Unit Title:	**Promote a retail store's credit card to customers in a retail environment**
OCR unit number:	35
Sector unit number:	C.47
Level:	2
Credit value:	3
Guided learning hours:	12
Unit reference number:	R/503/5712

Unit purpose and aim

This unit assesses the occupational competence of individuals who are responsible for promoting a retail store's credit card to customers.

For the purposes of this unit, a credit card is not simply a loyalty card that offers rewards such as points or discounts, although the credit card might serve as a loyalty card as well. The defining feature of a credit card is that the customer incurs a financial debt when using it to pay for purchases. This debt must eventually be paid, and can cost the customer extra money in the form of interest if payment is not made in full on the due date. If the store's card cannot be used in this way then this unit is not suitable for the candidate.

Learning Outcomes	Assessment Criteria
The Learner will: 1 Understand the importance of promoting a retail store's credit card to both potential and existing holders of the card	**The Learner can:** 1.1 explain how the store can benefit from having customers who hold the store's credit card 1.2 explain how the store can benefit from enhancing the retail experience of existing holders of the store's credit card
2 Be able to promote a retail store's credit card to customers in a retail environment	2.1 ask potentially eligible customers if they have a credit card with the store 2.2 promote the benefits of the retail store's credit card to: • potential new customers • existing card holders 2.3 comply with legal requirements to disclose to customers who express an interest in having the retail store's credit card: • the costs involved • the repayment terms • the customer's right to cancel the card

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Learning Outcomes	Assessment Criteria
	2.4 address concerns customers may have about the retail store's credit card, ensuring that: • any information provided is legally compliant • benefits of the retail store's credit card are reinforced

Assessment

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

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.

If the assessor is unable to make judgements about the specialist skills and knowledge covered by this unit, expert witness testimony must be sought from a person with suitable current experience, to confirm the candidate's competence.

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.C270

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

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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 .