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# Unit Specification

iUHB350 – Marketing for the hair sector

Unit reference number: A/651/0681

**Level: 3**

**Guided Learning Hours (GLH): 32**

## Overview

The aim of this unit is to develop the learner's practical skills alongside their knowledge and understanding of how to promote hair products, services and treatments to clients.

Learners will investigate the role that advertising and Public Relations have on promotional activities, carry out market research, produce a marketing plan, and finally analyse and evaluate the whole process.

This unit is suitable for all practitioners. For the purposes of this unit the generic term of practitioner has been used to incorporate the following roles: Barber, Hairdresser. The term salon is used to incorporate the fixed business locations where services provided by the above practitioners may take place.

## Learning outcomes

On completion of this unit, learners will:

LO1 Be able to promote hair products, services and treatments

LO2 Be able to carry out market research in the hair sector

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# Unit content

## LO1 Be able to promote hair products, services and treatments

### Promote a hair product, service and/or treatment based on a marketing plan

#### Taught content

- Methods of promotion, for example, product displays, before/during and after service/treatment, e-mail/mail/text, social media, promotional events (service/treatment demonstrations, launch parties, shows, charity events, etc), website, live stream, news article, television, radio advert, trade magazine, billboard, direct mail (flyer, leaflet, text messages), advertising/marketing campaign
- Marketing plan - decision making process, promotional strategy, how to maximise selling, clear objectives, lists actions to achieve objectives, how to turn a plan into reality, building long-term profitable relationships
- Factors to include – which customers to target, how to reach them, how to win their business, maintain customer satisfaction, continual review and improvement, staying ahead of the competition

### Communicate effectively when promoting a hair product, service and/or treatment

#### Taught content

- Communication:
  - Verbal – speaking manner and tone, professional, supportive, respectful, sensitive to client, appropriate vocabulary and open questioning related to service/treatment
  - Non-verbal – eye contact, body language, listening
  - Written – electronic, digital or paper-based, clear and concise, attention to spelling, grammar and presentation of written information
  - Visual aids – photographs, colour charts, digital media, magazines and images, can provide inspiration and assist the client's understanding
  - Adapting and tailoring approaches – for different clients, for example, new and existing clients, according to age, health conditions
  - Clarification – checking client understanding of proposed service/treatment and expected outcomes, checking client's comfort and wellbeing throughout the service/treatment

### Evaluate the effectiveness of the promotional activity and marketing plan

#### Taught content

- Review of the marketing plan and promotional activity in relation to the:
  - Marketing strategy
  - Marketing tactics
  - Key performance indicators (KPI)

## **The role of advertising and PR in promoting a hair product, service and/or treatment**

### **Taught content**

- Creates ongoing awareness of the business, professional products and services/treatments
- Provides information
- Encourages and maintains client interest and focus
- Enhances salon image
- Stimulates business growth

## **The different promotional methods and activities**

### **Taught content**

- Promotional methods and activities, for example:
  - Product displays, point of sale, sampling, before/during and after service/treatment, e-mail/mail/text, social media, promotional events (service/treatment demonstration, launch parties, shows, charity events, etc.), website, live stream, news/magazine article, television, radio advert, trade magazine, billboard, direct mail (flyer, leaflet, text messages) directories, press releases/press kits, loyalty schemes, price reductions, bonus schemes, service/treatment programme schemes, newsletters, fact sheets, word of mouth, advertising/marketing campaigns
- Advertising
  - Form of communication, persuasion, audience (viewers, subscribers, readers or listeners), influence consumer behaviour, commercial offering, sponsors
- Influences
  - Budget, timing, writing effective copy, selecting appropriate illustrations, design layout, media selection and rationale, 'technology' in marketing, on the consumer, family, friends, reference groups, media, social media and society in general
- PR (Public Relations)
  - Reputation, what a business does, what the employees say and do, what others say about the business and staff, used to gain trust and understanding, relationship between organisation and public – employees, customers, investors, the local community, stakeholder groups

### **The importance of effective communication when promoting a hair product, service and/or treatment**

#### **Taught content**

- Provide accurate information
- Clarify brand identification
- Maintain corporate image
- Encourage business growth
- Professional ethical conduct
  - Follow health and safety and organisational policies and procedures and code of conduct, demonstrate integrity, respect, flexibility and adaptability, co-operate with others, value client(s), use appropriate language, maintain a polite, cheerful and welcoming manner (friendly facial expressions, positive attitude, eye contact, open body language), maintain confidentiality, demonstrate respect for clients, colleagues and competitors, avoid gossip, take pride in work, maintain punctuality, uphold employer and client loyalty, work within limits of own authority and competence, engage in and document Continuous Professional Development (CPD) to maintain best practice

### **The importance of evaluating the effectiveness of promotional methods and activities and marketing plan**

#### **Taught content**

- Evaluate the promotional activities: What worked well/what did not, benefits, compare against original brief, end result, client satisfaction, draw conclusions in relation to:
  - Business risk analysis
  - Operational objectives
  - Marketing and publicity strategies
  - Finance
  - Budgets
  - Return on investment (ROI)

## LO2 Be able to carry out market research in the hair sector

### Carry out market research in the hair sector

#### Taught content

- Methods of conducting market research
  - Primary and secondary research
- Primary research (direct from respondent)
  - Own bespoke research, public opinion, gain knowledge of existing clients and competitors, collect information, assess client needs, monitor change in the market, anticipate future trends, on-going process, strategic plans, talk to clients, listen to client, questionnaires, visit shows and exhibitions, subscription to professional publications
- Secondary research (desk research)
  - Using information that is readily available (local/ college library, business school, vocational/technical institute, chamber of commerce, trade associations and reference materials, websites, magazines, directories of associations)
- Step by step guide:
  - Step 1 – identify research purpose
  - Step 2 – identify what is to be learned
  - Step 3 – determine research design (descriptive, exploratory, casual research)
  - Step 4 – data collection
  - Step 5 – evaluate data
  - Step 6 – analyse data
  - Step 7 – communicate results
- Research sources
  - Research material, use of general and specialist libraries, electronic
  - resources to identify relevant sources of information, books, indexes, journals, trade magazines and other forms of printed materials, internet search engines. Official sources of information (Government) other sources of information – corporate, commercial, trade associations, societies
- Types of research
  - Quantitative and qualitative

### Analyse data collected from market research carried out in the hair sector

#### Taught content

- Research and data collection
  - Analyse findings of previous research, analysis of published information, develop new idea, 'Specific Measurable Achievable Relevant Timed' (SMART) targets, analysis of data, criteria to evaluate the success, research skills, job roles, training needs, further information needed, method of obtaining information, objectives and Key Performance Indicators (KPI), contemporary practice, predicted trends, avoidance of plagiarism, Unique Selling Point (USP), SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats), or SCOT analysis (replaces Weakness with Challenge), PEST analysis (political, economic, social, and technological), marketing strategy, product mix, customer profile, 4 "P's" (Product, Price, Promotion, and Place)
- Evaluation methods
  - Be selective, realistic, creative, careful, honest, balanced, holistic, human
- Presentation of findings
  - Practical conclusions, role of the research within the hair industry, influence in achieving objectives, benefits of special promotions, events and activities that promote the business, use of point-of-sale promotion displays

## Produce a marketing plan to promote and enhance a business in the hair sector

### Taught content

- To include:
  - Rationale for marketing plan
  - Mission statement
  - Table of contents
  - Internal and external analysis, for example, current products and services/treatments, 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

## The principles of marketing

### Taught content

- Definition of marketing
- Marketing mix, for example, the 4 p's – Product – Pricing – Promotion – Place

## How to carry out market research

### Taught content

- Market research
  - Gathering of information about potential target market, audience or customers, to help develop a business strategy, to understand competitors and gain an advantage over competitors, marketing brief, market research expertise, for example, in-house, agency, freelance, identify and analyse the market needs/market size/competition, social and opinion research, systematic gathering and interpretation of information, gain insight or support decision making. Methodical and scientific, qualitative and quantitative, groups of research methods, differences between them, techniques of collection, control and cohort studies, surveys (questionnaires), direct, unstructured interviewing, or observation of real-life settings (ethnography)
- Quantitative research
  - Focus on quantities, mathematical or statistical techniques
- Qualitative research
  - Social phenomena, rich information, opinions, experiences
- Steps to completing research
  - Meticulous planning of each step, completion of search task, decision on subject, sources, facts, opinions, reasoned arguments, statistics, narratives, eyewitness reports, descriptions, purpose of research, validation of information, published in an academic article or journal or other, need for referencing, bibliography when presenting research findings, market research techniques, analysis and interpretation of results

### **The importance of analysing data collected from market research**

#### Taught content

- Formulating marketing plan
- Reviewing marketing strategy and tactics, budgets and timescales

### **The importance of producing a marketing plan that will promote and enhance the business**

#### Taught content

- 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
- Establish correct marketing strategy and tactics
- Allocate appropriate budgets
- Monitor Return on investment (ROI)
- Work within identified timescales

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# Assessment requirements

Learners must complete the assessment requirement related to this unit:

## 1. Assignment

This assignment may be presented using any of the following formats:

- Written report
- Audio-visual media
- Chart
- Diagram
- Graph
- Other pictorial presentation\*

Learners will be guided on the evidence that needs to be produced by the lecturer who will monitor the quality of the assignment to ensure that it meets the criteria listed below:

\*This is not an exhaustive list.

Learning Outcome	Assessment Criteria
LO1 Be able to promote hair products, services and treatments	1.1 Promote a hair product, service and/or treatment based on a marketing plan
	1.2. Communicate effectively when promoting a hair product, service and/or treatment
	1.3. Evaluate the effectiveness of the promotional activity and marketing plan
	1.4 Explain the important role of advertising and PR in promoting a hair product, service and/or treatment
	1.5 Describe the different promotional methods and activities
	1.6 Explain the importance of effective communication when promoting a hair product, service and/or treatment
	1.7 Explain the importance of evaluating the effectiveness of promotional methods and activities and marketing plan

Learning Outcome	Assessment Criteria
LO2 Be able to carry out market research in the hair sector	2.1 Carry out market research in the hair sector
	2.2 Analyse data collected from market research carried out in the hair sector
	2.3 Produce a marketing plan to promote and enhance a business in the hair sector
	2.4 Describe the principles of marketing
	2.5 Describe how to carry out market research
	2.6 Explain the importance of analysing data collected from market research
	2.7 Explain the importance of producing a marketing plan that will promote and enhance the business



### Document History

Version	Issue Date	Changes	Role
v1.0	19/03/2024	First published	Qualification Administrator