

<b>Title</b>	<b>Describe marketing options for enterprise activities</b>		
<b>Level</b>	<b>3</b>	<b>Credits</b>	<b>8</b>

<b>Purpose</b>	<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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<b>Classification</b>	Marketing > Generic Marketing
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<b>Available grade</b>	Achieved
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### Guidance Information

- 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.

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### Outcomes and performance criteria

#### Outcome 1

Describe the core activities of the enterprise.

**Performance criteria**

- 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.

**Performance criteria**

- 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.

**Performance criteria**

- 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.

**Performance criteria**

- 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.

**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	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	31 December 2022
Review	6	12 December 2019	31 December 2022

#### Consent and Moderation Requirements (CMR) reference

0113

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.