



**EXAMPLE STUDY CHECKLIST AND ASSESSMENT**  
**DIPLOMA OF COSMETIC BRAND MANAGEMENT**

<p>Work to due dates below to complete in 7 months (adjust to suit your study plans and learning style; max 1yr 9 mths)</p>	<p>Tick when each time completed; make sure to complete in order.</p>	<p align="center"><b>Item/Unit</b></p> <p align="center"><b>Do not proceed to the next item until previous item is ticked off/completed</b></p>
<p>Week 1</p>		Watch Evaluate Ingredients lecture 1
		Read all of section 1 of text and complete all activities in text + compare to our answers in the Appendix
		<b>Work on Assessment Questions:</b> Complete the table in Q1.1 except the philosophy section at the top; complete Q1.2.
		Watch Evaluate Ingredients lecture 2
		Read section 2 of the text and practice with the Activities/examples provided.
		<b>Work on Assessment Questions:</b> Complete the Philosophy section of the table in Q1.1.
<p>Week 2</p>		Watch Evaluate Ingredient lecture 3
		Read section 3 of the text and practice with the Activities/examples provided – practicing reading the different formats and trying this for yourself is important practice before the assessment question, so make sure you work through these examples and activities for yourself!
		Work on Assessment Questions: complete Q1.3 and 1.4
		Watch Evaluate Ingredients lecture 4
		Read section 4 of the text and work through the examples and activities – make sure you can follow our calculations in practice for the assessment question!
		<b>Work on Assessment Questions:</b> Complete Q1.5
<p><b><i>Only continue to the next unit once you have completed all items in order</i></b></p>		



**Assessment Questions for Section 1: Investigate and evaluate cosmetic ingredients**

1.2 List 3 reliable work place sources for documentation and searches.

1.3 Explain the difference between cold pressed oils, essential oils and herbal extracts.

1.4 Complete the tables for each product – use information provided in dropbox and processing information provided in the text to answer this question.

<b>Lamesoft PO65</b>		
<b>Starting Material/s</b>	<b>Processing involved</b>	<b>N/NDM/NDS/S</b>
		=

<b>Incroquat Behenyl</b>		
<b>Starting Material/s</b>	<b>Processing involved</b>	<b>N/NDM/NDS/S</b>
		=



	Tick when each time completed; make sure to complete in order.	Item/Unit  Do not proceed to the next item until previous item is ticked off/completed
Week 3		Watch Evaluate Safety lecture 1.
		Read all of section 1 and 2 and practice with the worked example searches.
		<b>Work on Assessment Questions:</b> Complete Q2.1, 2.3 and 2.4
		Watch Evaluate Safety lecture 2.
		Read all of section 3 and practice with the worked examples and activity – check your answers against ours to practice for the assessment questions.
		<b>Work on Assessment Questions:</b> Complete all parts of Q2.2, 2.5 and 2.6
Week 4		Watch Evaluate Safety lecture 3.
		Read all of sections 4 and 5 and practice with the activity questions.
		<b>Work on Assessment Questions:</b> Complete Q2.7.1, 2.7.2, 2.7.3 and 2.7.4.
		Watch Evaluate Safety lecture 4.
		Read all of section 6 and practice with the worked examples and activities – this will help prepare you for the assessment questions.
		<b>Work on Assessment Questions:</b> Complete Q2.7.5, 2.8 and 2.9.
<b><i>Only continue to the next unit once you have completed all items in order</i></b>		

**Assessment Questions for Section 2: Evaluate cosmetic ingredient and formula safety**

2.1 What are the organisational responsibilities for cosmetic products?

2.2 Identify 3 ingredients with increased risk of comedogenicity.

2.3 Provide a Safety Finding Report for Genamin CTAC 50 (SDS is in Dropbox).

Source	Findings/conclusions
CIR:	



SCCS Opinion:	
TGA:	
US FDA	
SDS:	
Final conclusion	



2.4 Provide a Safety Finding Report for Aluminum Chlorohydrate 50% Solution (SDS is in Dropboz).

<b>Source</b>	<b>Findings/conclusions</b>
CIR:	
SCCS Opinion:	
TGA:	
US FDA	
SDS:	
Final conclusion	



2.7 Interpret the results of product and raw material testing as described below:

- 2.7.1 a score of 4 in a draize rabbit model for a wash off ingredient.
- 2.7.2 a strong irritation using the immersion assay for a wash off ingredient in guinea pigs.
- 2.7.3 a mild reaction using cumulative irritation testing in humans for a leave on product.
- 2.7.4 a strong irritation using an epiderm in vitro test for a leave on product.
- 2.7.5 a mild reaction in 1 subject out of 18 in real-life safety evaluation of a wash off product (no other reactions).

2.8 Run preliminary checks, determine suitable directions for use and plan a real-life safety evaluation for the following product.

*Nourishing Conditioner for Dry Hair*

*Ingredients: Aqua, Stearyl Alcohol, Bis-Aminopropyl Dimethicone, Behentrimonium Chloride, Cetyl Alcohol, Fragrance, Panthenol, Argania Spinosa Kernel Oil, Persea Gratissima (Avocado) Oil, Citric Acid, Methylchloroisothiazolinone, Methylisothiazolinone.*

Preliminary checks:

<b>Increased Risk: Is the product</b>	<b>YES or NO?</b>
A milky serum, cream or lotion?	
Claiming 'enhanced penetration' or delivery system or contains glycerin, propanediol or a glycol?	
Soap, antiperspirant, perfume or hair dye?	
Used on large areas of the body and left on?	
Used on mucous membranes, lips or around eyes?	
For use on children, babies or sensitive skin types?	
Does it contain fragrances or essential oils?	
Does it contain FD&C or D&C colourants?	
Does it contain tanning, whitening or chemical exfoliants (peels or vitaminA)?	
Does it contain sodium lauryl sulphate (or similar) or cetrimonium chloride or behentrimonium chloride (or similar)?	
Is it applied more than once a day?	

Increased risk score:



<b>Reduced Risk: Does the product:</b>	<b>YES or NO?</b>
Have a short contact time (e.g. wash off)? (This has the most dramatic impact)	
List lipids or PEG-lipids relatively high on the ingredient list?	
Contain non-ionic emulsifiers or surfactants (e.g. cetearyl alcohol, glyceryl stearate or PEG-lipids or similar) or amphoteric surfactants (e.g. cocamidopropyl betaine or hydroxysultaines)?	
Contain hydrolysed proteins, algae, allantoin, aloe vera, alpha-bisabolol, chamomile (or similar anti-irritant ingredients)?	

Reduced risk score:

Increased risk ( ) – Reduced risk ( ) =

What your result means:

Directions for use:

Directions:

Real-life safety evaluation:

*(provide details here)*



	Tick when each time completed; make sure to complete in order.	Item/Unit  Do not proceed to the next item until previous item is ticked off/completed
Week 5		Watch Apply Compliance to Promotions lecture 1
		Read sections 1, 1.1 and 1.2 in detail and complete all parts of Activity 1.1 to get a thorough understanding.
		<b>Work on Assessment Questions:</b> Take notes on the T/F you can answer in Q3.1, Q3.2 and Q3.4 (in the Review and Feedback Sheet).
		Watch Apply Compliance to Promotions lecture 2
		Read all remaining parts of section 1 and complete all activities to enhance your understanding.
		<b>Work on Assessment Questions:</b> Answer more of the T/F in Q3.1, finalise your answer to Q3.2, take further notes on claims to fix in Q3.4 (in the Review and Feedback Sheet). Answer Q3.5 and prepare your claims for the label and advertisement in Q3.6.1 and 3.6.2.
Week 6		Watch Apply Compliance to Promotions lecture 3
		Read all parts of section 2 in the text and practice with the worked examples and activities in the text.
		<b>Work on Assessment Questions:</b> Finalise the T/F in Q3.1, fix the ingredient list of the product in Q3.4 and as much other label information as possible (in the Review and Feedback sheet); continue working on as much of the label as possible for Q3.6.2 using the label checklist and formulation information for the ingredient list.
		Watch Apply Compliance to Promotions lecture 4.
		Read all of section 3 and 4 of the text and through Appendix A and C. Complete Activities 3.1 and 3.2 to practice getting your claims and changes right.
	<b>Work on Assessment Questions:</b> Finalise your claims and final checks for the labels in Q3.4 and 3.6.2; complete Q3.3 and 3.6.1	
<b><i>Only continue to the next unit once you have completed all items in order</i></b>		





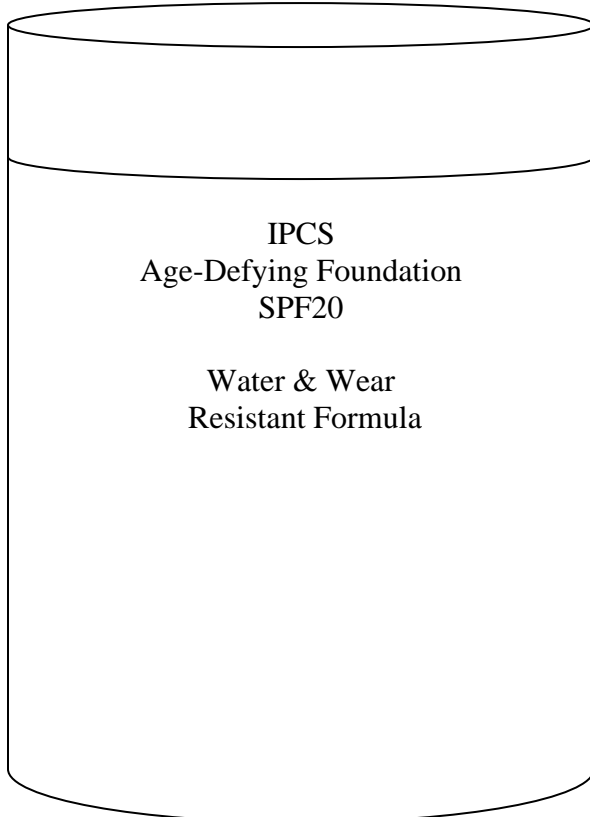
**Assessment Questions for Section 3: Apply compliance requirements in the promotion of personal care products (cosmetics)**

3.1 Answer T (true) or F (false) to the following statements:

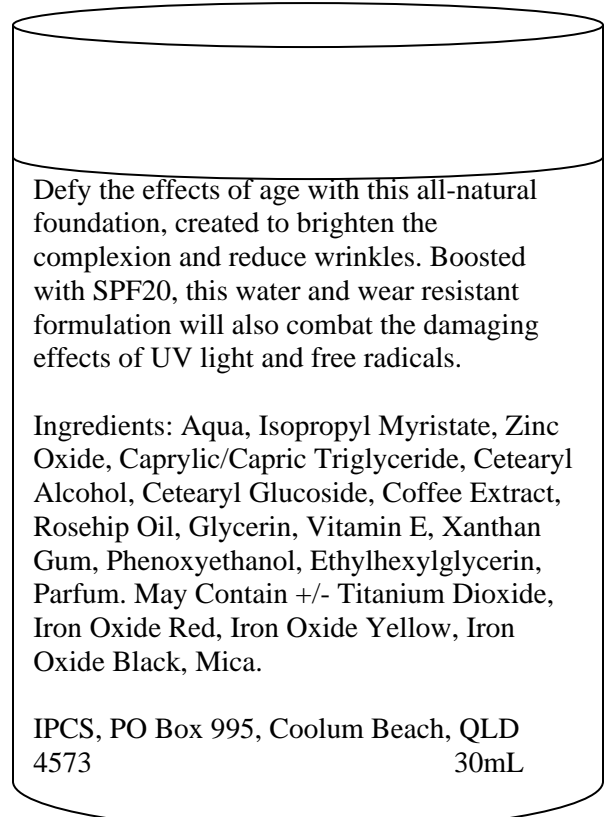
T or F ?	Statement...
	Free samples don't need ingredient lists.
	A cosmetic product sold around the world can claim a rating up to SPF50 so long as appropriate evidence is held.
	A product can claim fragrance free if it only contains essential oils.
	A product can claim 'free from parabens' if it is in fact free from parabens.
	Its not okay to link to an external website where traditional medical use of herbs is provided.

3.4 Review the following label and provide required updates to make it fully compliant if sold in Australia (note: use correct INCI names). Provide the changes on the Review and Feedback Sheet as taught in your learning materials.

Front:



Back:





3.6 For the following product development brief and formula, prepare text in word format for:

3.6.1 an advertisement for presentation in a magazine

3.6.2 product label and outer packaging (use INCI names)

Front of product	
Side/back of product	



(Note: refer to Dropbox for this unit for Product Data on Redumodel used in this product)

**Product Development Brief**

<b>Company philosophy</b>	Natural based active products using natural herbs, essences and essential oils
<b>Proposed product name</b>	Anti-Cellulite Body Butter
<b>Product profile and objectives</b>	Body butter (deeply hydrating and thick moisturising cream); launch of a new product. Competitors include: Li'Tya, Aesop. Unique points: avoids use of PEGs, SLS, parabens and propylene glycol.
<b>Target market</b>	35+ year old women working part time and/or home duties. High school educated. Married with up to 3 young children.
<b>Marketing message</b>	Naturally hydrating and anti-cellulite activity. Reduces cellulite and size. Free from SLS, PEGs, parabens, propylene glycol and silicone derivatives. Not tested on animals.
<b>Promotion and distribution</b>	Will be promoted with sample sachets in Women's Weekly magazine. Available through major pharmacies and discount outlets.
<b>Key ingredients</b>	Natural actives to fight cellulite.
<b>Ingredients to avoid</b>	SLS, PEGs, parabens, propylene glycol, silicone derivatives.
<b>Aesthetics of the product</b>	Product should be white, glossy and very thick and rich. The fragrance is very important and must be a sweet vanilla plum. It should spread on the skin well and leave it feeling moisturised but not greasy. Like the spreadability of Aesop Body Balm but want the product to appear and feel thicker (sample supplied in original container).
<b>Packaging of the product</b>	250gm jar with casca seal and screw top lid. Packaging will be white and label to be applied around jar and on lid.
<b>Proposed pricing</b>	\$2.50/jar including application of both labels (artwork to be supplied). 50kg bulk priced accordingly and to include the cost of bulk pails.
<b>Budget for development</b>	\$2500 + GST.
<b>Quantity to be manufactured</b>	100kg (approx. 400 x 250mL units) plus 50kg in bulk to be sent for assembling into sachets.
<b>Timeframe for the formulation</b>	10 weeks.
<b>Timeframe for the completed product</b>	9 months from completed formulation date.



	Tick when each time completed; make sure to complete in order.	Item/Unit  Do not proceed to the next item until previous item is ticked off/completed
Week 7		Watch Design Evaluations lecture 1.
		Read all of section 1, make sure you complete Activities 1.1 and 1.2.
		<b>Work on Assessment Questions:</b> Complete Q4.1, make notes for Q4.2.1 and 4.2.2.
		Watch Design Evaluations lecture 2.
		Read all of section 2 and practice with the activities.
Week 8		<b>Work on Assessment Questions:</b> Work with the data set provided in Q4.3.
		Watch Design Evaluations lecture 3.
		Read all of section 3, 4, 4.1 and 4.2 and practice with Activity 4.1
Week 9		<b>Work on Assessment Questions:</b> Complete Q4.2.1 and 4.2.2 – make sure you submit a full protocol for each question.
		Watch Design Evaluations lecture 4.
		Read all remaining sections and practice with Activity 4.2 and 4.3.
		<b>Work on Assessment Questions:</b> Complete Q4.3 providing a full report using the correct format.
<b><i>Only continue to the next unit once you have completed all items in order</i></b>		

### **Assessment Questions for Section 4: Design evaluations of personal care product performance**

4.1 Identify and briefly discuss the two main branches of product evaluation used for personal care products.

4.2 Consider the following two products and performance aspects to be evaluated:

4.2.1 styling (curl) hold of a mousse in 60% relative humidity

4.2.2 anti-wrinkle performance of a moisturiser

Write a product evaluation protocol to evaluate the performance of **each product**. Assume the following:

- you are in a small company of 15 employees
- you are on a tight budget but need to obtain meaningful results within your budget



	Tick when each time completed; make sure to complete in order.	Item/Unit  Do not proceed to the next item until previous item is ticked off/completed
Week 10		Watch Evaluate product packaging lecture 1.
		Read all of sections 1 and 2.3 of the text
		<b>Work on Assessment Questions:</b> Complete Q5.1.
		Watch Evaluate product packaging lecture 2.
		Read all of sections 2 and 3 of the text.
Week 11		<b>Start researching different packaging suppliers and take notes in Q5.2 (for each product)</b>
		Watch Evaluate product packaging lecture 3
		Read all of sections 4 and 5 of the text.
<b>Work on Assessment Questions:</b> Complete Q 5.2 (both tables) and 5.3		
<i>Only continue to the next unit once you have completed all items in order</i>		

**Assessment Questions for Section 5: Evaluate product packaging**

5.1 For the following types of packaging:

- Glass jar with wide neck and screw on lid
- Plastic tube with flip top cap
- Plastic bottle with disc cap
- Glass bottle with spray mister

Complete the following table:

Organisational Requirement	Ideal	Suitable Packaging	Unsuitable Packaging
Overseas shipping			
Budget shampoo			
Premium moisturiser			
Liquid product			



5.2 Select 2 different products in your company's product range with packaging that needs changing; or 2 products currently under development. If you are not currently working in the industry, select 2 different products you are familiar with that could have their packaging improved. Complete a Packaging Details table for each product and its packaging.

Product 1:

<b>Product name</b>	
<b>Proposed wholesale price</b>	
<b>Product form</b>	
<b>Purposes of packaging most important for this product</b>	<b>Primary:</b> <b>Secondary:</b> <b>Tertiary:</b>
<b>Selected packaging, size, printing, quantity, pricing and leadtime</b>	<b>Primary:</b> <b>Secondary:</b> <b>Tertiary:</b>  Total packaging per unit cost = % wholesale =
<b>Consumer tests and results</b>	
<b>Formulation tests and results</b>	
<b>Regulatory &amp; printing checks</b>	
<b>Manufacturer tests and results</b>	
<b>Distribution tests and results</b>	



Product 2:

<b>Product name</b>	
<b>Proposed wholesale price</b>	
<b>Product form</b>	
<b>Purposes of packaging most important for this product</b>	<b>Primary:</b> <b>Secondary:</b> <b>Tertiary:</b>
<b>Selected packaging, size, printing, quantity, pricing and leadtime</b>	<b>Primary:</b> <b>Secondary:</b> <b>Tertiary:</b>  Total packaging per unit cost = % wholesale =
<b>Consumer tests and results</b>	
<b>Formulation tests and results</b>	
<b>Regulatory &amp; printing checks</b>	
<b>Manufacturer tests and results</b>	
<b>Distribution tests and results</b>	



	Tick when each time completed; make sure to complete in order.	Item/Unit  Do not proceed to the next item until previous item is ticked off/completed
Week 12		Watch Conduct market research lecture 1
		Read all of sections 1 and 2 of the text.
		<b>Work on Assessment Questions:</b> Complete Q6.1 – both desk research forms
		Watch Conduct market research lecture 2
		Read sections 3, 3.1, 3.2, 4, 4.1 and 4.2 of the text.
		<b>Work on Assessment Questions:</b> Complete Q6.2
Week 13		Watch Conduct market research lecture 3
		Read sections 3.3, 3.4 and 4.3 of the text.
		<b>Work on Assessment Questions:</b> Complete Q6.3.
		Watch Conduct market research lecture 4
		Watch the Statistic Video (Design Evaluations lecture 2) if you need a refresher on how to calculate statistics and what different statistical terms mean.
		Read all of sections 5, 6 and 7 of the text.
	<b>Work on Assessment Questions:</b> Complete Q6.4	
<b>Only submit your Assessment when ALL sections of ALL questions have been completed. Happy studying ☺</b>		

### Assessment Questions for Section 6: Conduct market research

6.1 Select **two different products** from your company's range. If you are not currently working in the industry, select two products you want to develop. Conduct desk research into the products. Make sure your desk research helps you draw conclusions on:

- ideal price of your product
- ideal size
- required and intended claims – remember not to be just 'me too' but identify your point of difference
- hero ingredients it must include
- other ingredients it should include for a strong point of difference
- if there is sufficient opportunity for your product or differences required to provide sufficient opportunity





6.2 Provide the following information for each product, in preparation for the survey you will prepare in Q6.3.

**Product 1:**

<b>Research objective</b>	
<b>Research scope</b>	
<b>Research hypothesis</b>	
<b>Desired respondents</b>	
<b>Source of respondents/how you will distribute survey</b>	
<b>Resources required</b>	
<b>How/where data will be stored</b>	

**Product 2:**

<b>Research objective</b>	
<b>Research scope</b>	
<b>Research hypothesis</b>	
<b>Desired respondents</b>	
<b>Source of respondents/how you will distribute survey</b>	
<b>Resources required</b>	
<b>How/where data will be stored</b>	



	Tick when each time completed; make sure to complete in order.	Item/Unit  Do not proceed to the next item until previous item is ticked off/completed
Week 1 of Module 2		Watch Profile the Market video 1
		Read section 1, 1.1, 1.2 and 1.3 and complete activities.
		<b>Work on Assessment Questions:</b> Complete the consumer profile sections of both tables in Q1.2 + Q1.5
		Watch Profile the Market video 2
		Read section 1.4 and work through the activities and examples carefully.
		<b>Work on Assessment Questions:</b> Complete Q1.3 and 1.4
Week 2 of Module 2		Watch Profile the Market video 3
		Read all of section 2.
		<b>Work on Assessment Questions:</b> Complete the following parts of the tables in Q1.2: Dominant Ps, SWOT, Marketing strategy and distribution.
		Watch Profile the Market video 4
		Read all of section 3.
		<b>Work on Assessment Questions:</b> Complete Q1.1, all remaining sections of the tables in Q1.2 and Q1.5.
<b><i>Only continue to the next unit once you have completed all items in order</i></b>		

**Assessment Questions for Section 1: Profile the market**

1.1 Identify 1-3 positioning strategies for your company’s products – or the products you intend to bring out. Why have you selected these positioning strategies?



1.2 Prepare a Positioning Implementation Plan for two different products you plan to launch with your company.

1.5 From your Positioning Implementation Plans, identify key marketing messages you will use from the strengths, needs, benefits & wants and social/cultural factors specific to your product and target market.

Product 1:	
Product 2:	



	Tick when each time completed; make sure to complete in order.	Item/Unit  Do not proceed to the next item until previous item is ticked off/completed
Week 3 of Module 2		Watch Develop a media plan video 1
		Read all parts of section 1 of the text, work through all the worked activities with us + complete all activities in the text.
		<b>Work on Assessment Questions:</b> Complete Q2.1 for the 2 products you were working on in Section 1.
		Watch Develop a media plan video 2
		Read all parts of the text up to section 2.2.2, work through all worked examples + complete all activities in the text up to section 2.2.2. Start investigating different media sources and look for rate cards and demographic information.
		<b>Work on Assessment Questions:</b> Complete Q2.2 and 2.3.
Week 4 of Module 2		Watch Develop a media plan video 3
		Read all parts of section 3 and 4 of the text, work through all worked examples + complete all activities in the text. Start practicing preparing your Media Plan and compiling costs of advertising.
		<b>Work on Assessment Questions:</b> Complete Q2.4.
<b>Only continue to the next unit once you have completed all items in order</b>		

**Assessment Questions for Section 2: Develop a media plan**

*For answers to 2.1, 2.2 and 2.3, please base it on your brand or products you worked on in the Market Research and Profile the Market assessment answers.*

2.1 Provide the Creative Requirements for the products you have worked on in Section 1.

<b>Creative requirements Product 1</b>	Key claims:  Imagery:  Call to action:
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<b>Creative requirements Product 2</b>	Key claims:  Imagery:  Call to action:
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2.2 Provide full costing details and demographics of 2 different types of media sources you plan to use with justification why you have chosen those sources. Provide full details to show evidence of costs and demographics. Your answers should show similar detail to what we have provided in the text BUT USE DIFFERENT SOURCES/DEMOGRAPHICS to show us you are able to prepare and source this yourself.

- \* If using print media or brochures, provide the rate card and demographics of readership.*
- \* If using social media, show the final demographic selections and example advertisement.*
- \* If using a beauty box, provide their rate card and extra features.*

2.3 Provide examples of:

2.3.1 One **Paid advertisement** you will run on social media (facebook/Instagram)

2.3.2 **Three** photo/picture posts you will make on facebook/Instagram or other relevant social media

2.4 Develop a Media Plan for the following product:

- A moisturising day and night cream set (two separate products) for 30 – 40y.o. Caucasian women that incorporate benefits such as silk amino acids, vitamins A, C and E and herbal extracts. In addition, the day cream contains an SPF 15; while the night cream contains a specialised antioxidant skin renewal complex.
- The products are moderately to high priced (e.g. equivalent of AUD\$49.95/30mL each) and face competitors such as L’oreal and Clinique; however the organisation is only medium sized with limited distribution throughout Australian pharmacies.



- The organisation wants to take the next step and become large sized with greater distribution throughout Australia; and once that is firmly achieved, wants to start exporting to Europe. To date, the product has only been marketed through pharmacy brochures with limited success.



	Tick when each time completed; make sure to complete in order.	Item/Unit  Do not proceed to the next item until previous item is ticked off/completed
Week 5 of Module 2		Watch Create a Brief lecture 1
		Read section 1.3 and all of section 4 of the text. Review the confidentiality agreement in Appendix A.
		<b>Work on Assessment Questions:</b> Complete Q3.2 and 3.3.
		Watch Create a Brief lecture 2
		Read all parts of section 1 up to section 1.2. Collect your desk research, market survey research, consumer profile and positioning implementation plan and look for the common theme and pattern from your research, as well as identify critical information such as manufacture quantities, sizes and pricing from your profile and plans.
Week 6 of Module 2		Watch Create a Brief lecture 3
		Read all parts of section 2 and 3 of the text and follow along as I show you to complete a brief including all worked examples. Take special notes of what generally needs to be discussed with the chemist and how we have used our research and plans, and turned this into effective communications with the chemist, about what we want and need in the product they are to develop.
		<b>Work on Assessment Questions:</b> Complete Q3.1.1 and 3.1.2.
<b><i>Only continue to the next unit once you have completed all items in order</i></b>		

### **Assessment Questions for Section 3: Create a product development brief**

3.1 Create a product development brief for:

3.1.1 A leave on product

3.1.2 A wash off product

These may be for your own range or made up but need to be from the one brand.

3.2 Identify types of scientific and supporting information you can use to support claims.



	Tick when each time completed; make sure to complete in order.	Item/Unit  Do not proceed to the next item until previous item is ticked off/completed
Week 7 of Module 2		Watch Manage Project Time lecture 1
		Read all parts of section 1, 2, 3 and 5, 5.1 – 5.3
		<b>Work on Assessment Questions:</b> Complete Q4.1 and 4.2.1
Week 8 of Module 2		Watch Manage Project Time lecture 2
		Read all parts of section 4, remainder of section 5, and section 6
		<b>Work on Assessment Questions:</b> Complete Q4.2.2 and both parts of Q4.3
<b>Only continue to the next unit once you have completed all items in order</b>		

**Assessment Questions for Section 4: Manage project time**

4.1 For ONE of the product development briefs you worked on in question 3.1, prepare:

4.1.1 table of elements

4.1.2 Gantt chart (*source one through the internet; try teamgantt.com, they have a free trial period*)

Use assumed timelines for each stage based on what you have learnt in the learning materials.





4.2 For the timeline prepared in Q4.1, imagine that preliminary stability testing has failed at the 3-month point, resulting in a change required to the formulation where 1 material will be changed for another. This means:

- a new round of samples will need to be prepared and signed off,
- the label will be impacted (the ingredient list and printing needs to be redone once the formula is signed off),
- renewed lab batch and stability needs to be started as well as revised manufacturing plans.

4.2.1 Draft a revised Gantt chart to account for these delays.

4.2.2 Prepare a final Project Report, completing all Time Management sections.



	Tick when each time completed; make sure to complete in order.	Item/Unit  Do not proceed to the next item until previous item is ticked off/completed
Week 9 of Module 2		Watch Manage Project Costs lecture 1
		Read all parts of section 1, 2 up to and including section 2.2.4. Work on your RRP based on all pricing considerations.
		Watch Manage Project Costs lecture 2
		Read all parts section 2.3 to end of section 2. Work on all activities presented in the text to calculate costings taking into account all required considerations.
		<b>Work on Assessment Questions:</b> Complete Q5.1.1, 5.1.2, 5.1.3, 5.2.1, 5.2.2
Week 10 of Module 2		Watch Manage Project Costs lecture 3
		Read section 3, 4 and 5 and Appendix B, and finalise all activities. Work through the worked examples, making sure you can follow our examples.
		<b>Work on Assessment Questions:</b> Complete Q5.2.3
<b>Please submit your assessment 2 when ALL sections of ALL questions have been completed up to here. Happy studying 😊</b>		
<b>To finalise your Diploma:</b>		
Week 11 of Module 2		Work through DCBM Project – all guidance and information is provided in Dropbox for your Project. Once your Project is submitted, you will receive information about the exam.
Week 13 of Module 2		Access Exam information in dropbox – all guidance on what will be contained in the exam is in dropbox. <b>Your exam will be scheduled once you have submitted and passed your Assessment 2 and Project.</b> Your exam will not be scheduled until everything has been PASSED.



**Assessment Questions for Section 5: Manage project costs**

5.1 For the product you worked on in Q4.1 provide:

5.1.1 completed pricing table

<b>Product Name</b>		
<b>Wholesale price</b>		
<b>Anticipated 3 years sales (number of units + total income)</b>		
<b>Distributor price + mark-up (if applicable)</b>		
<b>RRP</b>		
<b>BUDGETS</b>		
	<b>% of income</b>	<b>Actual budget</b>
<b>R&amp;D</b>		
<b>Marketing</b>		
<b>Sales</b>		
<b>Administration</b>		
<b>COGS</b>		
<b>Profit</b>		



5.2 Imagine a change to a raw material increases the cost of manufacture by 16c a unit.

5.2.1 What effect would this have on the proposed wholesale price of that product?

5.2.2 Since the RRP needs to remain the same, what options could you investigate to keep the profit margins from shifting?