



**ASSESSMENT CRITERIA**  
**Module**  
**"Design of Spa and Wellness products"**

<b>Intended Learning outcomes</b>	<b>Demonstration indicators</b> (based on real work situations)	<b>Levels of the Achieved Learning Outcomes</b>		
		<b>Satisfactory/pass</b> (needs constant guidance and instruction)	<b>Good</b> (able to perform according to instructions)	<b>Excellent</b> (able to work independently and creatively)
Is able to interpret the concept of wellbeing and the trends in the field of Spa and wellness	Based on the observation of the work process in the company prepares and presents the concept of wellness and wellbeing.	The student elicits factual knowledge and describes the concept of wellness and wellbeing and the trends in Spa and wellness.	The student presents the concept of wellness and well-being based on the examples from the company in a clear and concise manner with examples.	The student identifies the trends in the field of Spa and wellness based on the examples in the work placement in a clear and concise manner and is able to critically assess them and draw conclusions.
Is able to justify the importance of wellness and wellbeing as a healthy integrated lifestyle	The student assesses and reports his own un/healthy lifestyle and demonstrates the concept of a healthy lifestyle to the client.	The student assesses his un/healthy lifestyle and performs the basic understanding of the basic concepts and facts of the importance of health and	The student assesses his un/healthy lifestyle and applies the concepts of health and healthy lifestyle to his/her own lifestyle and is able to demonstrate it to	The student assesses his un/healthy lifestyle, critically considers it, critically assesses it and is able to explain it to the client in a clear and concise manner.

		wellbeing as the components of lifestyle.	the client.	
Is able to perform research in the field of Spa and wellness	The student identifies the basic concepts of market analysis, proceeds with the small analysis and draws short conclusions.	The student performs a basic understanding of the concepts of market research.	The student applies the basic concepts of market analysis and performs a simple analysis with short conclusions.	The student applies the basic concepts of market analysis, performs the analysis, and draws critical conclusions.
Is able to plan marketing strategies for selling SPA and wellness products	The student identifies the basic marketing strategy of the company, analyses the target groups and presents the sales method.	The student performs a basic understanding of the concepts of marketing strategy.	The student applies the basic concepts of marketing strategizing, analyses target groups and presents the basics of pricing methods.	The student applies the concepts of marketing strategizing, and target group analysis and implements the sales pricing methods.
Is able to design integrated wellness products for targeted groups	The student identifies the designed wellness products in accordance with the selected target groups.	The student performs a basic understanding of the product design.	The student applies the basic concepts of product design in accordance with the identified target groups.	The student presents an understanding of the basic concepts of product design in accordance with identified target groups and presents critical thinking and creativity in his work.