

Home work Yr 11

Marketing

Lockhart-Meyer are one of the most experienced hair and beauty marketing teams in the UK and I would like you to have a look at what they do.

They will offer some valuable marketing suggestions that will help with your marketing unit especially when it comes to you actually marketing a product or service

So for this task you need to click onto the web link at the bottom

<http://www.lockhart-meyer.co.uk/>

Click on the button that says 'Salon Ideas Blog' and read the blogs there is a new one every month and we will have an opportunity to discuss their ideas in class.

Research

In line with your research project visit www.wikihow.com this website provides you with ideas on how to work smarter when carrying out a research project, write down these ideas and apply them to your research project you are carrying out, you could also highlight in your project where you have used the ideas from the website

As an extra piece of research you can visit www.postgrad.com to extend your knowledge and understanding of research projects and how they are developed for when you go into 6th form.

Yr10

Understanding the hair and beauty sector visit the Habia website www.habia.org and research information on what apprenticeships are and entry requirements.

Hair and beauty science visit BES beauty science on YouTube from that go onto their website and research the products the benefits of them and the ingredients used within the products.

Year 13

For this extension project you are required to write a project of 4000 words on a subject relevant to the study of Beauty Therapy. The purpose of this project is to give you the opportunity to use your knowledge, ability and creativeness.

It may be presented in any format you choose.

Some ideas may be

Cosmetic surgery

Reconstructive surgery

Diet and fitness

Colour

This project will be broken down into tasks

Task 1 – research - evidence of research into different topics

Task 2 – proposal - 250 words stating what you are doing your research on and the title.

Task 3 – draft – submit a draft copy of your project

Task 4 – final submission

Yr12

For this extension project you are required to write a project of 2000 words on a subject relevant to the study of Beauty Therapy. The purpose of this project is to give you the opportunity to use your knowledge, ability and creativeness.

It may be presented in any format you choose.

Laser hair removal – Related to B6

Semi-permanent make up – Related to B8

Micro dermabrasion - Related to B4

This project will be broken down into tasks

Task 1 – research - evidence of research into different topics

Task 2 – proposal - 150 words stating what you are doing your research on and the title.

Task 3 – draft – submit a draft copy of your project

Task 4 – final submission