

## Individual assessment card

### Vocational technical education – Advertisement Technician

#### Levels and progression

The gained skills and qualifications are assessed over three levels: level one, two and three. These levels correspond to the levels used for other qualifications within the national qualifications framework.

**Key Skills Level 1** - the student acquired basic skills and can take responsibility for some basic decisions. The student isn't able to work in on his/her own and requires constant substantive supervision. He/she has the communicative abilities at a basic level.

**Key Skills Level 2** - the student is capable of responding to the demands of more complex activities. He/she demonstrates more explicit reasoning ability and personal responsibility in making decisions about how tasks are organized. He/she requires substantive supervision while exercising some more complex tasks.

**Key Skills Level 3** - the student has substantial autonomy and responsibility for managing activities. He/she has ability to develop a strategy for using key skills over an extended period of time, monitor and critically reflect on progress and adapt strategy, as necessary, to achieve the quality of outcomes required. He/she apply his/her key skills in communication, working with others and problem solving, in an integrated way, in order to improve his/her learning and performance in managing professionally challenging work.

#### Score

**2 pt. – Key Skills Level 3**

**1 pt. – Key Skills Level 2**

**0 pt. – Key Skills Level 1**

Qualification : EKA.05.	Units of Learning	Outcome Learning	Outcome Knowledge	Skills/Attitude	Points 0-1-2
	<b>Work planning and work organization</b>	Organization of the workplace according to the requirements of the work ergonomics, health and safety procedures, the fire and environment protection.	The student learns the rules applying to the health and safety procedures, the fire and environment protection rules.	He/she recognizes the threats to life and health.	
			The student learns the rules applying to the working place organizing, according to the health and safety procedures, the fire and environment protection rules.	He/she recognizes harmful agents in the workplace	
				He/she organizes the working place according to the health and safety procedures	
				He/she gives the first aid to those injured during the accidents at work, if needed.	
	<b>Efficient planning and management of the given tasks</b>	Organizing a workplace.	The learner gets information concerning the given industry.	He /she respects the principles of the courteousness and ethics and applies the public communication rules at workplace.	
			The student learns how to plan and implement the given tasks within the specific time period and also how to monitor the execution of the given tasks and the ways of their modifying.	The student plans and implements the given tasks within the specific time period. He/she monitors the execution of the given tasks and the ways of modifying of the previously planned tasks. He/she conduct s his/her self-assessment of the completed job.	
The student develops emotional intelligence.			He/she applies the stress management techniques, assertiveness principles in the interpersonal communication, social expressions and greetings in the written and oral communication as well as is creative and open to changes.		

	<b>An advertising campaign sale</b>	A needs analysis and sales negotiations	The student learns how to analyse the needs both, the advertiser and the service provider	He/she tries to create a plan of the given advertising campaign and plans its phases.		
			The learner gets acquainted with the rules of the negotiation	The learner tries to make the campaign budget while taking into account all the factors contributing to it.		
			The student gets familiar with rules concerning the liability for the actions taken as well rules on the professional secrecy, personal data and intellectual rights protection.	He/she issues an invoice for services rendered.		
	<b>Sales documentation in a advertising campaign</b>	Sales documentation	The learners learns how to draw a pricing of services.	The student learns how to create the sales presentation of the advertising campaign, for the client.	He/she calculates the net and gross price of the services.	
					He/she tries to prepare the contract between the service provider and client.	
					He/she draws up the sales documents.	
	<b>Managing the advertising campaign</b>	Brief and a draft of the campaign which includes: Audio/Video plus OOH/ Video plus OOH/ Public Relations plus direct marketing plus Branded Entertainment	The student gets familiar with the sources of information, necessary to implement advertising campaigns.	The student acquaints information needed to implement the advertising campaign which consists of Public Relations plus direct marketing plus Branded Entertainment.	He/she makes a task list and a checklist, detailing the tasks necessary to implement advertising campaigns.	
					He/she works in a team and uses in practice the following skills: team works management , efficient monitoring of the works done and evaluation of the quality of work basing on the adopted criteria.	
	<b>An advertising campaign</b>	Preparing an advertising campaign	The student learns how to gather useful information to implement an advertising campaign.	He/she uses the office software to obtain the needed information and prepare the presentation.		

	<b>presentation for clients, town/city council etc.</b>	presentation for clients, town/city council etc..	<p>The student learns how to configure the software to do the task properly.</p> <p>The learner gets acquainted with the analysis on the effectiveness and efficiency of the advertising campaign in the digital media.</p>	He/she chooses methods and means to efficiently gather the information to analyse the effectiveness and efficiency of an advertising campaign.	
	<b>Additional skills and qualifications</b>				