

Scheme of work

For each VTCT (ITEC) qualification, the lecturer/centre must complete a scheme of work for each unit indicating how the Lecturer is planning to cover the unit content throughout the course. Set out the planned sessions in terms of learning outcomes to be achieved. These should match those stated within the VTCT (ITEC) unit specification. Include all units of each course offered. Hours should meet the minimum guided learning hours listed within the unit specification.

Unit title: iUCO61 - Marketing in the Hair and Beauty Sector

Total contact tuition hours proposed: 32

Lecturer(s) responsible:

Learning objectives	Lecture content	Suggested resources	Approx. hours
Introductory session	<ul style="list-style-type: none"> College rules and regulations College mission statement VTCT (ITEC) rules and regulations Health & safety Timetable Dates – holidays etc. Syllabus Recommended books Uniform 	<ul style="list-style-type: none"> Lecture Q&A Using all the documents listed to ensure the students understand the college expectations and their commitment to the course 	
1. Be able to carry out market research in the hair and beauty sector			
Carry out market research in the hair and beauty sector	<ul style="list-style-type: none"> Identification of requirements Research objectives Sources of data Methods of research Timescales/activity calendar Budget Evaluation of the results 	<ul style="list-style-type: none"> OHP/Whiteboard Lecture Q&A Homework Test: 	16
Analyse data collected from market research	<ul style="list-style-type: none"> Quantitative research Qualitative research Primary and secondary data 		

carried out in the hair and beauty sector	<ul style="list-style-type: none"> • Analysis of data collected 		
Produce a marketing plan to promote and enhance a business in the hair and beauty sector	<ul style="list-style-type: none"> • Rationale for marketing plan • Mission statement • Table of contents • Internal and external analysis - i.e. current products, current target market, current competitor analysis, PEST analysis etc. • SWOT analysis • Marketing objectives and strategies • Target market • Marketing tactics • Schedules for implementation • Budgets and financial data • Return on investment • Performance analysis 		
Describe the principles of marketing	<ul style="list-style-type: none"> • Definition of marketing • Marketing mix, the 4 p's <ul style="list-style-type: none"> - Product - Pricing - Promotion - Place 		
Describe how to carry out market research	<ul style="list-style-type: none"> • Marketing brief • Market research expertise <ul style="list-style-type: none"> - In-house - Agency - Freelance • Identification of current business situation • Target market • Quantitative research • Qualitative research • Primary and secondary data • Market research techniques • Analysis and interpretation of results 		
Explain the importance of analysing data collected from market research	<ul style="list-style-type: none"> • Formulating marketing plan • Marketing strategy • Marketing tactics • Budgets • Timescales 		

Explain the importance of producing a marketing plan that will promote and enhance the business	<ul style="list-style-type: none"> • The role of the marketing plan • Identification of marketing objectives • Identification of target market • Identification of products, services and treatments • Identification of competitors • Analysis of data collected through market research • Marketing strategy • Marketing tactics • Budgets • Return on investment • Timescales 		
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2. Be able to promote hair and beauty products, services and treatments			
Promote a hair and beauty product, service and/or treatment based on a marketing plan	<ul style="list-style-type: none"> • Promotional aims and objectives • Marketing plan • Methods of promotion 	<ul style="list-style-type: none"> • OHP/Whiteboard • Lecture • Q&A • Handout • Homework • Test 	16
Communicate effectively when promoting a hair and beauty product, service and/or treatment	<ul style="list-style-type: none"> • Good communication skills • Effective communication • Demonstrate appropriate body language at all times • Interpersonal distance • Trust • Professionalism, confidence and enthusiasm • Confidentiality • Personal effectiveness • With colleagues • As part of team • With clients • With suppliers • With others • Methods of communication used to promote products, services and treatments i.e. written word, verbal presentation, demonstration of products, services or treatments 		
Evaluate the effectiveness of the promotional activity and marketing plan	<ul style="list-style-type: none"> • Marketing strategy • Marketing tactics • Performance indicators 		
Explain the important role of advertising and PR in promoting a hair and	<ul style="list-style-type: none"> • Creates awareness of business, products and services • Provides information 		

beauty product, service and/or treatment	<ul style="list-style-type: none"> • Business growth 		
Describe the different promotional methods and activities	<ul style="list-style-type: none"> • Advertising • The internet • Newspapers • Magazines • The radio • Directories • Word of mouth • Press releases • Press kit • Promotional events • Sampling • Point of sale displays • Merchandising • Loyalty cards • Price reductions • Competitions • After sales service • Bonus retail product packs • Treatment programme schemes • Newsletters • Fact sheets 		
Explain the importance of effective communication when promoting a hair and beauty product, service and/or treatment	<ul style="list-style-type: none"> • Accurate information • Brand identification • Corporate image • Business growth 		
Explain the importance of evaluating the effectiveness of promotional methods and activities and marketing plan	<ul style="list-style-type: none"> • Business risk analysis • Operational objectives • Marketing and publicity strategies • Finance • Budgets • Return on investment 		

Document History

Version	Issue Date	Changes	Role
v1	30/09/2019	First published	Qualifications Administrator