

Unit Title:	Promote career-related learning to clients
OCR unit number:	Unit 14
Level:	4
Credit value:	6
Guided learning hours:	40

## Unit purpose and aim

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This unit aims to develop the learner's critical 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
<p>The learner can:</p> <p>1. Understand the policy context for career-related learning</p>	<p>The learner will:</p> <p>1.1 explain the policy context for career-related learning</p>
<p>2. Understand the characteristics of career-related learning</p>	<p>2.1 analyse the characteristics of career-related learning in the workplace, education, training and in the community</p>
<p>3. Understand the promotion of career-related learning to clients</p>	<p>3.1 outline the types of organisation and the types of services and products that meet career related needs</p> <p>3.2 explain the activities used to promote career-related learning</p> <p>3.3 explain promotional techniques to motivate clients to participate in career-related learning</p> <p>3.4 analyse the benefits and limitations of promoting career-related learning to clients</p>
<p>4. Be able to negotiate with external organisations to promote career-related learning</p>	<p>4.1 identify the needs of the organisation for a range of services and products</p> <p>4.2 negotiate with external organisations to agree respective roles and responsibilities for promoting career-related learning</p>

Learning Outcomes	Assessment Criteria
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

## Assessment

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

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

## Evidence requirements

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All evidence of a learner's performance must be generated in the workplace. Learners must produce their own work and assessors use a range of assessment methods. More information about suitable forms of evidence can be found in the OCR Level 6 Diploma in Career Guidance and Development Centre Handbook.

## Guidance on assessment and evidence requirements

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In order to provide appropriate evidence to meet the assessment criteria for this unit the following methods can be used:

- assignment/report
- observation
- product evidence
- professional discussion
- witness testimony.

The use of observation should preferably be face to face or through 'visual technology'. The use of audio recordings is allowed where the above options are not accessible or for a telephone guidance-based service.