

<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>
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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 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 **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.
- 3 **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.
- 6 Recommended skills and knowledge:  
Unit 2926, *Demonstrate knowledge of the principles of marketing*, and Unit 2935, *Determine the marketing mix*, or demonstrate equivalent knowledge and skills

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## Outcomes and performance criteria

### Outcome 1

Complete situational analysis.

#### Performance criteria

- 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.

#### Performance criteria

- 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.

#### Performance criteria

- 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.

**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 and Revision	5	16 April 2015	31 December 2022
Review	6	12 December 2019	31 December 2022

<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>.