

# iUCO61 – Marketing in the hair and beauty sector

URN – F/617/5703

**Guided Learning Hours: 32**

Learning outcome	Assessment criteria	Taught content to include
LO1 Be able to carry out market research in the hair and beauty sector	1.1. Carry out market research in the hair and beauty sector	<ul style="list-style-type: none"> <li>• Identification of requirements</li> <li>• Research objectives</li> <li>• Sources of data</li> <li>• Methods of research</li> <li>• Timescales/activity calendar</li> <li>• Budget</li> <li>• Evaluation of the results</li> </ul>
	1.2. Analyse data collected from market research carried out in the hair and beauty sector	<ul style="list-style-type: none"> <li>• Quantitative research</li> <li>• Qualitative research</li> <li>• Primary and secondary data</li> <li>• Analysis of data collected</li> </ul>
	1.3. Produce a marketing plan to promote and enhance a business in the hair and beauty sector	<ul style="list-style-type: none"> <li>• Rationale for marketing plan</li> <li>• Mission statement</li> <li>• Table of contents</li> <li>• Internal and external analysis - i.e. current products, current target market, current competitor analysis, PEST analysis etc.</li> <li>• SWOT analysis</li> <li>• Marketing objectives and strategies</li> <li>• Target market</li> <li>• Marketing tactics</li> <li>• Schedules for implementation</li> <li>• Budgets and financial data</li> <li>• Return on investment</li> <li>• Performance analysis</li> </ul>

	1.4. Describe the principles of marketing	<ul style="list-style-type: none"> <li>• Definition of marketing</li> <li>• Marketing mix, e.g. the 4 p's <ul style="list-style-type: none"> <li>- Product</li> <li>- Pricing</li> <li>- Promotion</li> <li>- Place</li> </ul> </li> </ul>
	1.5. Describe how to carry out market research	<ul style="list-style-type: none"> <li>• Marketing brief</li> <li>• Market research expertise <ul style="list-style-type: none"> <li>- In-house</li> <li>- Agency</li> <li>- Freelance</li> </ul> </li> <li>• Identification of current business situation</li> <li>• Target market</li> <li>• Quantitative research</li> <li>• Qualitative research</li> <li>• Primary and secondary data</li> <li>• Market research techniques</li> <li>• Analysis and interpretation of results</li> </ul>
	1.6. Explain the importance of analysing data collected from market research	<ul style="list-style-type: none"> <li>• Formulating marketing plan</li> <li>• Marketing strategy</li> <li>• Marketing tactics</li> <li>• Budgets</li> <li>• Timescales</li> </ul>
	1.7. Explain the importance of producing a marketing plan that will promote and enhance the business	<ul style="list-style-type: none"> <li>• The role of the marketing plan</li> <li>• Identification of marketing objectives</li> <li>• Identification of target market</li> <li>• Identification of products, services and treatments</li> <li>• Identification of competitors</li> <li>• Analysis of data collected through market research</li> <li>• Marketing strategy</li> <li>• Marketing tactics</li> <li>• Budgets</li> <li>• Return on investment</li> <li>• Timescales</li> </ul>

LO2 Be able to promote hair and beauty products, services and treatments	2.1. Promote a hair and beauty product, service and/or treatment based on a marketing plan	<ul style="list-style-type: none"> <li>• Promotional aims and objectives</li> <li>• Marketing plan</li> <li>• Methods of promotion</li> </ul>
	2.2. Communicate effectively when promoting a hair and beauty product, service and/or treatment	<ul style="list-style-type: none"> <li>• Good communication skills</li> <li>• Effective communication</li> <li>• Demonstrate appropriate body language at all times</li> <li>• Interpersonal distance</li> <li>• Trust</li> <li>• Professionalism, confidence and enthusiasm</li> <li>• Confidentiality</li> <li>• Personal effectiveness</li> <li>• With colleagues</li> <li>• As part of team</li> <li>• With clients</li> <li>• With suppliers</li> <li>• With others</li> <li>• Methods of communication used to promote products, services and treatments i.e. written word, verbal presentation, demonstration of products, services or treatments, use of the internet - social media, websites, blogs, vlogs, webinars etc</li> </ul>
	2.3. Evaluate the effectiveness of the promotional activity and marketing plan	<ul style="list-style-type: none"> <li>• Marketing strategy</li> <li>• Marketing tactics</li> <li>• Key performance indicators (KPI)</li> </ul>
	2.4. Explain the important role of advertising and PR in promoting a hair and beauty product, service and/or treatment	<ul style="list-style-type: none"> <li>• Creates ongoing awareness of business, products and services</li> <li>• Provides information</li> <li>• Business growth</li> </ul>
	2.5. Describe the different promotional methods and activities	<ul style="list-style-type: none"> <li>• Advertising</li> <li>• The internet – websites, social media, vlogs, search engines etc</li> <li>• Newspapers</li> <li>• Magazines</li> <li>• The radio</li> <li>• Directories</li> <li>• Word of mouth</li> <li>• Press releases</li> <li>• Press kit</li> <li>• Promotional events</li> </ul>

		<ul style="list-style-type: none"> <li>• Sampling</li> <li>• Point of sale displays</li> <li>• Merchandising</li> <li>• Loyalty cards</li> <li>• Price reductions</li> <li>• Competitions</li> <li>• After sales service</li> <li>• Bonus retail product packs</li> <li>• Treatment programme schemes</li> <li>• Newsletters</li> <li>• Fact sheets</li> </ul>
	2.6. Explain the importance of effective communication when promoting a hair and beauty product, service and/or treatment	<ul style="list-style-type: none"> <li>• Accurate information</li> <li>• Brand identification</li> <li>• Corporate image</li> <li>• Business growth</li> </ul>
	2.7. Explain the importance of evaluating the effectiveness of promotional methods and activities and marketing plan	<ul style="list-style-type: none"> <li>• Business risk analysis</li> <li>• Operational objectives</li> <li>• Marketing and publicity strategies</li> <li>• Finance</li> <li>• Budgets</li> <li>• Return on investment</li> </ul>

Assessment	
Portfolio of evidence containing: <ul style="list-style-type: none"> <li>• Assignment</li> </ul>	The assignment is internally assessed by the college lecturer and verified by the external quality assurer. Assignment guidance and assignment assessment form, which must be used, can be downloaded from the ITEC website <a href="http://www.itecworld.co.uk">www.itecworld.co.uk</a> .

Guide to taught content
The content contained within the unit specification is not prescriptive or exhaustive but is intended to provide helpful guidance to teachers and learners with the key areas that will be covered within the unit, and, relating to the kinds of evidence that should be provided for each assessment objective specific to the unit learning outcomes.

**Document History**

Version	Issue Date	Changes	Role
v1	23/08/2019	First published	Qualifications and Regulation Co-ordinator