

<b>Title</b>	<b>Evaluate a marketing campaign</b>		
<b>Level</b>	<b>5</b>	<b>Credits</b>	<b>5</b>

<b>Purpose</b>	<p>This unit standard is for people who have, or seek responsibility for, or provide advice for, the oversight of marketing activities.</p> <p>People credited with this unit standard are able to evaluate a marketing campaign.</p>
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<b>Classification</b>	Marketing > Generic Marketing
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<b>Available grade</b>	Achieved
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<b>Entry information</b>	
<b>Recommended skills and knowledge</b>	Unit 2931, <i>Plan a marketing campaign</i> , or demonstrate equivalent knowledge and skills.

### Explanatory notes

- 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/>.
- Assessment guidance  
Assessment can be based on an evaluation of a marketing campaign the candidate has participated in or on a case study of a significant campaign conducted by or on behalf of a New Zealand enterprise or an international enterprise with operations in New Zealand. If based on a campaign the candidate has participated in, commercial sensitivities must be respected and permissions sought. If based on a case study, the candidate must have access to a sufficient body of academic and/or business literature on the campaign to conduct the evaluation.
- 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.

- 4 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.

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## Outcomes and evidence requirements

### Outcome 1

Evaluate a marketing campaign.

### Evidence requirements

- 1.1 Evaluation identifies measurement criteria.
- 1.2 Evaluation compares data from before, during, and after the campaign.
- Range data include return on investment (ROI) or cost-benefit analysis, and a measure of customer satisfaction which may include but is not limited to – customer feedback, retained customers, new business.
- 1.3 Evaluation identifies to what extent campaign objectives have been met.
- 1.4 Evaluation draws and justifies a conclusion as to the success of the campaign.
- 1.5 Evaluation recommends actions for the future.
- 1.6 Evaluation addresses outcomes and processes of the campaign.

<b>Replacement information</b>	This unit standard replaced unit standard 11657.
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<b>Planned review date</b>	31 December 2019
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### 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	N/A

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

**Please note**

Providers must be granted consent to assess against standards (accredited) by NZQA, before they can report credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be granted consent to assess against standards by NZQA before they can register credits from assessment against unit standards.

Providers and Industry Training Organisations, which have been granted consent and which are assessing against unit standards must engage with the moderation system that applies to those standards.

Requirements for consent to assess and an outline of the moderation system that applies to this standard are outlined in the Consent and Moderation Requirements (CMR). The CMR also includes useful information about special requirements for organisations wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

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**Comments on this unit standard**

Please contact NZQA National Qualifications Services [nqs@nzqa.govt.nz](mailto:nqs@nzqa.govt.nz) if you wish to suggest changes to the content of this unit standard.