

TEACHER'S MARKING

UNIT 5 - EXPLORING MEDIA AND IMAGE WITHIN THE HAIR AND BEAUTY SECTOR





Diploma in Hair & Beauty Studies



HAB3U5 – Teacher's Marking

Please note: every effort has been made to respect the right to anonymity of the source of this coursework and of those who have contributed to it, without compromising the work or invalidating it for the purpose to which it is to be put. Some personal details of contributors may therefore remain. We ask the reader to respect their right to privacy.

2009-10

Appendix 1 – Evidence sheet of learner’s performance for Task 1

Required Criteria	
<ul style="list-style-type: none"> • How the principles of marketing and the marketing mix have been considered and utilised • How mass media and information technology is used in the hair and beauty sector to communicate and influence consumers • The importance of image in the hair and beauty sector and how different businesses present themselves • The choice of process to mount the media-based campaign • An explanation of the critical components of the campaign design plan • An explanation for using a mood or storyboard in the campaign design 	
<p>Teacher comments here:</p> <ul style="list-style-type: none"> • You have described some of the basic principles of marketing, with general accuracy and summarised how image creation and media has an impact on the marketing mix. You have understood and included a description of how SMART targets are used to set the objectives of a workable strategy along with the target audience and the marketing mix that needs to be outlined within it, extracting relevant information most of the time • A summary of limited different types of mass media and their influences have been included, evaluating their usefulness. You have offered a limited explanation of how different types of information technology can be used in marketing campaigns. Examples of mass communication methods are included with a limited explanation. • A brief explanation had been included explaining the role and importance of image in the hair and beauty sector. I would have liked to have seen an explanation of how different types of businesses present themselves to their intended market. • You have summarised well the process of mounting a media-based campaign, including relevant information on the process required. • Your explanation of critical components of a design plan are limited, but clearly presented. • The explanation of the use of mood/story boards in media campaigns is detailed and highlights their importance during planning of a media campaign. 	
See the Assessment grid Learning outcomes 1, 2, 3 & 4 in the unit to give total marks for Task 1 (out of 60)	Total marks = 30

Appendix 2 - Evidence sheet of learner's performance for Task 2

When carrying out a campaign launch the learner should have demonstrated the skills listed below. Make comments below to evidence the learner's performance. Then use the assessment grid in the unit to assess the learner.

- a) State how the learner produced a marketing strategy based on informed choices and decisions based on client requirements.

You have clearly outlined the aims and objectives of this re-branding campaign based on the client requirements and have shown some informed choices and decisions

- b) State how the learner evaluated the effectiveness of media approaches and their relevance to the campaign

Your storyboard offers a range of style examples that that were used to complement your campaign

- c) How did the physical image created complement the marketing strategy and was it fit for purpose?

You generated some basic ideas for the physical image to complement your strategy, some of which were fit for purpose

- d) How did the learner invite feedback on the created image and to what degree did they identify and make adaptations to the marketing strategy in light of the feedback?

Feedback was invited by means of a short questionnaire you made limited adaptations in the light of the feedback received

- e) Make comments on the effectiveness of the launch event

You planned and presented your launch effectively

- f) Comment on the depth of evaluation carried out and how well the learner used audience feedback to plan for future improvements

Your brief evaluation made some limited recommendations for future improvements

See the Assessment grid Learning outcomes 5 in the unit to give total marks for Task 2 (out of 30)	Total marks = 11
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