

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

Total contact tuition hours proposed: 42

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 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 PR activities in the hair and beauty sector			
Conduct a PR campaign within the hair and beauty sector	<ul style="list-style-type: none"> Components of a PR campaign Research Executive summary/overview Introduction Problem/opportunity statement Situation analysis Internal factors analysis External factors analysis Identifying publics (customers, producers, enablers, limiters) Goals and objectives 	<ul style="list-style-type: none"> OHP/Whiteboard Lecture Q&A Homework Test 	22

	<ul style="list-style-type: none"> • 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 		
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 • 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 		
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. open days, press releases, exhibition work, advertising 		
Investigate current trends in PR	<ul style="list-style-type: none"> • The influence of the internet • Current trends i.e. social responsibility, sustainability, green issues etc. 		
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 		

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 		
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 • Return on investment 		

2. Understand how to manage a PR crisis in hair and beauty sector			
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 	<ul style="list-style-type: none"> • OHP/Whiteboard • Lecture • Q&A • Handout: • Homework • Test 	22
Analyse PR ethics and the code of practice	<ul style="list-style-type: none"> • Current legislation • Industry codes of practice 		
Assess the importance of communication in a crisis	<ul style="list-style-type: none"> • Information source • PR response • Response time • Methods of communication 		
Analyse the legal issues resulting from a crisis	<ul style="list-style-type: none"> • Negative publicity • Litigation 		

Document History

Version	Issue Date	Changes	Role
v1	10/01/2020	First published	Qualifications and Regulation Co-ordinator