

<b>Title</b>	<b>Plan a marketing campaign</b>		
<b>Level</b>	<b>5</b>	<b>Credits</b>	<b>8</b>

<b>Purpose</b>	<p>This unit standard is for people who need, or seek, to define the direction and targets for annual marketing operations and for specific projects.</p> <p>People credited with this unit standard are able to: complete situational analysis; identify marketing objectives; and develop an operational plan for the marketing campaign.</p>
----------------	---

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

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

<b>Entry information</b>	
<b>Recommended skills and knowledge</b>	Unit 2926, <i>Demonstrate knowledge of the principles of marketing</i> , and Unit 2935, <i>Determine the marketing mix</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 for this unit standard could be for operational marketing plans, for annual marketing operations, or for substantial, specific marketing projects. Assessment can be based on planning for an actual enterprise or on a simulated case study. Approvals during the planning process will be carried out by key individuals who have oversight of marketing decisions. Where assessment is based on a case study, approval will be managed according to the organisation's assessment policy. Assessment will be based on planning for a minimum of one product.
- Definitions  
*Marketing plan* is developed for each business, product or brand to decide the marketing strategies that will help the company attain its overall strategic objectives. For assessment, the purpose of the marketing plan can be supplied or developed by candidate.

*Cultural factors* relate to the basic values, perceptions, preferences, and behaviours a member of society learns from family and other important institutions, and how these impact on consumer behaviour.

*Products* encompass goods and services, and ideas.

*Responsibilities* may include those of organisational staff, agencies, and printers.

*Resources* include financial and human resources.

*Communication plan* covers internal and external stakeholders.

*Data acquisition* includes data collection and data analysis.

#### 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:

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

Complete situational analysis.

### Evidence requirements

- 1.1 Analyses and assessments are completed consistent with the purpose of the marketing plan.

Range market analysis, environmental analysis, competitive analysis, market measurements, profitability and productivity analysis, strengths-weaknesses-opportunities-threats (SWOT) analysis; market measurements may include but are not limited to – customer perception, market share.

- 1.2 Cultural and ethical factors are identified for their impact on marketing plans, projects and operations.

**Outcome 2**

Identify marketing objectives.

**Evidence requirements**

2.1 Marketing objectives are developed that are specific, measurable, achievable, realistic, time-bound (SMART).

Range product to be marketed, target market, measures of the success for the campaign.

2.2 Objectives are approved according to organisational procedures and business objectives.

**Outcome 3**

Develop an operational plan for the marketing campaign.

**Evidence requirements**

3.1 Operational plan is developed based on key information.

Range Key information includes – activities, responsibilities, timelines, resources, communication plan, contingencies and options for implementation, provision for data acquisition, market positioning, market mix, quality controls, evaluation processes and criteria.

3.2 Plan identifies other marketing activity in the target context, and opportunities for synergies.

Range activity by other organisations and/or by other parts of the same organisation.

3.3 Plan is approved according to organisational procedures and business 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.