

<b>Title</b>	<b>Demonstrate knowledge of the principles of marketing</b>		
<b>Level</b>	<b>4</b>	<b>Credits</b>	<b>10</b>

<b>Purpose</b>	<p>This unit standard is for people who seek a broad understanding of marketing principles for application to enterprise activities.</p> <p>People credited with this unit standard are able to describe: the marketing environment and determine variables for marketing activities; the role of marketing research and marketing information systems in the marketplace; the different characteristics of major markets; the concepts of segmentation and targeting; influences on consumer behaviour in relation to marketing activities; and the relationship between marketing mix development and the achievement of marketing objectives.</p>
----------------	--

<b>Classification</b>	Marketing > Generic Marketing
-----------------------	-------------------------------

<b>Available grade</b>	Achieved
------------------------	----------

**Explanatory notes**

- 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 Definitions
 

*Contemporary social issues* are those socio-cultural ideas, changes, and innovations that impact consumer behaviour and marketing activities. Examples of contemporary social issues include – social networking, sustainable marketing, green and global consumers.

*Products* encompass both goods and services, and ideas.

*Marketing mix* is product offerings, price strategies, promotional activities, distribution systems.
- 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.

- 4 Legislation relevant to this unit standard includes but is not limited to:  
Privacy Act 1993  
Major Events Management Act 2007  
Consumer Guarantees Act 1993  
Fair Trading Act 1986  
Commerce Act 1986, Part II.
- 

## Outcomes and evidence requirements

### Outcome 1

Describe the marketing environment and determine variables for marketing activities.

#### Evidence requirements

- 1.1 External marketing environmental factors are described for their impact on marketing activities.
- Range socio-cultural, economic, demographic, political, legal, technological, competitive.
- 1.2 Internal influences on the marketing organisation are described for their impact on marketing activities.
- Range resources, facilities, expertise, organisational objectives.
- 1.3 Market orientation is described in terms of setting organisational objectives and goals.
- 1.4 Ethics in marketing are discussed in relation to contemporary social issues.

### Outcome 2

Describe the role of marketing research and marketing information systems in the marketplace.

#### Evidence requirements

- 2.1 The need for quality information is described in terms of its importance in making marketing decisions and developing marketing plans.
- Range quality information includes – relevance, currency, accuracy, validity, impartiality.
- 2.2 Basic research methods are described in relation to their role in establishing and maintaining markets.
- Range primary – observational, survey, experimental;  
secondary – internal and external data sources.

- 2.3 Marketing information systems are described in terms of their role in assessing information needs, and developing and distributing information.

### **Outcome 3**

Describe the different characteristics of major markets.

#### **Evidence requirements**

- 3.1 Major market types are differentiated in terms of their special characteristics.

Range consumer, business, reseller, government, international, not-for-profit, e-markets.

### **Outcome 4**

Describe the concepts of segmentation and targeting.

#### **Evidence requirements**

- 4.1 Market segmentation is described in terms of customer needs, characteristics, and behaviour.
- 4.2 Benefits to the organisation of accurate selection of target markets are described in terms of satisfying customer needs and allocating marketing resources.

### **Outcome 5**

Describe influences on consumer behaviour in relation to marketing activities.

#### **Evidence requirements**

- 5.1 Cultural, social, personal and psychological factors are described in terms of their influence on consumer behaviour and marketing mix decisions.

### **Outcome 6**

Describe the relationship between marketing mix development and the achievement of marketing objectives.

#### **Evidence requirements**

- 6.1 Elements of the marketing mix are defined for marketing activities.

Range product, price, distribution, promotion.

- 6.2 The blending of marketing mix components is related to target market needs and marketing objectives.

<b>Planned review date</b>	31 December 2019
----------------------------	------------------

#### 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 and Revision	5	16 April 2015	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	0113
--	------

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](mailto:nqs@nzqa.govt.nz) if you wish to suggest changes to the content of this unit standard.