

Title	Describe marketing options for enterprise activities		
Level	3	Credits	8

Purpose	<p>This unit standard is for people who wish to market the products of an enterprise or to gain an understanding of marketing.</p> <p>People credited with this unit standard are able to: describe the core activities of the enterprise; identify markets and their needs, wants, and demands; determine sources of competition within the marketplace; and identify, discuss and develop marketing options for an enterprise.</p>
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Classification	Marketing > Generic Marketing
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Available grade	Achieved
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Explanatory notes

- 1 Assessment guidance
Assessment can be based on a case study of an actual enterprise which could be a small business enterprise, not-for-profit organisation, business operation, public sector organisation, or trans-national corporation.
- 2 Definitions
Products encompass both goods and services, and ideas.
The enterprise will be an actual organisation which could be a small business enterprise, not-for-profit organisation, business operation, public sector organisation, or trans-national corporation.
- 3 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.

Outcomes and evidence requirements

Outcome 1

Describe the core activities of the enterprise.

Evidence requirements

- 1.1 The objectives and goals of the enterprise are identified and described in terms of its mission statement and business portfolio.

Outcome 2

Describe markets and their needs, wants, and demands.

Evidence requirements

- 2.1 Enterprise products are described in terms of satisfying market needs, wants, and demands.
- 2.2 Actual and potential market segments are identified and described for the enterprise.

Outcome 3

Determine sources of competition within the marketplace.

Evidence requirements

- 3.1 Competition for the provision of products by the enterprise is identified in terms of products, prices, distribution, and promotion.
- Range two competitors.
- 3.2 The core activities of the enterprise are assessed in terms of competitive advantages and disadvantages.

Outcome 4

Identify, describe and develop marketing options for the enterprise.

Evidence requirements

- 4.1 The benefits of the products offered to satisfy market wants, needs, and demands are identified in terms of value, satisfaction, and quality.
- 4.2 Marketing elements are described in relation to specific enterprise activities and customer needs, wants, and demands.
- Range product, pricing, promotion, distribution.
- 4.3 Marketing options are developed in terms of retaining existing customers or expanding the customer base.
- Range a minimum of two options each for two products.

Planned review date	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	20 March 1995	31 December 2016
Revision	2	9 January 1998	31 December 2016
Revision	3	16 January 2001	31 December 2016
Review	4	19 November 2010	31 December 2016
Rollover	5	16 April 2015	N/A

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>.

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.

Comments on this unit standard

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