

<p>ITEC Level 3</p> <p>Unit 858 – Marketing in the Hair and Beauty Sector</p> <p>Recommended Minimum Guided Learning Hours – 32</p> <p>QCA Qualification Accreditation Number: J/601/4463</p>	
<p>Learning outcome The Learner will:</p> <p>1. Be able to carry out market research in the hair and beauty sector</p>	
<p>Assessment Criteria</p>	<p>Taught Content</p>
<p>1.1 Carry out market research in the hair and beauty sector</p> <p>1.2 Analyse data collected from market research carried out in the hair and beauty sector</p> <p>1.3 Produce a marketing plan to promote and enhance a business in the hair and beauty sector</p> <p>1.4 Describe the principles of marketing</p>	<p>1.1.1 To include: ▪ Identification of requirements ▪ Research objectives ▪ Sources of data ▪ Methods of research ▪ Timescales/ Activity Calendar ▪ Budget ▪ Evaluation of the results</p> <p>1.2.1 To include: ▪ Quantitative research ▪ Qualitative research ▪ Primary and secondary data ▪ Analysis of data collected</p> <p>1.3.1 To include: ▪ Rationale for marketing plan ▪ Mission statement ▪ Table of contents ▪ Internal and external analysis - i.e. current products, 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</p> <p>1.4.1 To include: ▪ Definition of marketing ▪ Marketing mix, the 4 p's – product, pricing, promotion, place</p>

<p>1.5 Describe how to carry out market research</p> <p>1.6 Explain the importance of analysing data collected from market research</p> <p>1.7 Explain the importance of producing a marketing plan that will promote and enhance the business</p>	<p>1.5.1 To include:</p> <ul style="list-style-type: none"> ▪ Marketing brief ▪ Market research expertise – in-house, agency, freelance ▪ Identification of current business situation ▪ Target market ▪ Quantitative research ▪ Qualitative research ▪ Primary and secondary data ▪ Market research techniques ▪ Analysis and interpretation of results <p>1.6.1 To include:</p> <ul style="list-style-type: none"> ▪ Formulating marketing plan ▪ Marketing strategy ▪ Marketing tactics ▪ Budgets ▪ Timescales <p>1.7.1 To include:</p> <ul style="list-style-type: none"> ▪ 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 ▪ Marketing strategy ▪ Marketing tactics ▪ Budgets ▪ Return on investment ▪ Timescales
<p>Learning outcome The Learner will:</p> <p>2. Be able to promote hair and beauty products, services and treatments</p>	
<p>Assessment Criteria</p>	<p>Taught Content</p>
<p>2.1 Promote a hair and beauty product, service and/or treatment based on a marketing plan</p> <p>2.2 Communicate effectively when promoting a hair and beauty product, service and/or treatment</p>	<p>2.1.1 To include:</p> <ul style="list-style-type: none"> ▪ Promotional aims and objectives ▪ Marketing plan ▪ Methods of promotion <p>2.2.1 To include:</p> <ul style="list-style-type: none"> • Good communication skills • Effective communication • Demonstrate appropriate body language at all times • Interpersonal distance • Trust • Professionalism, confidence and enthusiasm • Confidentiality • Personal effectiveness • With colleagues • As part of team • With clients • With suppliers • With others • Methods of communication used to promote products, services and treatments i.e. written word, verbal presentation, demonstration of products, services or treatments

<p>2.3 Evaluate the effectiveness of the promotional activity and marketing plan</p> <p>2.4 Explain the important role of advertising and PR in promoting a hair and beauty product, service and/or treatment</p> <p>2.5 Describe the different promotional methods and activities</p> <p>2.6 Explain the importance of effective communication when promoting a hair and beauty product, service and/or treatment</p> <p>2.7 Explain the importance of evaluating the effectiveness of promotional methods and activities and marketing plan</p>	<p>2.3.1 To include: ▪ Marketing strategy ▪ Marketing tactics ▪ Performance indicators</p> <p>2.4.1 To include: ▪ Creates awareness of business, products and services ▪ Provides information ▪ Business growth</p> <p>2.5.1 To include: ▪ Advertising ▪ The internet ▪ Newspapers ▪ Magazines ▪ The radio ▪ Directories ▪ Word of mouth ▪ Press releases ▪ Press kit ▪ Promotional events ▪ Sampling ▪ Point of sale displays • Merchandising • Loyalty cards • Price reductions • Competitions • After sales service • Bonus retail product packs • Treatment programme schemes ▪ Newsletters ▪ Fact sheets</p> <p>2.6.1 To include: ▪ Accurate information ▪ Brand identification ▪ Corporate image ▪ Business growth</p> <p>2.7.1 To include: ▪ Business risk analysis ▪ Operational objectives ▪ Marketing and publicity strategies ▪ Finance ▪ Budgets ▪ Return on investment</p>
<p>Unit 858 – Marketing in the Hair and Beauty Sector</p> <p>Assignment All Learners will be assessed via an assignment for this unit. For details please see www.itecworld.co.uk</p>	<p>Unit 858 – Marketing in the Hair and Beauty Sector assignment guidance and assessment forms may be downloaded from www.itecworld.co.uk</p>