

Title	Plan a direct mail campaign as part of a direct marketing strategy		
Level	4	Credits	4

Purpose	<p>This unit standard is for people who seek to offer, or provide advice on, direct marketing services.</p> <p>People credited with this unit standard are able to plan a direct mail campaign as part of a direct marketing strategy.</p>
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Classification	Marketing > Direct Marketing
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Available grade	Achieved
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Guidance Information

- 1 Performance of outcomes of this unit standard will require adherence to the New Zealand Marketing Association Codes of Practice, or equivalent codes: <http://www.marketing.org.nz/>.
- 2 Assessment guidance
Assessment can be based on planning for a direct mail campaign for a minimum of fifty customers. Campaign can relate to either an existing product or one of the candidate's own design. *Direct mail* is delivered directly to the customer and may be addressed or unaddressed. *Direct marketing strategy* may be given or of the candidate's own design. If it is of the candidate's design, assessment may contribute towards Unit standard 2931, *Plan a marketing campaign*.
- 3 Definitions
Direct marketing is communications with carefully targeted consumers to obtain an immediate response and develop long-term customer relationships. The major forms of direct marketing include face-to-face selling, telemarketing, online marketing, direct-response television, and catalogue marketing.
Product encompasses goods and services, and ideas.
- 4 References
Kotler, P. & Armstrong, G. *Principles of Marketing*. Prentice Hall: Various international editions.
Lamb, C.W., Hair, J.F., McDaniel, C., Summers, J., & Gardiner M. (2009) *MKTG*, (1st Asia Pacific Ed.). Cengage Learning: Australia.
- 5 Legislation relevant to this unit standard includes but is not limited to the:
Commerce Act 1986
Consumer Guarantees Act 1993
Fair Trading Act 1986
Privacy Act 1993

Sale of Goods Act 1908
Unsolicited Electronic Messages Act 2007.

Outcomes and performance criteria

Outcome 1

Plan a direct mail campaign as part of a direct marketing strategy.

Performance criteria

- 1.1 The suitability of direct mail for a campaign is assessed in relation to other forms of direct marketing.
- 1.2 The content, presentation, packaging, and distribution of the direct mail are created and constructed to enhance achievement of direct marketing objectives.
- 1.3 Visual impact is assessed in terms of its potential to influence responses.
- 1.4 Plan is evaluated for its potential contribution to direct marketing strategy and its objectives.

This unit standard is expiring. Assessment against the standard must take place by the last date for assessment set out below.

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	19 November 2010	31 December 2016
Rollover and Revision	2	16 April 2015	31 December 2022
Review	3	12 December 2019	31 December 2022

Consent and Moderation Requirements (CMR) reference	0113
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.