

Unit summary sheet

Unit H32: Contribute to the planning and implementation of promotional activities

Unit reference: **R/600/1277**

Credit: **5**

Unit aim

This is a job ready unit which is competency based. This unit is about working with others to plan, implement and evaluate hairdressing related promotional activities. The ability to competently present information and interact with the public whilst demonstrating skills is a particularly important aspect of this unit.

Assessment requirements

The assessment of this unit needs to meet the requirements within the HABIA Hairdressing and Barbering Assessment Strategies.

1. Simulation is not allowed for any performance evidence within this unit.
2. The learner must practically demonstrate in their everyday work that they have met the standard for contributing to the planning and implementation of promotional activities.
3. The Assessor will make one observation of their performance when planning and implementing promotional activities. In addition, they will need to collect further documentary evidence to show they have met all the requirements of the standard.
4. The learner must show that they have:
 - developed all types of objectives:
 - a) demonstrations
 - b) displays
 - c) advertising campaigns
 - undertaken all the types of promotional activities listed:
 - a) to enhance salon image
 - b) to increase salon business.
5. Although some evidence of the learners performance will be gathered from the observations made by the assessor, it is likely they will need to assemble relevant documentary evidence in their portfolio to meet the requirements of the standard and qualification.
6. No mandatory written questions are required for this unit.

Additional information

The assessment and quality assurance requirement for this unit provides evidence towards A and V units.

Learning outcome achievement record

NVQ title and level: Level 3 NVQ Diploma in Hairdressing (QCF)	
Learner:	
Assessor:	
Unit title: H32 Contribute to the planning and implementation of promotional activities	
Learning outcome 1: Be able to contribute to the planning and preparation of promotional activities	
Assessment criteria:	
1.1 make recommendations to the relevant person(s) for suitable promotional activities and identifying the potential benefits for the business	
1.2 identify and agree specific, measurable, achievable, realistic and time bound objectives and target groups for the activity with the relevant person(s)	
1.3 agree requirements for the activity with all relevant person(s) in sufficient detail to allow the work to be planned	
1.4 produce an agreed plan showing the <ul style="list-style-type: none"> - type of promotional activity - objectives of the activity - roles and responsibilities of others involved - resource requirements - preparation and implementation activities - timescales - the budget - methods of evaluation 	
1.5 agree a plan that takes into account any legal requirements, when necessary	
1.6 make sure resources are available to meet the planned timescale.	
Feedback/comments from the assessor:	
Learner's signature:	Date:
Assessor's signature:	Date:
Internal verifier's signature (if required):	Date:

Learning outcome achievement record

NVQ title and level: Level 3 NVQ Diploma in Hairdressing (QCF)	
Learner:	
Assessor:	
Unit title: H32 Contribute to the planning and implementation of promotional activities	
Learning outcome 2: Be able to implement promotional activities	
Assessment criteria:	
2.1 implement promotional activities to meet the agreed plan	
2.2 effectively adapt promotional activities, when necessary, in response to changed circumstances and/or problems	
2.3 use resources effectively throughout the promotional activities	
2.4 clearly and accurately communicate the essential features and benefits of products and services to the target group	
2.5 use methods of communication that are suitable for the type of promotional activity being undertaken	
2.6 present information in logical steps	
2.7 encourage the target group to ask questions about the services and products being promoted	
2.8 respond to questions and queries in a way which promotes goodwill and enhances the salon image	
2.9 actively encourage the target group to take advantage of the services and products being promoted	
2.10 clear away products and equipment at the end of the promotional activity, when necessary, to meet the requirements of the venue.	
Feedback/comments from the assessor:	
Learner's signature:	Date:
Assessor's signature:	Date:
Internal verifier's signature (if required):	Date:

Learning outcome achievement record

NVQ title and level: Level 3 NVQ Diploma in Hairdressing (QCF)	
Learner:	
Assessor:	
Unit title: H32 Contribute to the planning and implementation of promotional activities	
Learning outcome 3: Be able to participate in the evaluation of promotional activities	
Assessment criteria:	
3.1 use the methods agreed in the promotional activity plan to gain feedback from the relevant sources	
3.2 collate and record the information gained from the feedback using a clear and concise format and method of presentation	
3.3 draw accurate and clear conclusions on the effectiveness of the promotional activity in meeting the agreed objectives	
3.4 participate in discussions giving a clear and well-structured summary of the results of the evaluation	
3.5 make recommendations for improvements to any future promotional activities based upon the outcomes of the evaluation.	
Feedback/comments from the assessor:	
Learner's signature:	Date:
Assessor's signature:	Date:
Internal verifier's signature (if required):	Date:

Knowledge evidence record

NVQ title and level: Level 3 NVQ Diploma in Hairdressing (QCF)	
Learner:	Assessor:
<p>Unit title: H32 Contribute to the planning and implementation of promotional activities</p> <p>Learning outcome 4: Know the venue and legal requirements</p> <p>You must show that you have the knowledge and understanding for this unit. Your performance evidence might help to show this, but it is likely that you will need additional evidence (eg answers to questions).</p> <p>When using the standards it is important to read the knowledge requirements in relation to expectations and requirements of your job role.</p> <p>You need to show that you know, understand and can apply in practice what is listed below.</p>	

KEY: FOR EVIDENCE TYPES	EI = EVIDENCE INDEX NUMBER	O = OBSERVATION	P = PERSONAL STATEMENT
	WT = WITNESS TESTIMONY	S = SIMULATION	APEL = ACCREDITATION OF PRIOR EXPERIENCE AND LEARNING
	Q&A = QUESTIONS & ANSWERS	EWE = EXPERT WITNESS EVIDENCE	PD = PROFESSIONAL DISCUSSION

Knowledge and understanding for this unit Assessment criteria	Evidence index number	Date	Evidence type
4.1 explain the practical requirements and restrictions of any venue			
4.2 describe the contract requirements, local bye-laws and legislation which could restrict the promotional activity in any venue used			
4.3 explain the importance of considering health and safety and other legal requirements			
4.4 explain the health and safety procedures applicable to any venue used			
4.5 explain the potential hazards that must be considered when working at any venue			
4.6 describe the steps that should be taken to minimise risks when working at an external venue.			

Feedback/comments:

The learner has satisfied the assessor and the internal verifier that the knowledge and understanding requirements have been achieved.

Learner's signature:

Date:

Assessor's signature:

Date:

Internal verifier's signature:

Date:

Knowledge evidence record

NVQ title and level: Level 3 NVQ Diploma in Hairdressing (QCF)	
Learner:	Assessor:
Unit title: H32 Contribute to the planning and implementation of promotional activities	
Learning outcome 5: Know promotional event planning and preparation	
You must show that you have the knowledge and understanding for this unit. Your performance evidence might help to show this, but it is likely that you will need additional evidence (eg answers to questions).	
When using the standards it is important to read the knowledge requirements in relation to expectations and requirements of your job role.	
You need to show that you know, understand and can apply in practice what is listed below.	

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Knowledge and understanding for this unit Assessment criteria	Evidence index number	Date	Evidence type
5.1 explain the purpose and value of detailed and accurate planning			
5.2 explain the type of resourcing requirements necessary for promotional activities, eg individuals, tools and equipment, materials, time, venue			
5.3 explain how the nature of the target group can influence the choice of promotional activity			
5.4 explain how to match types of promotional activities to objectives			
5.5 describe how to present a plan for promotional activities			
5.6 explain why it is important to consider methods of evaluation at the planning stage			
5.7 explain how to write objectives that are Specific, Measurable, Achievable, Realistic and Time Bound (ie SMART objectives)			
5.8 explain the importance of working to a budget			
5.9 explain where and how to obtain resources			
5.10 explain the importance of clearly defining the roles and responsibilities of those involved in promotional activities			

5.11 describe the importance of allocating roles and responsibilities to match an individual's competence levels			
5.12 explain the importance of gaining an individual's commitment and agreement to undertake a role in the promotional activity			
5.13 explain the types of foreseeable problems that occur and ways of resolving them.			

Feedback/comments:

The learner has satisfied the assessor and the internal verifier that the knowledge and understanding requirements have been achieved.

Learner's signature:	Date:
Assessor's signature:	Date:
Internal verifier's signature:	Date:

Knowledge evidence record

NVQ title and level: Level 3 NVQ Diploma in Hairdressing (QCF)	
Learner:	Assessor:
<p>Unit title: H32 Contribute to the planning and implementation of promotional activities</p> <p>Learning outcome 6: Know services and products</p> <p>You must show that you have the knowledge and understanding for this unit. Your performance evidence might help to show this, but it is likely that you will need additional evidence (eg answers to questions).</p> <p>When using the standards it is important to read the knowledge requirements in relation to expectations and requirements of your job role.</p> <p>You need to show that you know, understand and can apply in practice what is listed below.</p>	

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Knowledge and understanding for this unit Assessment criteria	Evidence index number	Date	Evidence type
6.1 describe the features and benefits of the products and/or services being promoted.			
Feedback/comments:			
The learner has satisfied the assessor and the internal verifier that the knowledge and understanding requirements have been achieved.			
Learner's signature:		Date:	
Assessor's signature:		Date:	
Internal verifier's signature:		Date:	

Knowledge evidence record

NVQ title and level: Level 3 NVQ Diploma in Hairdressing (QCF)	
Learner:	Assessor:
<p>Unit title H32 Contribute to the planning and implementation of promotional activities</p> <p>Learning outcome 7: Know selling skills</p> <p>You must show that you have the knowledge and understanding for this unit. Your performance evidence might help to show this, but it is likely that you will need additional evidence (eg answers to questions).</p> <p>When using the standards it is important to read the knowledge requirements in relation to expectations and requirements of your job role.</p> <p>You need to show that you know, understand and can apply in practice what is listed below.</p>	

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Knowledge and understanding for this unit	Evidence index number	Date	Evidence type
Assessment criteria			
7.1 explain how to recognise buying signals and to close sales			
7.2 compare the difference between the features of a product or service and the benefits of a product or service			
7.3 describe how to tailor the presentation of the benefits of products and/or services to meet individual needs and interests.			

Feedback/comments:

The learner has satisfied the assessor and the internal verifier that the knowledge and understanding requirements have been achieved.

Learner's signature:	Date:
Assessor's signature:	Date:
Internal verifier's signature:	Date:

Knowledge evidence record

NVQ title and level: Level 3 NVQ Diploma in Hairdressing (QCF)	
Learner:	Assessor:
Unit title: H32 Contribute to the planning and implementation of promotional activities	
Learning outcome 8: Know different communication techniques	
You must show that you have the knowledge and understanding for this unit. Your performance evidence might help to show this, but it is likely that you will need additional evidence (eg answers to questions).	
When using the standards it is important to read the knowledge requirements in relation to expectations and requirements of your job role.	
You need to show that you know, understand and can apply in practice what is listed below.	

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Knowledge and understanding for this unit Assessment criteria	Evidence index number	Date	Evidence type
8.1 explain how and when to participate in discussions			
8.2 describe how to give a short presentation, eg timing, pace, use of voice, use of graphics, etc.			
8.3 compare different methods of presenting information, eg pictorially, graphically, verbally			
8.4 describe different methods of creating a visual impact			
8.5 explain how and when to make openings to encourage others to ask questions			
8.6 describe how to answer questions and manage queries in a way likely to maintain goodwill.			

Feedback/comments:

The learner has satisfied the assessor and the internal verifier that the knowledge and understanding requirements have been achieved.

Learner's signature:

Date:

Assessor's signature:

Date:

Internal verifier's signature:

Date:

Knowledge evidence record

NVQ title and level: Level 3 NVQ Diploma in Hairdressing (QCF)	
Learner:	Assessor:
<p>Unit title: H32 Contribute to the planning and implementation of promotional activities</p> <p>Learning outcome 9: Know evaluation methods and techniques</p> <p>You must show that you have the knowledge and understanding for this unit. Your performance evidence might help to show this, but it is likely that you will need additional evidence (eg answers to questions).</p> <p>When using the standards it is important to read the knowledge requirements in relation to expectations and requirements of your job role.</p> <p>You need to show that you know, understand and can apply in practice what is listed below.</p>	

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Knowledge and understanding for this unit Assessment criteria	Evidence index number	Date	Evidence type
9.1 explain the purpose of evaluation activities			
9.2 explain the areas of the promotional activity which should be evaluated			
9.3 describe the most suitable methods of gaining feedback for the promotional activities in the range			
9.4 explain how to collate, analyse and summarise evaluation feedback in a clear and concise way			
9.5 explain suitable ways of formatting and producing an evaluation report.			

Feedback/comments:

The learner has satisfied the assessor and the internal verifier that the knowledge and understanding requirements have been achieved.

Learner's signature:	Date:
Assessor's signature:	Date:
Internal verifier's signature:	Date:

Assessment requirements record

NVQ title and level:		
Learner:		
Assessor:		
Unit title: H32 Contribute to the planning and implementation of promotional activities		
Performance(s) observed by the assessor	<i>(Assessor to sign each time performance is observed)</i>	<i>(Assessor to insert date each time performance is observed)</i>
Observation 1 Planning and implementing promotional activities		
Assessment requirements:	<i>(Assessor to insert date each time competence is demonstrated)</i>	
You must show that you have:		
developed all types of objectives: a) demonstrations b) displays advertising campaigns		
undertaken all the types of promotional activities listed: a) to enhance salon image to increase salon business.		
Feedback/comments:		
Learners's signature:	Date:	
Assessor's signature:	Date:	