



**Example study checklist and assessment questions:**  
**Diploma of Personal Care Development & Promotion**

Pace yourself! Set a due date of 2 weeks on each unit if studying 10-15hrs/wk or adjust accordingly	Tick when each time completed	Item/Unit
		Evaluate the functions of ingredients in personal care products
		Read 1 <sup>st</sup> Chapter – Evaluate the functions of ingredients in personal care products – <i>access dropbox Evaluate functions folder to find the text so you can start studying straight away while you wait for your study materials to arrive!</i>
		Watch Evaluate Functions Lecture and complete all lecture activities – <i>refer to dropbox for required lecture activity information sheets in the Evaluate functions folder.</i>
		Watch Evaluate Functions lecture video ( <i>in your on-line lecture system</i> ).
		Re-read text in relevant sections and ensure all text activities are completed; you may also choose to re-watch the lecture/video at this point (optional)
		Watch on-line Tutorial
		Complete all Section 1 questions of the Assessment
<b><i>Only continue to the next unit once you have completed all items in order</i></b>		

**Some Example Assessment Questions:**

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>		
Starting Material/s	Processing involved	Natural or synthetic status
<b>Incroquat Behenyl</b>		
Starting Material/s	Processing involved	Natural or synthetic status



1.5 How much of each component of each material would be present if it were used at 5% in a finished product?

<b>Lamesoft PO65</b>		
Component	% present in material	% present when used at 5% in a finished product

<b>Incroquat Behenyl</b>		
Component	% present in material	% present when used at 5% in a finished product



<b>Pace yourself! Set a due date of 2 weeks on each unit if studying 10-15hrs/wk or adjust accordingly</b>	<b>Tick when each time completed</b>	<b>Item/Unit</b>
		Evaluate the safety of a product formulation
		Read 2 <sup>nd</sup> Chapter – Evaluate the safety of a product formulation
		Watch Evaluate Safety Lectures 1 & 2 and complete all lecture activities - refer to dropbox for required lecture activity information sheets in the Evaluate safety folder.
		Re-read text in relevant sections and ensure all text activities are completed; you may also choose to re-watch the lectures at this point (optional)
		Watch on-line Tutorial
		Complete all Section 2 questions of the Assessment
<b><i>Only continue to the next unit once you have completed all items in order</i></b>		

**Some Example Assessment Questions:**

2.2 Identify comedogenic ingredients in personal care products.

2.6 Identify 2 common allergenic ingredients in personal care products, and their usual role in a product formulation.

2.8 Describe the principles of hypoallergenic products.

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

2.12.1 a score of 4 in a draize rabbit model for a wash off ingredient.

2.12.2 a strong irritation using the immersion assay for a wash off ingredient in guinea pigs.

2.12.3 a mild reaction using cumulative irritation testing in humans for a leave on product.

2.12.4 a strong irritation using an epiderm in vitro test for a leave on product.

2.12.5 a mild reaction in 1 subject out of 18 in real-life safety evaluation of a wash off product.



Pace yourself! Set a due date of 2 weeks on each unit if studying 10-15hrs/wk or adjust accordingly	Tick when each time completed	Item/Unit  Design evaluations of personal care product performance
		Read 3 <sup>rd</sup> Chapter – Design evaluations of personal care product performance
		Watch Design Evaluations lecture 1 and complete all lecture activities, including watching the On-Line video showing various product evaluation techniques
		Watch Design Evaluations lecture 2 and complete all lecture activities
		Re-read text in relevant sections and ensure all text activities are completed; you may also choose to re-watch the lectures and video at this point (optional)
		Watch on-line Tutorial
		Complete all Section 3 questions of the Assessment
<b><i>Only continue to the next unit once you have completed all items in order</i></b>		

### **Some Example Assessment Questions**

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

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

- 3.2.1 conditioning performance of a conditioner
- 3.2.2 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
- your results are statistically significant



Pace yourself! Set a due date of 2 weeks on each unit if studying 10-15hrs/wk or adjust accordingly	Tick when each time completed	<b>Item/Unit</b>  Evaluate product packaging
		Read 4 <sup>th</sup> Chapter – Evaluate product packaging. <i>Note: ‘Plastic Myth Busters’ document can be found in dropbox in the Evaluate Product Packaging folder.</i>
		Watch Evaluate product packaging lecture 1 and complete all lecture activities
		Re-read text in relevant sections and ensure all text activities are completed; you may also choose to re-watch the lecture at this point (optional)
		Watch on-line Tutorial
		Complete all Section 4 questions of the Assessment
<b><i>Only continue to the next unit once you have completed all items in order</i></b>		

### **Some Example Assessment Questions**

4.2 Select 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. For **each** product:

- 4.2.5 conduct a search for your primary packaging components. Provide answers to the following points:
- outline the steps you took in conducting your search
  - cut and paste details of the primary packaging you have selected to use into your answer sheet. Make sure to include information on all components you intend to use as part of the primary packaging.
  - what information would you provide to/request from the supplier/s in order to get a quote on this packaging?
  - how would you assess the suitability of this supplier to provide you with this packaging?
- 4.2.6 how would you test samples of this packaging for suitability to the product and your company’s distribution methods?



Pace yourself! Set a due date of 2 weeks on each unit if studying 10-15hrs/wk or adjust accordingly	Tick when each time completed	<b>Item/Unit</b>  Conduct market research
		Read 5 <sup>th</sup> Chapter – Conduct market research. <i>Note: a desk research summary template form is provided in dropbox in the Conduct Market Research folder for you to complete activities where instructed.</i>
		Watch Conduct market research lectures 1 & 2 and complete all lecture activities
		Re-read text in relevant sections and ensure all text activities are completed; you may also choose to re-watch the lectures at this point (optional)
		Watch on-line Tutorial
		Complete all Section 5 questions of the Assessment
<p><b>Only submit your Assessment when ALL sections of ALL questions have been completed.</b> <b>Revisit the text, lectures, videos and especially the TUTORIALS to ensure you have answered all questions to the best of your ability.</b> <b>This also helps ensure the best quality of learning! Happy studying 😊</b></p>		

### Some Example Assessment Questions

5.1 Identify and briefly describe qualitative and quantitative research requirements, the types of research each involves and when each is best used.

5.6 Select two different products from your company's range. If you are not currently working in the industry, select two products from the one brand you are familiar with.

- Conduct desk research into the products with the purpose being to determine the need for those products and how you can increase market share for each.
- Report the results of your desk research using the Desk Research Summary Form from the learning materials

5.8 Prepare a survey for each of the products you researched in 5.6.



MODULE 2

Pace yourself! Set a due date of 2 weeks on each unit if studying 10-15hrs/wk or adjust accordingly	Tick when each time completed	<b>Item/Unit</b>  Profile the market
		Read 1 <sup>st</sup> Chapter (2 <sup>nd</sup> text book) – Profile the market. <i>Note: a positioning implementation plan template can be found in Dropbox for your activities.</i>
		Watch Profile the Market Lecture and complete all lecture activities
		Re-read text in relevant sections and ensure all text activities are completed; you may also choose to re-watch the lecture at this point (optional)
		Watch on-line Tutorial
		Complete all Section 1 questions of the Assessment
<b><i>Only continue to the next unit once you have completed all items in order</i></b>		

**Some Example Assessment Questions**

1.1 Identify and briefly describe the different types of positioning strategies available. How would you determine the best position for your company's products?

1.3 Prepare a Positioning Implementation Plan for 2 different products using the template provided in Dropbox.



<b>Pace yourself! Set a due date of 2 weeks on each unit if studying 10-15hrs/wk or adjust accordingly</b>	<b>Tick when each time completed</b>	<b>Item/Unit</b>  Develop a media plan
		Read 2 <sup>nd</sup> Chapter – Develop a media plan
		Watch Develop a media plan lecture and complete all lecture activities
		Re-read text in relevant sections and ensure all text activities are completed; you may also choose to re-watch the lecture at this point (optional)
		Watch on-line Tutorial
		Complete all Section 2 questions of the Assessment
<b><i>Only continue to the next unit once you have completed all items in order</i></b>		

### **Some Example Assessment Questions**

2.1 Develop a Media Plan for the following product:

A moisturising day and night cream set (two products) 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 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.

In your answer, make sure to provide a full Media Plan using the template provided in Dropbox including a full schedule for at least 3 years.





<b>Pace yourself! Set a due date of 2 weeks on each unit if studying 10-15hrs/wk or adjust accordingly</b>	<b>Tick when each time completed</b>	<b>Item/Unit</b>
		Create a product development brief
		Read 3 <sup>rd</sup> Chapter – Create a product development brief
		Watch Create a product development brief lecture and complete all lecture activities
		Re-read text in relevant sections and ensure all text activities are completed; you may also choose to re-watch the lecture and video at this point (optional)
		Watch on-line Tutorial
		Complete all Section 3 questions of the Assessment
<b><i>Only continue to the next unit once you have completed all items in order</i></b>		

### **Some Example Assessment Questions**

3.1 Create a product development brief for a new product.

3.2 Create a product development brief for a product re-launch.

*In your answer to question 3.1 and 3.2, ensure your brief uses the template provided in Dropbox and covers all aspects required.*

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



Pace yourself! Set a due date of 2 weeks on each unit if studying 10-15hrs/wk or adjust accordingly	Tick when each time completed	Item/Unit  Manage project time
		Read 4 <sup>th</sup> Chapter – Manage project time
		Watch Manage project time lectures 1 & 2 and complete all lecture activities
		Re-read text in relevant sections and ensure all text activities are completed; you may also choose to re-watch the lectures at this point (optional)
		Watch on-line Tutorial
		Complete all Section 4 questions of the Assessment
<b><i>Only continue to the next unit once you have completed all items in order</i></b>		

### **Some Example Assessment Questions**

4.1 For each of the product development briefs you worked on in questions 3.1 and 3.2, prepare:

- table of elements (*template is provided in Dropbox*)
- Gantt chart

If you are not currently working in the industry, use assumed time lines for each stage based on what you have learnt in the learning materials.

4.2 For one of the timelines prepared above, 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 will impact the label (ingredient list) as well as evaluation/sign off, result in renewed stability starting from scratch and revised manufacturing plans.

4.2.1 Draft a revised time line to account for these delays.

4.2.2 Prepare a final Project Report, completing all Time Management sections (*template is provided in Dropbox*).



Pace yourself! Set a due date of 2 weeks on each unit if studying 10-15hrs/wk or adjust accordingly	Tick when each time completed	<b>Item/Unit</b>  Manage project costs
		Read 5 <sup>th</sup> Chapter – Manage project costs
		Watch Manage project costs lectures 1 & 2 and complete all lecture activities
		Re-read text in relevant sections and ensure all text activities are completed; you may also choose to re-watch the lectures at this point (optional)
		Watch on-line Tutorial
		Complete all Section 5 questions of the Assessment
<b><i>Only continue to the next unit once you have completed all items in order</i></b>		

### **Some Example Assessment Questions**

5.1 For each of the product development briefs you worked on in questions 3.1 and 3.2, provide:

- 5.1.1 wholesale and RRP (and distributor price if applicable) as well as anticipated 3 years sales.
- 5.1.2 the budgets for R&D, marketing, sales, administration, COGS and profit – make sure these fit within the budgets you have learnt about in your notes and anticipated 3 years sales.
- 5.1.3 complete the table of elements by entering costs, that you prepared timelines for in question 4.1.
- 5.1.4 an income and expense summary table – make sure it matches up with all other information provided in this question (*template is provided in Dropbox*).

5.2 Imagine the change to the raw material in question 4.2 increases the cost of manufacture by 16c a unit, what effect would this have on the proposed wholesale price of that product?

5.3 Since the raw material price has risen but the selling price needs to remain the same, what options could you investigate to keep the profit margins from shifting?

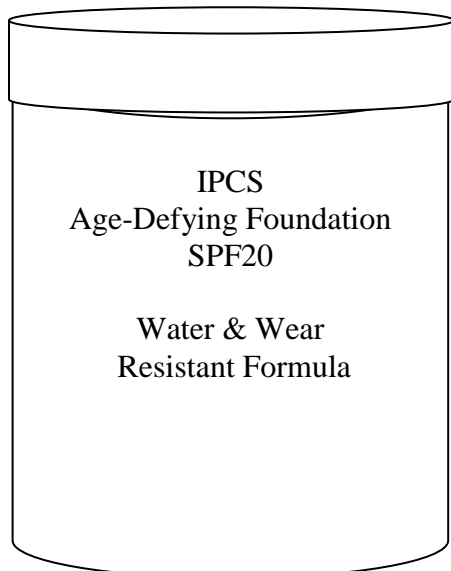


Pace yourself! Set a due date of 2 weeks on each unit if studying 10-15hrs/wk or adjust accordingly	Tick when each time completed	Item/Unit
		Apply compliance requirements to promotions
		Read 6 <sup>th</sup> Chapter – Apply compliance requirements to promotions. <i>Note: ingredient list overview and label checklist has been provided in Dropbox for you to practice with and use in the workplace.</i>
		Watch Apply compliance requirements to promotions lecture 1 and complete all lecture activities
		Re-read text in relevant sections and ensure all text activities are completed; you may also choose to re-watch the lecture at this point (optional)
		Watch on-line Tutorial
		Complete all Section 6 questions of the Assessment
<p align="center"><b>Only submit your Assessment when ALL sections of ALL questions have been completed. Revisit the text, lectures, videos and especially the TUTORIALS to ensure you have answered all questions to the best of your ability. This also helps ensure the best quality of learning! Happy studying 😊</b></p>		

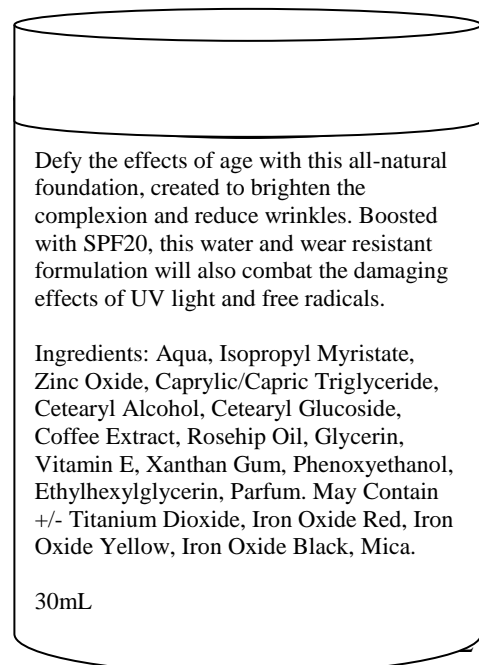
**Some Example Assessment Questions**

6.4 Review the following label and provide required updates to make it fully compliant. (Note: use correct INCI names). Provide the changes required as if reporting to internal personnel for approval.

Front:



Back:





## **Extended Projects**

These projects are intended to encompass the full scope of your role as a Brand Manager and are assessable toward your Diploma of Personal Care Development and Promotion.

Please make sure to use actual workplace examples throughout both projects – each project represents the full brand management of one product through either a full new development (launch) or re-development (re-launch). If you are not currently working in the industry, please prepare your projects based on the new development of 1 body product and 1 facial product of your choice.

### **Each project must include the following:**

- **Desk research using Desk Research Summary Form**
- **Positioning Implementation Plan**
- **Draft Media Plan**
- **Provide the manufacture price of the product and mark up through your selected distribution channel/s + FULL budget for product (including R&D, marketing, sales, administration, COGS and profit)**
- **Full supply details of the primary packaging you will be using**
- **Product Development Brief**
- **Projected Table of Elements with times and costs included**
- **Intended claims/marketing and summary of evidence to support the claims**



## **EXAM DETAILS**

On the day of your exam, you will be contacted via Skype at your allocated start time and asked to provide Government provided photo identification such as a drivers licence with photo, passport or proof of ID card (with photo). We must be able to see the Government stamp/ID of the agency endorsing the proof of identity, and you must have this with you before you can start the exam.

**You have 3 hours to complete the questions + 20 minutes reading time.** You will be given the choice of 2 products and then asked to complete all forms for ONE product only:

- 1.1 Conduct desk research and provide a completed Desk Research Summary Form
- 1.2 Prepare a Positioning Implementation Plan
- 1.3 Prepare a Draft Media Plan
- 1.4 Complete a wholesale pricing and budget table
- 1.5 Prepare a Product Development Brief

Please ensure you complete all forms for ONE product only. There should be 4 completed forms submitted for ONE product as well as wholesale/budget table provided for ONE product only.

Templates are provided at the end of the question sheet –these are the same forms as what you learnt during your studies so you should already be familiar with them. You will be provided with these templates again on the exam day.

If you require tutorial assistance prior to your exam, please contact us to arrange.

Good luck!