## PPL1HSL6 **(J8HP 04)**

## Contribute to Promoting Hospitality Services and Products

### Candidate’s statement

I confirm that the evidence detailed in this unit is my own work.

|  |  |
| --- | --- |
| Candidate’s name |  |
| Candidate’s signature |  |
| Date |  |

### Assessor’s statement

I confirm that the candidate has achieved all the requirements of this unit.

|  |  |
| --- | --- |
| Assessor’s name |  |
| Assessor’s signature |  |
| Date |  |
| Countersigning Assessor’s name(if applicable) |  |
| Countersigning Assessor’s signature(if applicable) |  |
| Date |  |

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### Internal Verifier’s statement

I confirm that the candidate’s sampled work meets the standards specified for this unit and may be presented for external verification.

|  |  |
| --- | --- |
| Internal Verifier’s name |  |
| Internal Verifier’s signature |  |
| Date |  |
| Countersigning Internal Verifier’s name (if applicable) |  |
| Countersigning Internal Verifier’s signature (if applicable) |  |
| Date |  |

|  |  |
| --- | --- |
| External Verifier’s initials (if sampled) |  |
| Date |  |

#### Unit overview

This standard is about the promotion of services and products. It is designed for supervisors and managers who are close to the customers and well-placed to offer new ideas for promotional activities. This standard is for hospitality team leaders, first line managers or supervisors.

#### Sufficiency of evidence

There must be sufficient evidence to ensure that the candidate can consistently achieve the required standard over a period of time in the workplace or approved realistic working environment.

#### Performance criteria (What you must do)

There must be evidence for **all** PCs (ie: 1-9).

1. Identify possible activities to promote the services and products in your area of responsibility.
2. Identify promotional activities and the likely sales improvements activities could generate.
3. Consult with relevant colleagues about your ideas for promotional activities.
4. Ensure these activities are consistent with your targets, your organisation's objectives and values, social responsibility practices and legal requirements.
5. Collect and organise relevant information to support your ideas for promotional activities, taking account of the resources that will be available.
6. Help to develop and implement plans effectively.
7. Brief relevant colleagues, as appropriate on planned activities.
8. Monitor activities to make sure that targeted customers are being reached and promotional activities are run according to agreed plans and standards.
9. Collect information about the promotional activities and evaluate their effectiveness.

This unit is from the Hospitality Supervision and Leadership suite. Candidates undertaking this unit should be able to:

* familiarise themselves with the standards
* work independently to identify sources of evidence
* gather, record, and present the evidence
* receive and act on feedback from their assessor.

#### Performance criteria evidence

| **Evidence reference** | **Evidence description** | **Date** | **PC1** | **PC 2** | **PC 3** | **PC 4** | **PC5** | **PC 6** | **PC 7** | **PC 8** | **PC9** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
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#### Scope / range (What you must cover)

No scope / range is stipulated for this unit.

#### Knowledge and understanding (What you must know and understand)

For those knowledge statements that relate to **how** the candidate should do something, the assessor may be able to infer that the candidate has the necessary knowledge from observing their performance or checking products of their work. In **all** other cases, evidence of the candidate’s knowledge and understanding must be gathered by alternative methods of assessment (eg oral or written questioning).

| **Knowledge statement** | **Evidence reference** | **Date** |
| --- | --- | --- |
| 1. Relevant laws that you need to take account of when developing and implementing promotional activities and what may happen if your promotion breaks these laws.
 |  |  |
| 1. Social responsibility practices, `Best Practice' principles and ethical considerations that need to be considered in promoting hospitality services and products.
 |  |  |
| 1. What to include and how to write terms and conditions associated with promotions.
 |  |  |
| 1. Your organisation's target markets and sales targets which are relevant to your area of responsibility.
 |  |  |
| 1. Your organisation's main competitors which are relevant to your area of responsibility.
 |  |  |
| 1. Your organisation's other promotional plans that are relevant to your work.
 |  |  |
| 1. What resources are available for promotional activities, where to obtain possible additional resources and who you need to consult in your organisation to obtain additional resources.
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| 1. How to cost promotional activity to ensure profitability is maintained and improved.
 |  |  |
| 1. How to present your promotional ideas effectively to other people in your organisation and what information you need to support suggested promotional activities.
 |  |  |
| 1. The nature of the product being promoted and any other materials that feature in the promotion.
 |  |  |
| 1. Any possible adverse results that the promotion, products and other materials may have and how to avoid these.
 |  |  |
| 1. What your organisation's procedures are for implementing promotional activities.
 |  |  |
| 1. Which colleagues need to be briefed in relation to different types of promotional plans and the different kinds of information that they should be given.
 |  |  |
| 1. When and how product and organisational logos, trademarks and branding should be used to support promotional activities.
 |  |  |
| 1. The types of things that may disrupt your promotional activities and how to deal with these.
 |  |  |
| 1. How to measure the effectiveness of promotional activities.
 |  |  |
| 1. Who you should make recommendations for improving promotional activities to.
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#### Supplementary evidence

| **Reference** | **Evidence description** | **Date** |
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#### Assessor feedback on completion of the unit: