Unit Title:	**Carry out promotional campaigns in a retail environment**
OCR unit number:	18
Sector unit number:	C.04
Level:	2
Credit value:	4
Guided learning hours:	18
Unit reference number:	A/503/5686

Unit purpose and aim

This unit assesses the occupational competence of individuals who work in retail and who are involved in promotional campaigns of particular products. The unit is **not** just about promoting products as part of normal sales transactions.

Learning Outcomes	Assessment Criteria
The Learner will: 1 Understand opportunities to promote particular products	**The Learner can:** 1.1 explain how seasonal trends affect opportunities for sales of the products within own area of responsibility 1.2 explain how to recognise potential opportunities for increasing sales of particular products 1.3 evaluate the potential of different promotional opportunities to increase sales 1.4 explain how promotional sales can lead to future sales
2 Be able to promote products to customers as part of a promotional campaign	2.1 promote offers to encourage sales when interacting with customers
3 Be able to contribute to the evaluation of a promotional campaign	3.1 record information about the effectiveness of a promotional campaign, ensuring the information is: • relevant to the campaign • accurate 3.2 communicate the recorded information of a promotional campaign: • accurately • to the person or people who need this information

Assessment

This unit requires workplace assessment of occupational competence. It is internally assessed by centre staff and externally assessed by an OCR External Verifier.

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The unit is competence-based. This means that it is linked to the candidate's ability to competently perform a range of tasks associated with their work.

The unit needs to be assessed in line with the relevant Sector Skills Council's (SSC's) Assessment Strategy or Principles. Skillsmart Retail's Assessment Principles for Retail Qualifications can be found on their website (www.skillsmartretail.com).

Assessment conducted by an external/peripatetic assessor must adhere to section 4.2.1 of Skillsmart Retail's '*Retail Qualifications Assessment Principles'*. As such, OCR requires the line manager or the owner/manager to sign and date the bottom of each unit Evidence Record Sheet (ERS) to both confirm their involvement and the candidate's competence. This should be on or prior to the signature and date provided by the assessor.

Evidence requirements

OCR does not stipulate the mode of delivery for the teaching of the content of this unit. Centres are free to deliver this unit using any mode of delivery that meets the needs of their candidates. Centres should consider the candidates' complete learning experience when designing programmes of learning.

Guidance on assessment and evidence requirements

You should refer to the '*Admin Guide: Vocational Qualifications* (A850)' for *Notes on Preventing Computer-Assisted Malpractice*.

National Occupational Standards (NOS) mapping/signposting

This unit is based on the NOS reference SSR.C206, SSR.C207

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at www.ukstandards.co.uk.

Functional skills signposting

This section indicates where candidates may have an opportunity to develop their functional skills.

Functional Skills Standards					
English		**Mathematics**		**ICT**	
Speaking and Listening	✔	Representing		Use ICT systems	✔
Reading	✔	Analysing		Find and select information	✔
Writing	✔	Interpreting		Develop, present and communicate information	✔

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications' (A850)* on the OCR website www.ocr.org.uk .

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