

HAIR AND BEAUTY STUDIES

Part 2, afternoon session



Hair and Beauty Studies

Level 3: Day 2, afternoon session

Sample scheme of work

This is an example of a possible scheme of work. You can use it as it is, adjust it or extract content to create a scheme of work to suit your delivery needs. It can also be adjusted by adding workshops to support learners who have/need additional learning time.

Total GLH	540
Delivery model	This scheme of work has been designed to run over two full days, with two sessions of 2.5 hours per day. The course runs over two academic years, ie 54 weeks. It has been particularly planned this way as A2 learners finish quite early in the year.
Notes	<p>Differentiation will take place through question and answer, pair or group work, through the level of individual support provided and extension activities.</p> <p>Integration of PLTS and FS: Within this scheme of work, these standards will be signposted, but they should be clearly identified, mapped and put into context within the lesson plan in detail.</p> <p>Health and safety: Best practice health and safety will need to be identified and reference codes inserted into each lesson plan relating to each activity and learning environment.</p> <p>Assessment for learning: Within each lesson plan, tutors should incorporate learning checks. These checks will normally (but not always) be distinct from more formal summative assessment activities.</p>

Week	Learning aims and outcomes	Activities, assignments, assessments, resources	PLTS	FS
1	<p>3.1 Business location and design for the hair and beauty sector</p> <p>Aim: to know the factors to be considered when choosing a business environment (LO1)</p> <p>Learners will:</p> <ul style="list-style-type: none"> research property locations of the six industries nationally (AC1a) identify property locations of the six industries locally (AC1a). 	<p>Learners:</p> <ul style="list-style-type: none"> Either independently or in pairs, investigate property locations for one industry nationally (each learner to investigate a different industry). Investigate property locations for one industry locally (each learner to investigate a different industry). 	<p>IE2, 3</p> <p>TW1, 2</p> <p>SM7</p> <p>RL3</p>	<p>S</p> <p>L</p> <p>R</p> <p>W</p>
2	<p>3.1 Business location and design for the hair and beauty sector</p> <p>Aim: to know the factors to be considered when choosing a business environment (LO1)</p> <p>Learners will:</p> <ul style="list-style-type: none"> categorise the property locations against type of hair and beauty industry (AC1a) consider reasons for the locations identified identify trends in location in relation to hair and beauty industry (AC1a). 	<p>Tutor:</p> <ul style="list-style-type: none"> Set up a peer feedback session to: <ul style="list-style-type: none"> Present the property locations found Consider reasons for locations Identify any trends 	<p>RL4, 5</p> <p>EP4</p> <p>TW6</p> <p>IE4</p>	<p>S</p> <p>L</p>
3	<p>3.1 Business location and design for the hair and beauty sector</p> <p>Aim: to know the factors to be considered when choosing a business environment (LO1)</p> <p>Learners will:</p> <ul style="list-style-type: none"> know the factors to consider when choosing a business location: transport links, parking, rates/rental costs, business competition, accessibility of premises (AC1a) explore constraints of certain locations: restrictions on opening times, surrounding businesses, socio-economic and demographic profile of potential clientele, new build or refurbishment (AC1a). 	<p>Tutor:</p> <ul style="list-style-type: none"> Arrange for a guest speaker to talk to the learners about what needs to be considered when choosing a location and the constraints of certain locations. <p>Learners:</p> <ul style="list-style-type: none"> Ask questions and take notes. 	<p>IE4</p> <p>TW3</p> <p>CT2</p> <p>RL5</p> <p>EP1</p>	<p>S</p> <p>L</p> <p>W</p>

Week	Learning aims and outcomes	Activities, assignments, assessments, resources	PLTS	FS
4	<p>3.1 Business location and design for the hair and beauty sector</p> <p>Aim: to know the factors to be considered when choosing a business environment (LO1)</p> <p>Learners will:</p> <ul style="list-style-type: none"> • identify planning restrictions on premises: complying with health, safety and fire regulations, local bye-laws, equality and diversity legislation relating to access to premises, smoking areas (AC1b) • explore the influences affecting ownership of business premises: leasehold and freehold (AC1b). 	<p>Tutor:</p> <ul style="list-style-type: none"> • Arrange for a guest speaker to talk to the learners about planning restrictions, complying with health and safety, and the influences affecting ownership. <p>Learners:</p> <ul style="list-style-type: none"> • Ask questions and take notes. 	<p>IE4 TW3 CT2 RL5 EP1</p>	<p>S L W</p>
5	<p>3.1 Business location and design for the hair and beauty sector</p> <p>Aim: to understand how to achieve the desired salon/spa image and ambience using the principles of interior design (LO2)</p> <p>Learners will:</p> <ul style="list-style-type: none"> • discover what creates an ideal working environment for hair and beauty businesses: decor, furnishings, lighting, heating, ventilation, sound, security, facilities, refreshments (AC2a) • know the principles of interior design and how to apply them (AC2b) • understand how the principles of design differ between the six industries, eg image and ambience, impression and expression of quality, professionalism, creativity (AC2b). 	<p>Tutor:</p> <ul style="list-style-type: none"> • Arrange for learners to visit local salons in order to investigate working environments. <p>Learners:</p> <ul style="list-style-type: none"> • Make notes on the following: <ul style="list-style-type: none"> ○ What makes an ideal environment for hair and beauty businesses? ○ How does interior design differ between the six industries? • Collect examples to demonstrate the principles of interior design. 	<p>IE2, 3 TW1, 2 SM7 RL3</p>	<p>S L R W</p>

Week	Learning aims and outcomes	Activities, assignments, assessments, resources	PLTS	FS
6	<p>3.1 Business location and design for the hair and beauty sector</p> <p>Aim: to understand how to achieve the desired salon/spa image and ambience using the principles of interior design (LO2)</p> <p>Learners will:</p> <ul style="list-style-type: none"> consider the psychological effects of colour: black, white, red, blue, green, yellow, purple, brown (AC2c) consider the sensory perceptions of: audio, touch, sight, olfactory (AC2c). 	<p>Learners:</p> <ul style="list-style-type: none"> Look and experience different colours, taking note of the psychological effects and sensory perceptions. 	<p>RL5 CT5, 6 IE5</p>	<p>R</p>
7	<p>3.6 Exploring the world of spas</p> <p>Aim: to understand the global spa industry (LO1) and to know the career opportunities in the spa industry (LO4)</p> <p>Learners will:</p> <ul style="list-style-type: none"> know the links and interdependences between the spa industry and complementary therapies and the healthcare sector (AC1e) explore the career links with the following related industries: health care, GPs, hospices (AC4c). 	<p>Tutor:</p> <ul style="list-style-type: none"> Lead a group discussion to consider the links between the spa industry, complementary therapies and the healthcare sector. Cover the following: <ul style="list-style-type: none"> How are the industries interdependent? What career opportunities are there between the industries? 	<p>IE4 TW3 CT2 RL5 EP1</p>	<p>S L W</p>

Week	Learning aims and outcomes	Activities, assignments, assessments, resources	PLTS	FS
8	<p>3.6 Exploring the world of spas</p> <p>Aim: to understand the services, treatments and therapies offered by spas (LO2)</p> <p>Learners will:</p> <ul style="list-style-type: none"> • make comparisons between the following services/treatments offered by spas: hairdressing, fitness and gym, beauty therapy, holistic and alternative therapies (aromatherapy, reflexology, massage, flower remedies, homoeopathy, acupuncture, reiki, stone therapy, Indian head massage), nail services, tanning treatments, weight management and nutritional advice, personal training, non-surgical procedures, stress therapy management (AC2a). 	<p>Tutor:</p> <ul style="list-style-type: none"> • Arrange for learners to visit local spas. <p>Learners:</p> <ul style="list-style-type: none"> • Collect information on services and treatments offered by spas. • Compare the services and treatments offered. 	<p>IE2, 3</p> <p>TW1, 2</p> <p>SM7</p> <p>RL3</p>	<p>S</p> <p>L</p> <p>R</p> <p>W</p>
9	<p>3.6 Exploring the world of spas</p> <p>Aim: to understand the services, treatments and therapies offered by spas (LO2)</p> <p>Learners will:</p> <ul style="list-style-type: none"> • analyse the therapeutic efficacy of spa therapies (AC2b) • analyse the effectiveness of the following psychological and physiological effects: revitalise, relaxing, stimulate, energise, increase blood flow and lymph, desquamation, calming/soothing (AC2b). 	<p>Tutor:</p> <ul style="list-style-type: none"> • Provide a case study on spa therapies for learners. <p>Learners:</p> <ul style="list-style-type: none"> • Analyse the therapeutic efficacy of spa therapies. • What is the effectiveness of the psychological and physiological effects of therapies? 	<p>RI5</p> <p>IE4</p> <p>CT4</p>	<p>R</p> <p>W</p>

Week	Learning aims and outcomes	Activities, assignments, assessments, resources	PLTS	FS
10	<p>3.1 Business location and design for the hair and beauty sector</p> <p>Aim: to understand how to achieve the desired salon/spa image and ambience using the principles of interior design (LO2)</p> <p>Learners will:</p> <ul style="list-style-type: none"> • create interior design samples for the six hair and beauty industries (AC2b) • know how to create ideal working environments for the hair and beauty sector (AC2a). 	<p>Tutor:</p> <ul style="list-style-type: none"> • Arrange for a guest speaker from an interior design company to talk about how to make an ideal working environment. • Divide learners into groups for the practical activity. <p>Learners:</p> <ul style="list-style-type: none"> • In groups, create an interior design sample for at least one industry (group members to design different industry samples). 	<p>IE4 TW3 CT2 RL5 EP1</p>	<p>S L W</p>
11	<p>3.1 Business location and design for the hair and beauty sector</p> <p>Aim: to know how to manage a design project (LO3)</p> <p>Learners will:</p> <ul style="list-style-type: none"> • Know the key principles of project and people management: design plan, goals, target setting, delegation, allocation and leadership (AC3a) • Understand how the key principles apply to salon design and development (AC3a) 	<p>Tutor:</p> <ul style="list-style-type: none"> • Give a presentation on the principles of project and people management. • How do the principles apply to salon design and development? <p>Learners:</p> <ul style="list-style-type: none"> • Listen, ask questions and take notes. 	<p>RL6 TW1</p>	<p>L S W</p>

Week	Learning aims and outcomes	Activities, assignments, assessments, resources	PLTS	FS
12	<p>3.1 Business location and design for the hair and beauty sector</p> <p>Aim: to be able to plan a hair and beauty sector business environment (LO4)</p> <p>Learners will:</p> <ul style="list-style-type: none"> • be able to select appropriate research techniques (AC4a) • know how to prepare and use questionnaires: postal, electronic (AC4a) • know how to carry out interviews: telephone, postal, face-to-face (AC4a) • know how to perform searches: internet, document (AC4a). 	<p>Tutor:</p> <ul style="list-style-type: none"> • Give a presentation on the following: <ul style="list-style-type: none"> ○ Research methodology ○ Preparation and use of questionnaires ○ How to carry out interviews ○ How to perform searches <p>Learners:</p> <ul style="list-style-type: none"> • Listen, ask questions and take notes. 	<p>RL6</p> <p>TW1</p>	<p>L</p> <p>S</p> <p>W</p>
13	<p>3.1 Business location and design for the hair and beauty sector</p> <p>Aim: to be able to plan a hair and beauty sector business environment (LO4)</p> <p>Learners will:</p> <ul style="list-style-type: none"> • know how to create themed mood boards to visual design ideas (AC4c). 	<p>Tutor:</p> <ul style="list-style-type: none"> • Demonstrate the use of mood boards. <p>Learners:</p> <ul style="list-style-type: none"> • Create a simple mood board to display visual design ideas. 	<p>RL5</p> <p>IE4</p> <p>CT4</p>	<p>R</p> <p>W</p>
14	<p>3.1 Business location and design for the hair and beauty sector</p> <p>Aim: to be able to plan a hair and beauty sector business environment (LO4)</p> <p>Learners will:</p> <ul style="list-style-type: none"> • be able to evaluate the viability of a hair or beauty sector business location/premises, such as problems arising from external factors and possible solutions (AC4c). 	<p>Tutor:</p> <ul style="list-style-type: none"> • Lead a group discussion to evaluate the business locations/premises researched previously. • Discuss problems from external factors and identify solutions. 	<p>RL6</p> <p>TW1</p>	<p>L</p> <p>S</p> <p>W</p>

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15	<p>3.1 Business location and design for the hair and beauty sector</p> <p>Revise unit 3.1 ready for assessment activity (LO3–4)</p> <p>Learners will:</p> <ul style="list-style-type: none"> • recap the key principles of project and people management (AC3a) • recap professional services and service providers (AC3b) • review how to develop a plan for a business location (AC4a) • practise visualisation and drawing conventions suitable for designing hair and beauty sector environments (AC4b) • recap how to evaluate the viability of a business (AC4c). 	<p>Learners:</p> <ul style="list-style-type: none"> • Complete revision exercises. • Practise visualisation and drawing conventions. • Recap how to evaluate the viability of a business. 	RL1–6 CT1–6 IE1–6 SM1–7	R W
16	<p>ASSESSMENT</p> <p>3.1 Business location and design for the hair and beauty sector</p> <p>Summative assessment</p> <p>Learners will:</p> <ul style="list-style-type: none"> • complete final assessment task. 	<p>Learners:</p> <ul style="list-style-type: none"> • Discuss how to present the tasks set. • Plan, do and review task development. <p>Tutor:</p> <ul style="list-style-type: none"> • Introduce the internal assessment tasks and set a completion date. • Explain how assessment mark descriptors are used. • Ensure appropriate supervision and resources are available. • Inform learners about the assessor’s policies, procedures and expectations, and consequences of plagiarism. 	TW2, 4 RL1–6 EP4	L S W

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17	<p>ASSESSMENT</p> <p>3.1 Business location and design for the hair and beauty sector</p> <p>Summative assessment</p> <p>Learners will:</p> <ul style="list-style-type: none"> complete final assessment task. 	<p>Learners:</p> <ul style="list-style-type: none"> Discuss how the tasks are developing. Plan, do and review task development. <p>Tutor:</p> <ul style="list-style-type: none"> Support task development. 	<p>RL1–6</p> <p>TW1</p>	<p>L</p> <p>S</p> <p>W</p>
18	<p>ASSESSMENT</p> <p>3.1 Business location and design for the hair and beauty sector</p> <p>Summative assessment</p> <p>Learners will:</p> <ul style="list-style-type: none"> complete final assessment task. 	<p>Learners:</p> <ul style="list-style-type: none"> Discuss how the tasks are developing. Plan, do and review task development. <p>Tutor:</p> <ul style="list-style-type: none"> Support task development. 	<p>RL1–6</p> <p>TW1</p>	<p>L</p> <p>S</p> <p>W</p>
19	<p>3.5 Exploring media and image within the hair and beauty sector</p> <p>Aim: to know the basic principles of marketing (LO1)</p> <p>Learners will:</p> <ul style="list-style-type: none"> explore the following principles of marketing and the marketing mix: target market, segmentation, objectives, understand the audience, marketing mix – four Ps (price, product, place, promotion) (AC1a) know how the principles of marketing link to images and media in the hair and beauty sector (AC1a). 	<p>Learners:</p> <ul style="list-style-type: none"> Either individually or in pairs, explore the principles of marketing and the marketing mix. Include: <ul style="list-style-type: none"> Target market, segmentation, objectives, audience, marketing mix: the four Ps – price, product, place, promotion Link between principles of marketing and images required 	<p>IE2, 3</p> <p>TW1, 2</p> <p>SM7</p> <p>RL3</p>	<p>S</p> <p>L</p> <p>R</p> <p>W</p>
20	<p>3.5 Exploring media and image within the hair and beauty sector</p> <p>Aim: to know the basic principles of marketing (LO1)</p> <p>Learners will:</p> <ul style="list-style-type: none"> summarise how image creation and media are used within the marketing mix (AC1b). 	<p>Tutor:</p> <ul style="list-style-type: none"> Provide a case study on image creation and media. <p>Learners:</p> <ul style="list-style-type: none"> Summarise how image and media have been used within the marketing mix. 	<p>RI5</p> <p>IE4</p> <p>CT4</p>	<p>R</p> <p>W</p>

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21	<p>3.5 Exploring media and image within the hair and beauty sector</p> <p>Aim: to know the basic principles of marketing (LO1)</p> <p>Learners will:</p> <ul style="list-style-type: none"> describe the following key requirements of a marketing strategy: SMART objectives, target audience, segmentation, marketing mix, budget, measurements and evaluation (AC1c). 	<p>Tutor:</p> <ul style="list-style-type: none"> Give a presentation on the key requirements of a marketing strategy, including SMART objectives, target audience, segmentation, marketing mix, budget, measurements and evaluation. <p>Learners</p> <ul style="list-style-type: none"> Ask questions and take notes. 	<p>RL6</p> <p>TW1</p>	<p>L</p> <p>S</p> <p>W</p>
22	<p>3.5 Exploring media and image within the hair and beauty sector</p> <p>Aim: to understand the use of mass media in marketing (LO2)</p> <p>Learners will:</p> <ul style="list-style-type: none"> explore how TV media is used to promote industries within the hair and beauty sector (AC2a). 	<p>Learners:</p> <ul style="list-style-type: none"> Either individually or in pairs, research how TV media is used to promote industries. Create a presentation for the whole group on the findings. 	<p>IE2, 3</p> <p>TW1, 2</p> <p>SM7</p> <p>RL3</p>	<p>S</p> <p>L</p> <p>R</p> <p>W</p>
23	<p>3.5 Exploring media and image within the hair and beauty sector</p> <p>Aim: to understand the use of mass media in marketing (LO2)</p> <p>Learners will:</p> <ul style="list-style-type: none"> summarise how TV media is used to promote industries within the hair and beauty sector (AC2a). 	<p>Learners:</p> <ul style="list-style-type: none"> Present findings on how TV media is used within the hair and beauty sector. 	<p>CT6</p> <p>SM7</p> <p>EP5, 6</p>	<p>S</p> <p>L</p>
24	<p>3.5 Exploring media and image within the hair and beauty sector</p> <p>Aim: to understand the use of mass media in marketing (LO2)</p> <p>Learners will:</p> <ul style="list-style-type: none"> explore and summarise how radio media is used to promote industries within the hair and beauty sector (AC2a). 	<p>Learners:</p> <ul style="list-style-type: none"> Either individually or in pairs, research how radio media is used to promote industries. Create a presentation for the whole group on the findings. Present findings on how radio media is used within the hair and beauty sector. 	<p>IE2, 3</p> <p>TW1, 2</p> <p>SM7</p> <p>RL3</p>	<p>S</p> <p>L</p> <p>R</p> <p>W</p>

Week	Learning aims and outcomes	Activities, assignments, assessments, resources	PLTS	FS
25	<p>3.5 Exploring media and image within the hair and beauty sector</p> <p>Aim: to understand the use of mass media in marketing (LO2)</p> <p>Learners will:</p> <ul style="list-style-type: none"> explore and summarise how bill-board media is used to promote industries within the hair and beauty sector (AC2a). 	<p>Learners:</p> <ul style="list-style-type: none"> Either individually or in pairs, research how bill-board media is used to promote industries. Create a presentation for the whole group on the findings. Present findings on how bill-board media is used within the hair and beauty sector. 	<p>IE2, 3</p> <p>TW1, 2</p> <p>SM7</p> <p>RL3</p>	<p>S</p> <p>L</p> <p>R</p> <p>W</p>
26	<p>3.5 Exploring media and image within the hair and beauty sector</p> <p>Aim: to understand the use of mass media in marketing (LO2)</p> <p>Learners will:</p> <ul style="list-style-type: none"> investigate the following information technologies used to support a marketing campaign: digital images, websites, SMS, emails (AC2b). 	<p>Learners:</p> <ul style="list-style-type: none"> In pairs, research one type of information technology used to support a marketing campaign. Prepare a presentation to feed back to the whole group. 	<p>IE2, 3</p> <p>TW1, 2</p> <p>SM7</p> <p>RL3</p>	<p>S</p> <p>L</p> <p>R</p> <p>W</p>
27	<p>3.5 Exploring media and image within the hair and beauty sector</p> <p>Aim: to understand the use of mass media in marketing (LO2)</p> <p>Learners will:</p> <ul style="list-style-type: none"> analyse the following information technologies used to support a marketing campaign: digital images, websites, SMS, emails (AC2b). 	<p>Learners:</p> <ul style="list-style-type: none"> In pairs, give presentation on findings from the previous week's research. 	<p>CT6</p> <p>SM7</p> <p>EP5, 6</p>	<p>S</p> <p>L</p>
28	<p>3.5 Exploring media and image within the hair and beauty sector</p> <p>Aim: to understand the use of mass media in marketing (LO2)</p> <p>Learners will:</p> <ul style="list-style-type: none"> create a presentation to show how two of the following information technologies can be used to support a marketing campaign: digital images, websites, SMS, emails (AC2b). 	<p>Learners:</p> <ul style="list-style-type: none"> Create a visual presentation on how to use two information technologies for a given marketing campaign. 	<p>CT6</p> <p>SM7</p> <p>EP5, 6</p>	<p>S</p> <p>L</p>

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29	<p>3.5 Exploring media and image within the hair and beauty sector</p> <p>Aim: to understand the use of mass media in marketing (LO2)</p> <p>Learners will:</p> <ul style="list-style-type: none"> analyse how TV advertising is used in the hair and beauty sector (AC2c). 	<p>Tutor:</p> <ul style="list-style-type: none"> Lead a group discussion/debate on how TV advertising is used in the hair and beauty sector. 	<p>RL6</p> <p>TW1</p>	<p>L</p> <p>S</p> <p>W</p>
30	<p>3.5 Exploring media and image within the hair and beauty sector</p> <p>Aim: to understand the use of mass media in marketing (LO2)</p> <p>Learners will:</p> <ul style="list-style-type: none"> analyse how film/cinema advertising is used in the hair and beauty sector (AC2c). 	<p>Tutor:</p> <ul style="list-style-type: none"> Lead a group discussion/debate on how film/cinema advertising is used in the hair and beauty sector. 	<p>RL6</p> <p>TW1</p>	<p>L</p> <p>S</p> <p>W</p>
31	<p>3.5 Exploring media and image within the hair and beauty sector</p> <p>Aim: to understand the use of mass media in marketing (LO2)</p> <p>Learners will:</p> <ul style="list-style-type: none"> analyse how radio advertising is used in the hair and beauty sector (AC2c). 	<p>Tutor:</p> <ul style="list-style-type: none"> Lead a group discussion/debate on how radio advertising is used in the hair and beauty sector. 	<p>RL6</p> <p>TW1</p>	<p>L</p> <p>S</p> <p>W</p>
32	<p>3.5 Exploring media and image within the hair and beauty sector</p> <p>Aim: to understand the use of mass media in marketing (LO2)</p> <p>Learners will:</p> <ul style="list-style-type: none"> analyse how bill-board advertising is used in the hair and beauty sector (AC2c). 	<p>Tutor:</p> <ul style="list-style-type: none"> Lead a group discussion/debate on how bill-board advertising is used in the hair and beauty sector. 	<p>RL6</p> <p>TW1</p>	<p>L</p> <p>S</p> <p>W</p>

Week	Learning aims and outcomes	Activities, assignments, assessments, resources	PLTS	FS
33	<p>3.5 Exploring media and image within the hair and beauty sector</p> <p>Aim: to understand the use of image within the hair and beauty sector (LO3)</p> <p>Learners will:</p> <ul style="list-style-type: none"> explain the importance of image within the hair and beauty sector (AC3a) explain self-image and the messages that can be given using different images (AC3a). 	<p>Tutor:</p> <ul style="list-style-type: none"> Invite a guest speaker to talk about the following: <ul style="list-style-type: none"> The importance of image within the sector The messages self-image portrays Sector expectations <p>Learners:</p> <ul style="list-style-type: none"> Ask questions and take notes. 	<p>IE4</p> <p>TW3</p> <p>CT2</p> <p>RL5</p> <p>EP1</p>	<p>S</p> <p>L</p> <p>W</p>
34	<p>3.5 Exploring media and image within the hair and beauty sector</p> <p>Aim: to understand the use of image within the hair and beauty sector (LO3)</p> <p>Learners will:</p> <ul style="list-style-type: none"> evaluate how businesses use image to present themselves to their target market (AC3a). 	<p>Tutor:</p> <ul style="list-style-type: none"> Give a presentation on how different businesses use image to present themselves to their target market, both locally and nationally. <p>Learners:</p> <ul style="list-style-type: none"> Ask questions and take notes. 	<p>RL6</p> <p>TW1</p>	<p>L</p> <p>S</p> <p>W</p>
35	<p>3.5 Exploring media and image within the hair and beauty sector</p> <p>Aim: to understand the use of image within the hair and beauty sector (LO3)</p> <p>Learners will:</p> <ul style="list-style-type: none"> explore a minimum of three of the following different types of hair and beauty sector businesses: salons (small, medium, large), freelance, chains, sole trader, partnership, franchise, limited company, large employer, small employer (AC3b). 	<p>Learners:</p> <ul style="list-style-type: none"> In pairs, explore three types of hair/beauty businesses and how they present themselves to their intended audience. Create a presentation on the findings. Each pair to research different business types. 	<p>IE2, 3</p> <p>TW1, 2</p> <p>SM7</p> <p>RL3</p>	<p>S</p> <p>L</p> <p>R</p> <p>W</p>
36	<p>3.5 Exploring media and image within the hair and beauty sector</p> <p>Aim: to understand the use of image within the hair and beauty sector (LO3)</p> <p>Learners will:</p> <ul style="list-style-type: none"> explain how the chosen businesses (week 35) present themselves to their intended target market (AC3b). 	<p>Learners:</p> <ul style="list-style-type: none"> Through a presentation to the rest of the class, share findings from week 35. 	<p>CT6</p> <p>SM7</p> <p>EP5, 6</p>	<p>S</p> <p>L</p>

Week	Learning aims and outcomes	Activities, assignments, assessments, resources	PLTS	FS
37	<p>3.5 Exploring media and image within the hair and beauty sector</p> <p>Aim: to understand the processes involved with mounting a marketing campaign (LO4)</p> <p>Learners will:</p> <ul style="list-style-type: none"> summarise the processes of mounting a media-based campaign to promote the desired image: agency – buy space, plan – strategy – vision, finance – budget (AC4a). 	<p>Tutor:</p> <ul style="list-style-type: none"> Lead a group discussion on the processes involved in mounting a media-based campaign and promoting the desired image. 	<p>RL6</p> <p>TW1</p>	<p>L</p> <p>S</p> <p>W</p>
38	<p>3.5 Exploring media and image within the hair and beauty sector</p> <p>Aim: to understand the processes involved with mounting a marketing campaign (LO4)</p> <p>Learners will:</p> <ul style="list-style-type: none"> investigate and explore the following critical components of a campaign design plan: objectives, target audience, message, outcomes – budget – timescale, house style, logos (AC4b). 	<p>Learners:</p> <ul style="list-style-type: none"> What are the components that are needed in a campaign design plan? Create a presentation on the findings. 	<p>CT6</p> <p>SM7</p> <p>EP5, 6</p>	<p>S</p> <p>L</p>
39	<p>3.5 Exploring media and image within the hair and beauty sector</p> <p>Aim: to understand the processes involved with mounting a marketing campaign (LO4)</p> <p>Learners will:</p> <ul style="list-style-type: none"> explain the critical components of a campaign design plan: objectives, target audience, message, outcomes – budget – timescale, house style, logos (AC4b). 	<p>Learners:</p> <ul style="list-style-type: none"> Give a presentation to explain the critical components required in a campaign design plan. 	<p>CT6</p> <p>SM7</p> <p>EP5, 6</p>	<p>S</p> <p>L</p>
40	<p>3.5 Exploring media and image within the hair and beauty sector</p> <p>Aim: to understand the processes involved with mounting a marketing campaign (LO4)</p> <p>Learners will:</p> <ul style="list-style-type: none"> explain and demonstrate the use of mood boards – used to brainstorm ideas and visual effects (AC4c). 	<p>Tutor:</p> <ul style="list-style-type: none"> Through an interactive demonstration, show the following: <ul style="list-style-type: none"> Why use a mood board? Effective use of mood boards Explore using mood boards 	<p>RL6</p> <p>TW1</p>	<p>L</p> <p>S</p> <p>W</p>

Week	Learning aims and outcomes	Activities, assignments, assessments, resources	PLTS	FS
41	<p>3.5 Exploring media and image within the hair and beauty sector</p> <p>Aim: to understand the processes involved with mounting a marketing campaign (LO4)</p> <p>Learners will:</p> <ul style="list-style-type: none"> explain and demonstrate the use of storyboards. Give an overview at a glance of an advertisement campaign/promotion (AC4c). 	<p>Tutor:</p> <ul style="list-style-type: none"> Through an interactive demonstration, show the following: <ul style="list-style-type: none"> Why use a storyboard? Effective use of storyboards Explore using storyboards 	<p>RL6</p> <p>TW1</p>	<p>L</p> <p>S</p> <p>W</p>
42	<p>3.5 Exploring media and image within the hair and beauty sector</p> <p>Aim: to be able to develop and implement a marketing campaign (LO5)</p> <p>Learners will:</p> <ul style="list-style-type: none"> discover how to produce a marketing strategy for a product based on client requirements (AC5a). 	<p>Tutor:</p> <ul style="list-style-type: none"> Invite a guest speaker to talk about producing a marketing strategy and matching the strategy to client requirements. <p>Learners:</p> <ul style="list-style-type: none"> Take notes and ask questions. 	<p>IE4</p> <p>TW3</p> <p>CT2</p> <p>RL5</p> <p>EP1</p>	<p>S</p> <p>L</p> <p>W</p>
43	<p>3.7 Business planning and finance within the hair and beauty sector</p> <p>Aim: to understand the business planning process (LO1)</p> <p>Learners will:</p> <ul style="list-style-type: none"> explain the importance of the following critical components of a business plan: legal, financial and personnel requirements, stakeholders' aims and objectives of the business, business location, potential market and the competition (AC1a). 	<p>Tutor:</p> <ul style="list-style-type: none"> Provide learners with a case study on the components of a business plan. <p>Learners:</p> <ul style="list-style-type: none"> Work through the case study to discover the importance of the critical components of a business plan. 	<p>RI5</p> <p>IE4</p> <p>CT4</p>	<p>R</p> <p>W</p>
44	<p>3.7 Business planning and finance within the hair and beauty sector</p> <p>Aim: to understand the business planning process (LO1)</p> <p>Learners will:</p> <ul style="list-style-type: none"> explain how the following external factors impact on the business planning process: Data Protection Act, anti-discrimination, employment law, minimum wage legislation (AC1c). 	<p>Tutor:</p> <ul style="list-style-type: none"> Lead an open discussion on how external factors impact on the business planning process. 	<p>RL6</p> <p>TW1</p>	<p>L</p> <p>S</p> <p>W</p>

Week	Learning aims and outcomes	Activities, assignments, assessments, resources	PLTS	FS
45	<p>3.7 Business planning and finance within the hair and beauty sector</p> <p>Aim: to understand the business planning process (LO1)</p> <p>Learners will:</p> <ul style="list-style-type: none"> describe the methods that can be used when preparing a business plan: research (questionnaires, surveys, face-to-face meetings, postal letter), sources (internet, library, journals, companies' house, local business enterprise companies), interpreting (read for meaning, grouping data, coding data), presenting (graphical, textual, tabular, narrative), evaluating (discussion, analyse qualitative data, review qualitative data) (AC1b) identify the benefits of using each of the methods (AC1b). 	<p>Tutor:</p> <ul style="list-style-type: none"> Arrange for a guest speaker to talk to the learners about the following: <ul style="list-style-type: none"> Methods of preparing a business plan Why is research important? What are the benefits of each method of planning? <p>Learners:</p> <ul style="list-style-type: none"> Listen, ask questions, and take notes. 	EP4 TW1	S L W
46	<p>3.7 Business planning and finance within the hair and beauty sector</p> <p>Aim: to understand factors impacting on the running of a business (LO2)</p> <p>Learners will:</p> <ul style="list-style-type: none"> discover how to access the following sources of financial assistance for setting up a business (AC2c). 	<p>Tutor:</p> <ul style="list-style-type: none"> Invite a guest speaker (in finance) to talk about accessing financial assistance for setting up a business. <p>Learners:</p> <ul style="list-style-type: none"> Ask for information and take notes. 	IE4 TW3 CT2 RL5 EP1	S L W
47	<p>3.7 Business planning and finance within the hair and beauty sector</p> <p>Aim: to understand factors impacting on the running of a business (LO2)</p> <p>Learners will:</p> <ul style="list-style-type: none"> outline the following costing procedures: profit levels in relation to personnel, retail, services, expenditure/overheads, calculate break-even points, calculate costs of products and services, including and excluding VAT, analyse costs of services (AC2e) explain how each of the costing procedures are used (AC2e). 	<p>Tutor:</p> <ul style="list-style-type: none"> Give a presentation on different types of costing procedures and the reasons for their use. <p>Learners:</p> <ul style="list-style-type: none"> Investigate the use of different costing procedures. 	RL6 TW1	L S W

Week	Learning aims and outcomes	Activities, assignments, assessments, resources	PLTS	FS
48	<p>3.7 Business planning and finance within the hair and beauty sector</p> <p>Aim: to understand factors impacting on the running of a business (LO2)</p> <p>Learners will:</p> <ul style="list-style-type: none"> discover a range of corporate and personal taxes that businesses are responsible for: income tax, VAT, corporation tax, national insurance, stakeholders pension, PAYE (AC2f) know the relevant documentation associated with corporate and personal taxes and when to complete them (AC2f). 	<p>Tutor:</p> <ul style="list-style-type: none"> Invite a guest speaker (a tax specialist) to talk about <ul style="list-style-type: none"> A range of corporate and personal taxes Who is responsible for the different types of tax The documentation needed When to submit tax forms <p>Learners:</p> <ul style="list-style-type: none"> Take notes and ask questions. 	<p>IE4</p> <p>TW3</p> <p>CT2</p> <p>RL5</p> <p>EP1</p>	<p>S</p> <p>L</p> <p>W</p>
49	<p>3.7 Business planning and finance within the hair and beauty sector</p> <p>Aim: to be able to produce and use business documents in the context of the hair and beauty sector (LO3)</p> <p>Learners will:</p> <ul style="list-style-type: none"> carry out the following day-to-day bookkeeping procedures: manual – sales ledger, computerised (eg Sage, Quicken), petty cash (AC3a). 	<p>Learners:</p> <ul style="list-style-type: none"> Practical: use day-to-day bookkeeping procedures, both manual and computerised. 	<p>EP2,5,6</p>	<p>S</p> <p>L</p>
50	<p>3.7 Business planning and finance within the hair and beauty sector</p> <p>Aim: to be able to produce and use business documents in the context of the hair and beauty sector (LO3)</p> <p>Learners will:</p> <ul style="list-style-type: none"> calculate and apply VAT (AC3a) perform simple pricing calculations (AC3a) complete and validate discounts on products/services (AC3a). 	<p>Learners:</p> <ul style="list-style-type: none"> Experimental learning: calculate VAT Carry out simple pricing calculations Work out discounts 	<p>EP2,5,6</p>	<p>S</p> <p>L</p>

Week	Learning aims and outcomes	Activities, assignments, assessments, resources	PLTS	FS
51	<p>3.7 Business planning and finance within the hair and beauty sector</p> <p>Aim: to be able to produce and use business documents in the context of the hair and beauty sector (LO3)</p> <p>Learners will:</p> <ul style="list-style-type: none"> discover the main stages of compiling a business plan: market definition, quantifying the market, explanation of the market, explaining existing business (if applicable), analysing existing customers (if applicable), explaining the products and services, explaining the routes into the market, market research, competitor analysis, marketing plan (AC3b). 	<p>Tutor:</p> <ul style="list-style-type: none"> Give a presentation on the following: <ul style="list-style-type: none"> What are the main stages of a business plan? What needs to be included in each stage of the business plan? <p>Learners:</p> <ul style="list-style-type: none"> Take notes and ask questions. 	<p>RL6</p> <p>TW1</p>	<p>L</p> <p>S</p> <p>W</p>
52	<p>3.7 Business planning and finance within the hair and beauty sector</p> <p>Revision LO3</p> <p>Learners will:</p> <ul style="list-style-type: none"> complete practice assessment tasks. 	<p>Learners:</p> <ul style="list-style-type: none"> Practise revision activities. 	<p>RL1–6</p> <p>CT1–6</p> <p>IE1–6</p> <p>SM1–7</p>	<p>R</p> <p>W</p>
53	<p>3.7 Business planning and finance within the hair and beauty sector</p> <p>Revision LO1–3</p> <p>Learners will:</p> <ul style="list-style-type: none"> complete practice assessment tasks. 	<p>Learners:</p> <ul style="list-style-type: none"> Practise revision activities. 	<p>RL1–6</p> <p>CT1–6</p> <p>IE1–6</p> <p>SM1–7</p>	<p>R</p> <p>W</p>
54	<p>3.7 Business planning and finance within the hair and beauty sector</p> <p>External exam</p> <p>Learners will:</p> <ul style="list-style-type: none"> sit the external exam. 	<p>Assessment</p>		