

<b>Unit Title:</b>	<b>Promote Careers Education Guidance (CEG)</b>
OCR unit number	22
Unit sector reference	AG25
Level:	3
Credit value:	3
Guided learning hours:	20

## Unit purpose and aim

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To demonstrate that the candidate is able to secure resources for and identify the appropriate ways of disseminating information to target groups.

Learning Outcomes	Assessment Criteria
<p><b>The Learner will:</b></p> <p>1 Be able to plan the promotion of Careers Education Guidance (CEG)</p>	<p><b>The Learner can:</b></p> <p>1.1 Review the outcomes of previous promotional activities to inform current plans</p> <p>1.2 Evaluate the range of promotional activities that could be used, including the benefits and limitations of each for different target groups</p> <p>1.3 Plan the promotional activity for CEG including:</p> <ul style="list-style-type: none"> <li>• consideration of effectiveness for target group</li> <li>• taking account of other events within the same time span</li> </ul>
<p>2 Be able to identify the most appropriate information for dissemination to a target group</p>	<p>2.1 Establish the information needs of interested parties both within and external to the organisation</p> <p>2.2 Present information in an appropriate style and at an appropriate time</p>
<p>3 Be able to secure the resources required for the planned promotion of Careers Education Guidance (CEG)</p>	<p>3.1 Identify the resources that will be required</p> <p>3.2 Present a case for securing the necessary resources</p> <p>3.3 Plan the efficient use of time and other resources</p>

## Assessment

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This qualification is internally assessed by centre staff and externally verified by an OCR Assessor.

## Evidence requirements

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Simulation is not allowed for any part of this unit.

All evidence of your performance must be generated in your workplace, in accordance with organisational procedures and national, local and professional guidelines.

Prior to commencing this unit you should agree and complete an assessment plan with your assessor which details the assessment methods you will be using and the tasks you will be undertaking to demonstrate your competence.

You must provide your assessor with evidence for all of the assessment criteria for each learning outcome. Your assessor must be satisfied that you are able to undertake your work activities consistently over a period of time.

It is up to your assessor, working with the guidance provided, to determine a suitable mix of assessment methods, and to decide on the amount and type of evidence that is required to judge your competence.

The preferred assessment methods to be used for this unit are:

**Direct observation of performance:** Observation of you undertaking real work activities. This could involve interacting with clients or providing information to clients.

**Evaluation of work products:** Any item generated from real work activities. Evidence could be from different locations and from a variety of sources. This could include case notes, records and correspondence. It is not required in your portfolio and can remain where it is normally stored. The location and relevance of the evidence must be indicated in your portfolio. The evidence must be available for assessment and verification.

**Questioning:** Questions to ensure that you are able to apply your knowledge to your performance in the real work place. This may be used for areas not observed or evidenced through work products. This may be oral or written but evidence of the questioning must be recorded in an appropriate format. In addition your assessor may ask questions to clarify aspects of your practice.

**Witness testimony:** A confirmation or authentication of activities described in your evidence which your assessor has not seen. This could include a report or statement from a line manager or other appropriate person.

**Professional discussion:** A structured discussion with your assessor, about your performance of specific activities and a reflection on the reasons why you practised that way. The key aspects of this discussion will be recorded in a suitable format as evidence in your portfolio.

## National Occupational Standards (NOS) mapping/signposting

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This unit is derived from the National Occupational Standards in Advice and Guidance 2006 (Lifelong Learning UK).

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at [www.ukstandards.co.uk](http://www.ukstandards.co.uk).