

Unit Title:	Promote career-related learning to clients
OCR unit number	Unit 21
Level:	4
Credit value:	6
Guided learning hours:	40

Unit purpose and aim

This unit aims to develop the learner's understanding of the purpose, aims and benefits of career-related learning for employers/employees/ education and training providers, and in community contexts and how to promote, design, deliver and evaluate promotional activities.

Learning Outcomes	Assessment Criteria
The learner can: 1. Understand the policy context for career-related learning	The learner will: 1.1 explain the policy context for career-related learning
2. Understand the characteristics of career-related learning	2.1 analyse the characteristics of career-related learning in the workplace, education, training and in the community 2.2 explain the reasons why organisations work towards quality kite-marks for careers-related learning
3. Understand the promotion of career-related learning to clients	3.1 explain the activities used to promote career-related learning 3.2 explain promotional techniques to motivate clients to participate in career-related learning 3.3 analyse the benefits and limitations of promoting career-related learning to clients
4. Be able to negotiate with external organisations to promote career-related learning	4.1 negotiate with external organisations to agree respective roles and responsibilities to promoting career-related learning
5. Be able to implement career-related learning promotional activities	5.1 design promotional activities to engage clients in career-related learning 5.2 deliver promotional activities to clients to engage them in career-related learning

Learning Outcomes	Assessment Criteria
6. Be able to evaluate career-related learning promotional activities	6.1 seek feedback on promotional activities 6.2 evaluate feedback from clients to inform future promotional activities for career-related learning 6.3 report on the outcomes of evaluation of career-related learning promotional activity

Assessment

This unit is internally assessed and externally verified by OCR Assessors. Simulations are not allowed.

Results will be graded Pass or Fail.

To achieve a Pass, candidates must produce evidence which meets all of the assessment criteria.

Evidence requirements

All evidence of a candidate's performance must be generated in the workplace. Candidates must produce their own work and assessors use a range of assessment methods. Candidates may provide evidence of knowledge and understanding prior to, or during the assessment phase. Further information regarding suitable forms of evidence can be found in the OCR Level 4 Diploma in Career Information and Advice Centre Handbook.

Guidance on assessment and evidence requirements

In order to provide appropriate evidence to meet the assessment criteria for this unit, direct observation may be used. Other suitable evidence could include:

- assignment/report: review of a promotional activity
- product evidence: activity/session plan
- feedback from participants and the "target group" provider (LO1.4)
- witness testimony (LO4, LO5)

Work carried out for this unit may also link with work for:

- Units 6 and 11

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.