



**education**

Department:  
Education  
REPUBLIC OF SOUTH AFRICA

# **NATIONAL CERTIFICATE (VOCATIONAL)**

## **SUBJECT GUIDELINES**

### **ADVERTISING AND PROMOTIONS**

#### **NQF Level 4**

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# **ADVERTISING AND PROMOTIONS – LEVEL 4**

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## INTRODUCTION

### **A. What is Advertising and Promotions?**

Advertising and Promotions is a targeting system in which an organisation matches its capabilities to the needs and wants of customers. Its objective is to provide a product or service to consumers or users to achieve optimum profit or cost efficiency in the case of a not-for-profit organisation.

To improve opportunities for success in a competitive marketplace, marketers focus their efforts on clearly defined market targets. The intention is to select those groups of customers that the company is best able to serve so that competitive pressure is minimised.

### **B. Why is Advertising and Promotions important in the Marketing programme?**

An organisation's central mission is the satisfaction of customer requirements at a profit (or in not-for-profit sectors, the maximum level of efficiency at minimum level of cost). This is achieved by focusing the attention of the organisation on the importance of the needs of the marketplace.

### **C. The link between the Advertising and Promotions Learning Outcomes and the Critical and Developmental Outcomes**

Marketing effectiveness depends on communication, which means identifying and solving problems in reading and written activities, working effectively with others using interactive speech and developing language capability across language applications in principles and strategies. To deal with brand, product and promotions, a marketer needs to collect, analyse, organise and critically evaluate information fundamental to making correct decisions.

Above-the-line advertising has, through effective communication and the use of science and technology, the following three main aims:

- To show the impact of information
- To develop attitudes
- To induce action beneficial to the advertiser.

### **D. Factors that contribute to achieving the Advertising and Promotions Learning Outcomes**

A student who is interested in marketing and aims for an integrated approach, which embraces new opportunities in a dynamic, action-driven manner, based on an overall business philosophy. A marketing-orientated student is distinguished by the way he or she provides customer satisfaction to achieve business objectives.

## 1 DURATION AND TUITION TIME

This is a one year instructional programme comprising 200 teaching and learning hours. The subject may be offered on a part-time basis provided the candidate meets all of the assessment requirements.

Course preparation should consider students with special education needs (LSEN).

## 2 SUBJECT LEVEL FOCUS

- Research marketing trends in order to inform decision-making and promote sales.

## 3 ASSESSMENT REQUIREMENTS

### 3.1 Internal assessment (50 percent)

#### 3.1.1 Theoretical Component

The theoretical component will form 40 percent of internal assessment.

Internal assessment of the theoretical component of Advertising and Promotions NQF Level 4 will take the form of observation, class questions, group work, (informal group competitions with rewards), individual discussions with students, class, topic and semester tests, and internal examination. Daily observations can be done when marking assignments of the previous day and class questions.

Assignments, case studies and tests can be done at the end of a topic. Tests and internal examinations must form part of internal assessment.

#### 3.1.2 Practical component

The practical component will form 60 percent of internal assessment.

All practical components must be indicated in a Portfolio of Evidence (PoE). The practical component includes applications, exercises and assignments.

Internal assessment of the practical component of Advertising and Promotions NQF Level 4 will take the form of assignments, practical exercises, case studies, practical examination in a simulated business environment.

Students may complete practical assignments on a daily basis. Assignments and case studies can also be done at the end of a topic. Practical examination can form part of internal practical assessment.

- **Some examples of practical assessments include, but are not limited to:**

- A Presentations (lectures, demonstrations, group discussions and activities, practical work, observation, role play, independent activity, syntheses and evaluation)
- B Exhibitions by students
- C Visits undertaken by students based on a structured assignment task
- D Research
- E Task performance in a simulated/structured environment

- **Definition of the term “structured environment”**

“Structured environment” for the purpose of assessment refers to an actual or simulated workplace, or workshop environment. It is advised that a practicum room is available on each campus for practical assessment.

- **Evidence in practical assessments**

All evidence pertaining to evaluation of practical work must be reflected in the students’ PoE. The tools and instruments constructed and used for the purpose of conducting such assessments must be clear from evidence contained in the PoE.

### 3.1.3 Processing of internal assessment mark for the year

A year mark out of 100 is calculated by adding the marks of the theoretical component and the practical component of the internal continuous assessment.

### 3.1.4 Moderation of internal assessment mark

Internal assessment is subject to both internal and external moderation procedures as contained in the *National Examinations Policy for FET College Programmes*.

## 3.2 External assessment (50 percent)

A national examination is conducted annually in October or November by means of a paper set, marked and moderated externally.

Details in respect of external assessment are contained in the *Assessment Guidelines: Advertising and Promotions* (Level 4).

## 4 WEIGHTED VALUES OF TOPICS

TOPICS	WEIGHTED VALUE
1. Advertising and the media – an advanced focus	15%
2. Promotions of brand, product and service	15%
3. Creative principles of marketing communications	20%
4. Legal requirements and their implications	15%
5. Functioning in a creative team	20%
6. Features and benefits of a range of products	15%
<b>TOTAL</b>	<b>100</b>

## 5 CALCULATION OF FINAL MARK

Internal assessment: Student's mark/100 x 50 = a mark out of 50 (a)

Examination mark: Student's mark/100 x 50 = a mark out of 50 (b)

**Final mark: (a) + (b) = a mark out of 100**

All marks are systematically processed and accurately recorded to be available as hard copy evidence for, amongst others, purposes of moderation and verification.

## 6 PASS REQUIREMENTS

The student must obtain at least fifty (50) percent in ICASS and fifty percent (50) in the examination.

## 7 SUBJECT AND LEARNING OUTCOMES

On completion of Advertising and Promotions Level 4 the student should have covered the following topics:

Topic 1: Advertising and the media – an advanced focus

Topic 2: Promotions of brand, product and service

Topic 3: Creative principles of marketing communications

Topic 4: Legal requirements and their implications

Topic 5: Functioning in a creative team

Topic 6: Features and benefits of a range of products

## 7.1 Topic 1: Advertising and the media – an advanced focus

**7.1.1 Subject Outcome 1:** Demonstrate an understanding of more advanced advertising activities.

### Learning Outcomes:

- Explain the elements of the media mix as being part of acquired knowledge in this field of study.  
*Range: Promotions, publicity, public relations and personal selling and direct selling.*
- Explain the concept 'direct selling' and demonstrate an understanding of the basic steps in the direct selling process.
- Explain the advantages of direct selling and explain how it affects the selling process.
- Explain the effect of the media mix on advertising with respect to successfully advertising a product.
- Identify and explore advertising opportunities in order to ensure the successful marketing of the product.
- Define an advertising plan and explain the basic elements of an advertising plan.
- Demonstrate the steps in creating a simple advertisement.  
*Range: Copywriting, visualizing and layout.*
- Explain the broad overall benefits of advertising to encourage the sales of products.

**7.1.2 Subject Outcome 2:** Demonstrate an understanding of different media strategies through descriptions and examples.

### Learning Outcomes:

- Demonstrate an understanding of the concept media strategy, based on prior knowledge of the concepts marketing strategy and creative strategy.
- Identify, list and define the different media strategies.  
*Range: Target market coverage, geographic coverage, reach, frequency, repetition, scheduling, creative aspects and mood, flexibility and adaptability of message, budget considerations.*
- Explain different media strategies and embellish with examples to underpin the essential knowledge where possible.

**7.1.3 Subject Outcome 3:** Explain the rules and methods applicable to relationships with the media.

### Learning Outcomes:

- Demonstrate an understanding of the Prisa's rule through a thorough explanation.
- Identify different effective ways to contact the media to ensure that effective communication occurs.
- Explain the concept media release in a way that will simplify the development of a media release.
- Explain the steps in the formulating of media releases.
- Explain different models accessible for the writing of media releases to ensure accuracy of the message.
- Explain how to effectively deal with media enquiries to ensure a positive response.

## 7.2 Topic 2: Promotions of brand, product and service

**7.2.1 Subject Outcome 1:** Evaluate brand, product and service promotion opportunities.

### Learning Outcomes:

- Demonstrate an understanding of the concept promotional proposal.
- Assess specific promotional proposals to estimate the potential benefit to the client.
- Assess and estimate the nature and level of resources and expertise required to implement the promotional opportunity.
- Evaluate the promotional opportunities within agreed time frames and make a valuable decision.

### **7.2.2 Subject Outcome 2:** Co-ordinate brand, product and sales promotion.

#### **Learning Outcomes:**

- Adhere to sales promotional budgets in accordance with the overall budget for the promotional activities.
- Evaluate and select promotional tools that are relevant to the type of promotion taking place.
- Develop and set conditions for brand, product or service promotional programs to be developed in accordance with the promotional objectives.
- Effectively communicate the promotional program to all relevant stakeholders within the given time frame.
- Ensure that promotional program procedures provide for adequate lead time to prepare for components of the promotion before its launch.
- Apply and use processes to monitor the implementation and integration of the promotions.

### **7.2.3 Subject Outcome 3:** Evaluate the brand, product or service promotions.

#### **Learning Outcomes:**

- Implement the pre-testing of promotional tools where feasible.
- Analyse promotion results and use the results to evaluate the promotion factors in terms of original objectives.
- Assess the promotional outcomes, through the evaluation processes, against established objectives and identify implications for future promotional strategies and activities.

## **7.3 Topic 3: Creative principles of marketing communications**

### **7.3.1 Subject Outcome 1:** Describe and explain the history and nature of copywriting.

#### **Learning Outcomes:**

- Cover all the salient points in the history of copywriting in a complete, concise description.
- Indicate the contrast in historical and current methods and techniques of copywriting.
- Review and explain the historical development of copywriting.
- Give a full description of the nature of copywriting.

### **7.3.2 Subject Outcome 2:** Describe and explain the practice of copywriting

#### **Learning Outcomes:**

- List and explain the building blocks of copywriting.
- List and describe the elements of copywriting.
- Review, interpret and explain methods of copywriting used by masters.
- Give a proper explanation of the role of the copywriter in the marketing mix.
- Properly describe the role of the copywriter in contributing to the success of marketing.

### **7.3.3 Subject Outcome 3:** Describe and interpret the characteristics and constraints of the various media.

#### **Learning Outcomes:**

- List, describe and explain the characteristics and constraints of various media completely, concisely and accurately.
- Explain the nature of the constraints with reference to its use.
- List and explain the strengths and limitations of each media.

### **7.3.4 Subject Outcome 4:** Describe and explain the nature and role of the various creative elements available.

#### **Learning Outcomes:**

- Describe the nature and role of various creative elements.
- Give a complete and accurate description of the various creative elements.
- List and explain the characteristics of various creative elements.
- List and explain the strengths and limitations of each creative element.



**7.3.5 Subject Outcome 5:** Describe and explain the creative philosophies of leading advertising agencies.

**Learning Outcomes:**

- List and interpret different advertising philosophies.
- Give a detailed, clear, concise description of different philosophies.
- Compare different philosophies and indicate the contrast to how they can be used separately and in combination.
- Choose an appropriate philosophy, depending on target market and communication objectives.

**7.4 Topic 4: Legal requirements and their implications**

**7.4.1 Subject Outcome 1:** Use and interpret legal documentation to ensure compliance with legal and organisational requirements.

**Learning Outcomes:**

- Ensure that legal documentation used is current, appropriate and complies with all legal and statutory requirements.
- List and explain the use of different types of legal documentation.
- Identify the legal obligations upon the organisation.
- Describe and demonstrate the application to meet the marketing related legislation.
- Through interpretation of legal documentation, identify legal requirements and legislation governing marketing

**7.4.2 Subject Outcome 2:** Comply with legislation and rules, which regulates the conduct in a marketing business.

**Learning Outcomes:**

- Use the correct documentation relating to marketing.
- Correctly complete transaction documentation and ensure that it contains all relevant information.
- Ensure that conditions contained in the transaction document comply with any legal or regulatory conditions applicable.
- List various acts and common law aspects which are needed for compliance.
- Explain ethical obligations imposed on a marketing business in terms of the code of conduct in respect of marketing laws.

**7.4.3 Subject Outcome 3:** Apply various aspects of marketing law and statutory requirements applicable to marketing transactions.

**Learning Outcomes:**

- Comply with legislation applicable to marketing transactions.
- Describe and explain legislation applicable to marketing transactions.
- Draw up or produce a marketing transaction document which does comply with all legal and regulatory requirements.
- Use terminology in all marketing transactions that is accurate and complies with legal and organisational requirements.
- Conduct consultation with all stakeholders to avoid misrepresentation and to protect all parties involved.
- Use other sources when marketing transactions fall outside own level of authority or expertise, in order to provide technical assistance or to conduct the transaction.

**7.5 Topic 5: Functioning in a creative team**

**7.5.1 Subject Outcome 1:** Communication with all relevant stakeholders to enhance teamwork.

**Learning Outcomes:**

- Identify and demonstrate communication methods in a clear and understandable manner according to company standards.
- Acknowledge views of other team members through application of communication skills and techniques.
- Give feedback on all communication received within required timeframe and format.
- Identify communication barriers and deal with them as they arise in line with company standards.

**7.5.2 Subject Outcome 2:** Report on team progress to appropriate authority and team.

**Learning Outcomes:**

- Establish frequency of progress report from company policy and procedures.
- Design a progress report in required format, fit for purpose, using facts on organisational requirements.
- Present report verbally or in writing, clearly and concisely, according to agreed time frames, format and company standards.

**7.5.3 Subject Outcome 3:** Display a willingness to work with others as a member of a creative team.

**Learning Outcomes:**

- Identify a range of characteristics for team work and describe characteristics according to best practice.
- Behave in line with established behaviours of a team member.
- Consult team members on all creative related issues within agreed timeframes.
- Base decisions on team consensus and within company parameters.

**7.5.4 Subject Outcome 4:** Handle and resolve conflict.

**Learning Outcomes:**

- Identify areas of possible conflict through questioning and analysis techniques.
- Develop and agree to achievable options to resolve the conflict in line with company policies and procedures.
- Jointly select options or combinations of options that will resolve the conflict in line with company standards.
- Take the needs and expectations of all team members into account by allowing questions and providing feedback.
- Resolve conflict between team members using collaborative facilitation methods.

**7.6 Topic 6: Features and benefits of a range of products**

**7.6.1 Subject Outcome 1:** Determine and communicate product features, advantages and benefits.

**Learning Outcomes:**

- Identify and clarify product features, advantages and benefits to facilitate the communication of product information to sales clients.
- Record and document product features, advantages and benefits for future use.
- Contact suppliers to assist in the clarification of features, advantages and benefits.
- Establish a communication process with existing and potential sales clients that are consistent with identified buyer information.

**7.6.2 Subject Outcome 2:** Describe physical specifications, features, advantages and benefits.

**Learning Outcomes:**

- Communicate information relating to product features, advantages and benefits to sales clients which meets their needs and requirements.
- Detail features, advantages and benefits in accordance with supplier information.
- Link features, advantages and benefits together and made them to fit.

## **8 RESOURCE NEEDS FOR THE TEACHING OF ADVERTISING AND PROMOTIONS LEVEL 4**

### **8.1 Physical resources**

- **Structured Marketing environment**

Completely equipped with all necessary materials, devices and equipment that represents the practical environment as found in the Marketing sector, so that students have hands on training and perform practical assignments for assessment purposes.

- **Technology and Research Centre**

- Computers, scanners and printers for students to complete assignments/case studies/projects and to do research
- Access to Internet
- Research software e.g. Encarta
- Subject related magazines/DVDs/videos
- Daily newspapers
- Reference books
- List of stakeholders involved in the training process for presentations/guest speakers/practical experience
- Applicable legislation/Acts
- Secure stockroom

### **8.2 Human resources**

- The lecturer should have
  - A qualification in Marketing/ degree in Marketing/ 3 year teaching diploma/ recognition based on prior learning in this field of study
  - Facilitation skills
  - Assessor and moderator qualifications
  - Training in OBE methodology
  - Ongoing upskilling in new developments and innovations
- A full time Technology and Research Centre Manager

### **8.3 Other resources**

- Consumables e.g. stationery
- Student guides
- Assessment guides
- Logbooks
- Workbooks
- Files
- Calculators