

iUCO89 – Public relations (PR) in the hair and beauty sector

URN – T/617/4323

Guided Learning Hours: 42

Learning outcome	Assessment criteria	Taught content to include
LO1 Be able to carry out PR activities in the hair and beauty sector	1.1. Conduct a PR campaign within the hair and beauty sector	<ul style="list-style-type: none"> • Components of a PR campaign • Identify previous PR activity • Research • Executive summary/overview • Introduction • Problem/opportunity statement • Situation analysis • Internal factors analysis • External factors analysis • Identifying publics (customers, producers, enablers, limiters) • Data analytics • 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
	1.2. Investigate the roles and responsibilities of a PR officer	<ul style="list-style-type: none"> • Plan, develop and implement PR campaigns • Communication with colleagues, the media and others • Write and edit press releases • Manage PR input on company website

		<ul style="list-style-type: none"> • 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 • Co-ordinate in-house publications i.e. magazines • Co-ordinate photo opportunities • Commission and evaluate market research • PR crisis management • Analysis of future trends
	1.3. Investigate the advantages and disadvantages of different PR activities	<ul style="list-style-type: none"> • The PR activities of a business within the hair and beauty sector i.e.: <ul style="list-style-type: none"> - Open days - Press releases - Exhibition work - Advertising
	1.4. Investigate current trends in PR	<ul style="list-style-type: none"> • The influence of the internet e.g. social media etc. • Current trends i.e. social responsibility, sustainability, green issues etc.
	1.5. Evaluate how PR objectives can benefit a business	<ul style="list-style-type: none"> • Provision of information • Product awareness • Reinforcing the brand • Identification of target audience • Stimulating demand • Targets and business objectives
	1.6. Evaluate the difference between marketing and PR, and advertising and PR	<ul style="list-style-type: none"> • 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

	1.7. Evaluate PR tools and the PR campaign process	<ul style="list-style-type: none"> • PR objectives • Components of a PR campaign and the timescales involved in the process • PR tools e.g. audio-visual materials, written materials, corporate identity materials • Return on investment
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LO2 Understand how to manage a PR crisis in hair and beauty sector	2.1. Investigate issue management and the impact this has on PR activities	<ul style="list-style-type: none"> • Identification of issue • Crisis management • Assessment of problem • Short-term and long-term effects • Containment • Opportunities arising • Risk assessment
	2.2. Analyse PR ethics and the code of practice	<ul style="list-style-type: none"> • PR ethics • Current legislation • Industry codes of practice • Professional associations
	2.3. Assess the importance of communication in a crisis	<ul style="list-style-type: none"> • Information source • PR response • Response time • Communication strategy • Methods of communication
	2.4. Analyse the legal issues resulting from a crisis	<ul style="list-style-type: none"> • Negative publicity • Litigation

Assessment	
Portfolio of evidence containing: <ul style="list-style-type: none"> • Assignment 	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 www.itecworld.co.uk .

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