

Understanding the Purpose of Advertising	
Level:	One
Credit Value:	1
GLH:	9
OCNLR Unit Code:	KA1/1/LQ/002
Ofqual Unit Reference Number:	J/508/1974

*This unit has 2 learning outcomes*

LEARNING OUTCOMES	ASSESSMENT CRITERIA
<b>The learner will:</b>	<b>The learner can:</b>
1. Be able to distinguish advertisements from other media content.	1.1. Identify an example of an advertisement in two different media formats. 1.2. Outline how the advertisements can be distinguished as such from other media content.
2. Understand how advertisements are used to sell products.	2.1. Identify the product(s) and features in at least two contrasting advertisements. 2.2. Give at least two contrasting examples of how an advertiser has attempted to appeal to a specific audience. 2.3. Outline own ideas for advertising a specific product.

## Assessment

The grid below gives details of the assessment activities to be used with the unit attached. Please refer to the OCN London Assessment Definitions document for definitions of each activity and the expectations for assessment practice and evidence for verification.

**P = Prescribed** This assessment method *must* be used to assess all or part of the unit.

**O = Optional** This assessment method *could* be used to assess all or part of the unit.

Case Study		Project	
Written question & answer/test/exam		Role play/simulation	
Essay		Practical demonstration	
Report		Group discussion	
Oral question and answer		Performance/exhibition	
Written description		Production of artefact	
Reflective log/diary		Practice file	