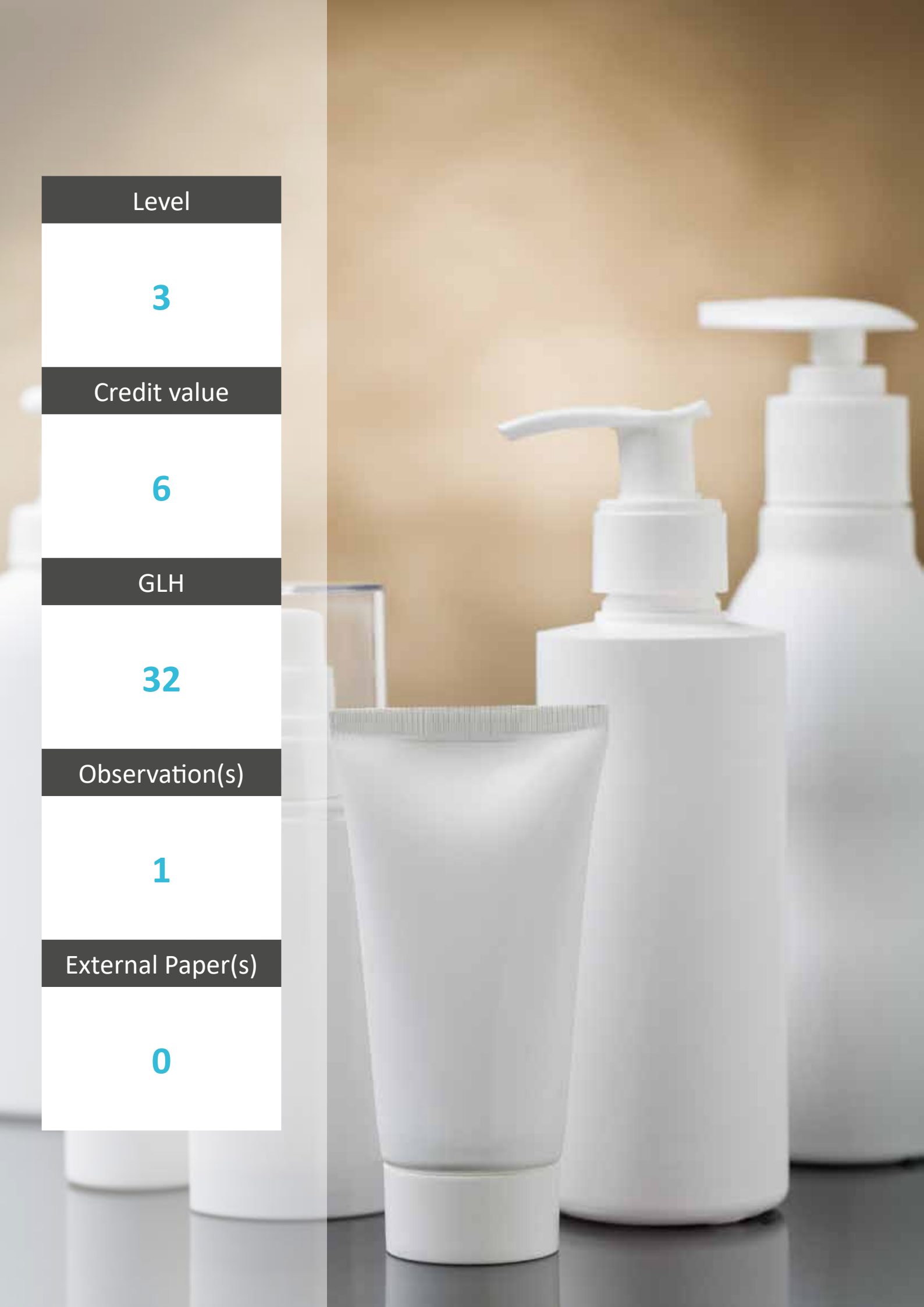
32

Observation(s)

1

External Paper(s)

0



Learning outcomes

On completion of this unit you will:

1. Be able to promote hair and beauty products, services and treatments
2. Be able to carry out market research in the hair and beauty sector

Evidence requirements

1. **Environment**
Evidence for this unit must be gathered in a real or realistic working environment.
2. **Simulation**
Simulation is not allowed in this unit.
3. **Observation outcomes**
Competent performance of 'Observation' outcomes must be demonstrated to your assessor on **at least one occasion**.
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. This evidence may include projects, assignments, case studies, reflective accounts, oral/written questioning and/or other forms of evidence.
6. **Tutor/Assessor guidance**
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 an 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.

Maximum service times

There are no maximum service times that apply to this unit.

Learning outcome 1

Be able to promote hair and beauty products, services and treatments

You can:

- a. Promote a hair and beauty product, service and/or treatment based on a marketing plan
- b. Communicate effectively when promoting a hair and beauty product, service and/or treatment

* May be assessed through oral questioning.

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

Observation range

You must practically demonstrate that you have:

Used all types of promotional activities	Portfolio reference
Treatment demonstrations	
Product displays	
Advertising or marketing campaign	

Met all the objectives	Portfolio reference
Enhance salon image	
Increase salon business	

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

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:

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

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



Learning outcome 1

Be able to promote hair and beauty products, services and treatments

You can:	Portfolio reference/ Assessor initials*
c. Evaluate the effectiveness of the promotional activity and marketing plan	
d. Explain the important role of advertising and PR in promoting a hair and beauty product, service and/or treatment	
e. Describe the different promotional methods and activities	
f. Explain the importance of effective communication when promoting a hair and beauty product, service and/or treatment	
g. Explain the importance of evaluating the effectiveness of promotional methods and activities and marketing plan	

*Assessor initials to be inserted if orally questioned.

Learning outcome 2

Be able to carry out market research in the hair and beauty sector

You can:	Portfolio reference/ Assessor initials*
a. Carry out market research in the hair and beauty sector	
b. Analyse data collected from market research carried out in the hair and beauty sector	
c. Produce a marketing plan to promote and enhance a business in the hair and beauty sector	
d. Describe the principles of marketing	
e. Describe how to carry out market research	
f. Explain the importance of analysing data collected from market research	
g. Explain the importance of producing a marketing plan that will promote and enhance the business	

*Assessor initials to be inserted if orally questioned.

Unit content

This section provides guidance on the recommended knowledge and skills required to enable you to achieve each of the learning outcomes in this unit. Your tutor/assessor will ensure you have the opportunity to cover all of the unit content.

Learning outcome 1: Be able to promote hair and beauty products, services and treatments

Promotion:

Promotion activities: reception display, before/ during and after service, e-mail/mail/text, promotional events (launch parties, shows, charity events etc), website, news article, television, radio advert, trade magazine, billboard, direct mail (flyer, leaflet, text messages).

Marketing plan:

Decision making process, promotional strategy, how to maximise selling, clear objectives, lists actions to achieve objectives, how to turn a plan into reality, building long-term profitable relationships.

Factors to include – which customers to target, how to reach them, how to win their business, maintain customer satisfaction, continual review and improvement, staying ahead of the competition.

Professional communication in a salon environment:

Try to avoid technical language, always respond, consider clients confidentiality, professional, supportive, respectful, sensitive to client, open questioning.

Verbal – speaking (tone of voice, the language you use, how quickly and clearly), questioning (open, closed, probing).

Non verbal – body language, positive attitude (eye contact, your posture, facial expressions, hand gestures, the distance you stand), listening (be patient, try to understand).

Written – visual aids, magazines, client records.

Advertising:

Form of communication, persuasion, audience (viewers, readers or listeners), drive consumer behavior, commercial offering, sponsors.

Influences – budget, timing, writing effective copy, selecting appropriate illustrations, design layout, media selection and rationale, 'technology' in marketing, on the consumer, family, friends, reference groups, media, and society in general.

PR (Public relations):

Reputation, what you do, what you say, what others say about you, used to gain trust and understanding, relationship between organisation and public – employees, customers, investors, the local community, stakeholder groups.

Evaluate the promotional activities:

What worked well/what did not, benefits, compare against original brief, end result, client satisfaction, draw conclusions.

Learning outcome 2: Be able to carry out market research in the hair and beauty sector

Market research:

Methodical and scientific, qualitative and quantitative, groups of research methods.

Quantative research – main focus on quantities, mathematical or statistical techniques.

Qualitative research – social phenomena, rich information, opinions, experiences.

Steps to completing research – meticulous planning of each step, completion of search task, decision on subject, sources, facts, opinions (authoritative? or just anyone's?), reasoned arguments, statistics, narratives, eyewitness reports, descriptions, purpose of research, validation of information, published in an academic article or journal or other, need for referencing, bibliography when presenting research findings.

Step by step guide

Step 1 – identify research purpose

Step 2 – identify what is to be learned

Step 3 – determine research design (descriptive, exploratory, casual research)

Step 4 – data collection

Step 5 – evaluate data

Step 6 – analyse data

Step 7 – communicate results

Research sources – research material, use of general and specialist libraries, electronic resources to identify relevant sources of information, books, indexes, journals, trade magazines and other forms of printed materials, internet search engines. Official sources of information (Government) other sources of information - corporate, commercial, trade associations, societies, etc.

Types of research – quantitative and qualitative, differences between them, techniques of collection, control and cohort studies, surveys (questionnaires), direct, unstructured interviewing, or observation of real-life settings (ethnography), unique selling point (USP), SWOT analysis (strengths, weaknesses, opportunities, and threats), or SCOT analysis (replaces weakness with challenge), PEST analysis (political, economic, social, and technological), marketing strategy, product mix, customer profile, 4 “P’s” (product, price, promotion, and place).

Research and data collection:

Analyse findings of previous research, analyse of published information, develop new idea, “Specific Measurable Achievable Relevant Timed” business, analysis of data, criteria to evaluate the success, research skills, job roles, training needs, further information needed, method of obtaining information, objectives and Key Performance Indicators, contemporary practice, predicted trends, avoidance of plagiarism.

Evaluation methods – be selective, realistic, creative, careful, honest, balanced, holistic, human.

Presentation of findings – practical conclusions, role of the research within the hair and beauty-related industry, influence in achieving objectives, benefits of special promotions, events and activities that promote the business, use of point of sale promotion displays.

Notes

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Notes

Use this area for notes and diagrams





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