

## Level 3 Certificate in Advertising



International  
Qualifications from EDI

### Syllabus

Effective from: September 2009

First examinations to be held in Series 3, 2010



## INTRODUCTION

EDI is a leading international awarding body that was formed through the merger of the London Chamber of Commerce and Industry Examinations Board (LCCIEB) and GOAL, a leading online assessment provider. EDI now delivers LCCI International qualifications (LCCI IQ) through a network of over 5000 registered centres in more than 120 countries worldwide. Our range of business-related qualifications is trusted and valued by employers worldwide and recognised by universities and professional bodies.

### Level 3 Certificate in Advertising

#### Aims

The aims of this syllabus are to enable candidates to develop:

- knowledge and understanding of advertising as part of the marketing of products, services and organisations.
- relevant advertising messages within constraints of law and codes of practice
- an awareness of the principles of delivering relevant messages to the selected target audiences
- advertising material aimed at the selected target audiences

#### Target Audience and Candidate Progression

This qualification is intended for those beginning their careers in advertising either in a commercial or industrial company or in a non-profit organisation (such as a charity, trade association or government department) that undertakes advertising on an extensive scale. It is also aimed at those working or seeking to work in advertising agencies or associated organisations such as public relations consultancies, sales promotion companies and direct response marketing agencies.

It is also intended for those involved in, or preparing for a career in, marketing so that they might understand the principles of advertising when needing to use it for the promotion of companies, products and/or services.

Successful candidates who also obtain passes from 2 different LCCI IQ Level 3 subjects (from the pool of subjects listed in the Group Awards section of the Guide to LCCI IQ examinations) *in one series of examinations or with the required single subjects gained On Demand within 3 calendar months of the first examination date* will be eligible for an LCCI IQ Level 3 Group Diploma.

Successful candidates who also obtain passes from 2 different Level 3 subjects chosen from Certificate in Marketing, Certificate in Selling and Sales Management, Certificate in Customer Service or Certificate in Public Relations *within a period of 24 months* will be eligible for the LCCI IQ Level 3 Diploma in Marketing.

Holders of the LCCI IQ Level 3 Group Diploma in Marketing, or the Level 3 Diploma in Marketing, can gain direct entry to the Chartered Institute of Marketing's Professional Certificate (Level 4) Qualification.

## **Level of English Required**

Candidates should have a standard of business English equivalent to LCCI IQ English for Business Level 2. However, their knowledge of specialist Advertising terminology should be equivalent to Level 3 in terms of vocabulary.

## **Structure of the Qualification**

The LCCI Level 3 certificate in Advertising syllabus consists of a range of ten syllabus topics covering the relevant areas relating to what candidates should know at level 3:

### **Syllabus Topics**

1. Working in Marketing Communications
2. Role of Advertising Related to Marketing
3. The Advertiser
4. Advertising Agencies
5. Creating Press Advertisements and Television Commercials
6. Producing Advertisements
7. Production of Commercials
8. Media Selection
9. Advertising Controls
10. Evaluating and Testing

### **Guided Learning Hours**

EDI recommends that 140 - 160 Guided Learning Hours (GLHs) provide a suitable course duration for an 'average' candidate at this level. This figure includes direct contact hours as well as other time when candidates' work is being supervised by teachers. Ultimately, however, it is the responsibility of training centres to determine the appropriate course duration based on their candidates' ability and level of existing knowledge. EDI experience indicates that the number of GLHs can vary significantly from one training centre to another.

## **Assessment**

### **Assessment Objects**

The examination will assess the candidates' ability to:

- understand the roles and responsibilities of the staff within an organisation's marketing communications departments
- understand the duties of staff working in the various departments of an advertising agency
- explain the relationship between advertising and marketing
- research in planning advertising and promotion campaigns
- describe the different tools within the promotional or communications mix
- explain the co-ordination of varying methods of promotion in integrated marketing communications campaigns
- understand the role of branding and positioning applied to campaigns
- understand means of persuading customers, consumers, end-users to notice and act upon advertising and promotions
- explain the concepts of Push/Pull Strategy and 'Selling in' to intermediaries
- describe the application of advertising and other communications tools by non-profit organisations
- outline the advantages and problems of mounting international campaigns
- describe how promotional strategies are developed based on business and marketing needs
- set promotional objectives based on the organisation's aims
- explain how organisations can select and appoint agencies and consultancies
- describe and apply the main methods of budgeting setting
- describe the structure of the full service advertising agency
- explain the operations of specialist agencies and consultancies
- describe the way which agencies use freelance and bought-in services
- describe commission, handling fees and other ways that agencies and consultancies charge for services
- explain how media owners and other suppliers recognise the creditworthiness and integrity of agencies
- outline the creation of an advertisement
- draft the copy and prepare the layout for a press advertisement
- prepare a storyboard for a television commercial with voice-overs and appropriate technicalities
- prepare the script for a radio commercial with voice-overs and appropriate technicalities
- describe different means of producing press advertisements and other printed promotional material

- understand the role of media in ensuring that messages are delivered to target audiences
- understand the principles of advertising controls in protecting customers and consumers while benefiting the advertiser and the advertising agency
- understand the application of law in client, agency and media owner agreements and contracts
- describe the need for evaluating, monitoring and testing before, during and after campaigns

### **Coverage of Syllabus Topics in Examinations**

The compulsory question in each examination paper will be from Syllabus Topics 5.

Questions from the 10 Syllabus Topics will appear in examination papers at regular intervals

### **Examination Format**

- The time allowance for the examination is 3 hours
- Question 1 will be compulsory and must be attempted by all candidates
- Candidates should then attempt 4 other questions from a choice of 9
- All questions are worth 20 marks each
- At least one question will require an answer in the form of a report, letter or memorandum

### **Assessment Matrix**

The Assessment Objectives will carry approximate weightings as indicated in the matrix below:

<b>Assessment Category</b>	<b>Assessment Weighting</b>
Recall of Knowledge	40%
Application of Knowledge	60%

## **Answer Formats**

Unless otherwise requested, candidates will be asked to provide answers in one or more of the following formats:

- report format in appropriate advertising language
- letter
- memorandum/email
- advertisement
- notes

If requested to answer in the form of a report, candidates will need to structure their report with headings and sub-headings. The report should have at least 3 sections: an introduction, a main section and a conclusion or recommendations. The introduction should indicate the purpose of the report and for whom the report is intended. The main section should use a concise essay style or bullet points. The report needs to finish with a conclusion which should include candidate recommendations.

If requested to answer in the form of a letter or memorandum, candidates should use appropriate letter or memorandum layout.

Letters will need to include name and address, detail of the sender, name and address of the receiver, the correct salutation ('Dear Mr...'), subject of the letter, correct sign off ('Yours sincerely' or 'Yours faithfully') as well as the name and position of the writer.

Memoranda should include the heading 'MEMORANDUM' and show date, sender and recipient(s) as well as the subject of the memorandum.

## **Mark Allocation**

A positive marking approach is used. Marks are not deducted for spelling, vocabulary, grammar or punctuation.

## **Certification**

Successful candidates will be awarded the Level 3 Certificate in Advertising based on the achievement of the percentages and grades below:

Pass	50%
Credit	60%
Distinction	75%

## Recommended Reading List and Support Materials

Title	Authors	Publisher	ISBN Code
How to Pass Advertising Third Level	C Francis	LCCIEB	18624 7070 7
Marketing Communications An Integrated Approach	P R Smith	Kogan Page	0 7494 0775 1

The International Chamber of Commerce Code of Practice on Promotion and Advertising (or national equivalents e.g. British Codes of Advertising and Sales Promotion Practice)

### Support Material

Support materials for the LCCI Level 3 Certification in Advertising include:

- Examiners' Annual Qualification Reports
- Past question papers with model answers
- Teaching Best Practice DVD

Support materials can be found on the LCCI website or by contacting LCCI Enquiries. Candidates should contact their local LCCI centre.

### How to offer this qualification

To offer this qualification you must be an LCCI IQ registered examination centre. To gain centre approval please contact Customer Support on 08700 818008 between the hours of 0830 and 1700 (GMT) Monday to Friday or by email on [centresupport@ediplc.com](mailto:centresupport@ediplc.com)

Alternatively you may contact your Regional LCCI Office or Co-ordinating Authority.

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## Syllabus Topics and Learning Outcomes

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### 1. Working in Marketing Communications

**Candidates should be able to:**

- a) Describe the roles and responsibilities of advertising and product/brand managers in planning, implementing and controlling promotional activity within an organisation.
- b) Define and explain the role of the account handling, creative, media and production departments and their staff in advertising agencies and other consultancies engaged in promotional activities

### 2. Role of Advertising Related to Marketing

**Candidates should be able to:**

- a) Explain the relationship of advertising to marketing and the marketing mix
- b) Explain the use of market research including research into customer behaviour models for the effective communication of advertising messages
- c) Describe segmentation and explain how target audiences are identified
- d) Explain the role of advertising in integrated marketing communications in conjunction with other promotional activity
- e) Describe how advertising is used to establish branding, positioning and pricing
- f) Describe how advertising persuades target audiences to purchase and use products and services as customers, consumers and end-users ('Pull' Strategy)
- g) Describe how advertising is used to encourage distribution and support retailing ('Selling in' or 'Push' Strategies)
- h) Describe and explain the use of advertising by non commercial and non-profit organisations

- i) Describe and explain the benefits and drawback of international and multi-national advertising campaigns including the problems of language and cultural differences, levels of technical development and co-ordination of production

### **3. The Advertiser**

**Candidates should be able to:**

- a) Describe the way that advertising and promotion is handled within an organisation
- b) Explain how the advertising manager liaises with the marketing, product brand and other managers to established the organisations promotional strategy
- c) Describe the objectives that advertising aims to achieve.
- d) Explain how promotional objects are set within the organisation
- e) Explain how appropriations are set and budgets compiled based on marketing and promotional objectives, and sales performance and forecasts
- f) Explain how the advertiser briefs, appoints, liaises with and controls the advertising agency

### **4. Advertising Agencies**

**Candidates should be able to:**

- a) Define and describe the full service advertising agency and its operation
- b) Explain the structure and services of full service agencies including the role of specialist facilities such as marketing, public relations, sales promotion, direct response marketing and research
- c) Describe the operations of specialist agencies and consultancies providing public relations, sales promotion, direct response marketing, sponsorship and research services direct to the client
- d) Define and explain the operation of an 'a la carte' agency including the type of work that it undertakes on behalf of clients

- e) Explain the role and function of the media independent type of agency including the type of work it undertakes for clients and agencies
- f) Explain the use of bought-in services by advertising and promotional agencies of all types including employing external design studios and employing external design studios, creative services and printers
- g) Describe and explain the operations of the specialist agencies handling business-to-business, trade and technical and industrial accounts; recruitment and financial advertising
- h) Explain how agencies earn their income (remuneration) via the commission system, fees and mark-ups and handling charges
- i) Explain how agencies act as agents for the media and therefore have to prove their creditworthiness (Obtaining Recognition and Accreditation from the media)

## **5. Creating Press Advertisements and Television Radio Commercials**

### **Candidates should be able to:**

- a) Describe and explain account and campaign planning from strategy meetings through brainstorming sessions, creative groups and art direction, visualisation and copywriting, to pitching and presentation
- b) Write the copy and prepare a layout for printed advertising material complete with headlines, body copy and text for coupons, and address details suitable for presentation to clients
- c) Create a basic TV commercial storyboard incorporating visual elements, camera directions, voice overs, sound effects and musical themes such as jingles
- d) Create a basic radio commercial incorporating technical directions, voice overs, sound effects and musical themes

## 6. Producing Advertisements

### Candidates should be able to:

- a) Describe and explain print production techniques (with reference to the four-colour process and lithography, flexography, gravure and screenprinting)
- b) Describe and explain the production stages from client approval of visuals and copy, to appearance in print
- c) Explain technical terms used in the production of press advertisements and printed material

## 7. Production of Commercials

### Candidates should be able to:

- a) Describe and explain the production stages of a television commercial from client approval of the script to broadcast on television
- b) Explain approval procedures by regulatory bodies to ensure commercials comply with mandatory and voluntary codes of practice

## 8. Media Selection

### Candidates should be able to:

- a) Describe and explain the use of media with reference to primary and secondary media (plus integrated marketing communications)
- b) Define and explain above-the-line and below-the line media
- c) Define and explain Intermedia and Intramedia in advertising campaigns
- d) Describe and explain how messages can be targeted at different audiences based on research into reach frequency and coverage (and hence wastage)
- e) Describe how independent research is undertaken into reading, viewing and listening habits.
- f) Define key terms used in media research, planning and buying

- g) Explain how an agency negotiates with the media owners for the benefit of clients

## **9. Advertising Controls**

### **Candidates should be able to:**

- a) Explain the principle and application of voluntary controls (e.g. codes of practice) as a basis of protection and remedy for customers and consumers
- b) Describe and explain the advantages of voluntary controls to the advertiser and the advertising agency
- c) Describe and explain agency agreements and contracts including the terms of business
- d) Describe and explain the legal relationship between agencies and media owners
- e) Demonstrate understanding of the principles of consumer protection and its role in advertising

## **10. Evaluating and Testing**

### **Candidates should be able to:**

- a) Describe and explain means of pre-testing advertising (copy testing, hall and theatre tests, discussion and focus groups and test marketing)
- b) Describe and explain methods for testing the effectiveness of advertising during and after the campaign has been launched (recall, reading and noting [including tracking studies], sales enquiries and response, dealer audits/EPOS and consumer panels)

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and performance