

Assignment Assessment Form - B

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

Instructions:

- Assessors must use this form to evaluate Learners’ submitted evidence, which may be a combination of some or all of the types listed below. Please indicate with a ✓ which source of information was submitted and accepted, and indicate with an × evidence submitted but not accepted
- Learners may re-submit evidence for further evaluation at any stage of their course in order to achieve success
- When all evidence has been submitted and accepted Assessors must place a ✓ in the Assignment Completed box. This indicates a pass mark
- The form must be placed with the project evidence for iTEC external verification purposes

	Written report	Chart	Diagram	Graph	Other pictorial presentation	Date Accepted
PR activities						
Differences between PR, marketing and advertising						
Current trends in PR						
Advantages and disadvantages of PR to a business						
PR ethics and codes of practice						
Role of PR in issue management						
Assignment Completed					Pass	

Learner name: _____

Learner signature: _____ Date: _____

Lecturer/Assessor name: _____

Lecturer/Assessor name signature: _____ Date: _____

Quality Assured by Name: _____

Quality Assured by signature: _____ Date: _____

External Examiner's/Verifier's Name: _____

External Examiner's/Verifier's Signature: _____ Date: _____

(if sampled)

Document History

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