

<b>Title</b>	<b>Produce and coordinate product strategies</b>		
<b>Level</b>	<b>5</b>	<b>Credits</b>	<b>8</b>

<b>Purpose</b>	<p>This unit standard is for people who seek to participate in, or provide advice for, developing product strategies.</p> <p>People credited with this unit standard are able to: identify product types, classifications, and elements; discuss product development for a specific situation and target market; discuss branding options for a specific situation and target market; and determine packaging and labelling decisions for a specific brand.</p>
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<b>Classification</b>	Marketing > Generic Marketing
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<b>Available grade</b>	Achieved
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<b>Entry information</b>	
<b>Recommended skills and knowledge</b>	Unit 2935, <i>Determine the marketing mix</i> , or demonstrate equivalent knowledge and skills.

**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 Assessment guidance  
Assessment can be based on a case study of a product. The product chosen may be either an existing product or one of the candidate’s own design.
- 3 Definitions  
*Product* encompasses goods and services, and ideas.  
*Brand* is a name, term, symbol, or design, or a combination of these used to promote and differentiate the products of a seller.
- 4 *Standard marketing texts* may include but are not limited to –  
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.

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## Outcomes and evidence requirements

### Outcome 1

Identify product types, classifications, and elements.

#### Evidence requirements

- 1.1 The product concept is analysed in terms of specific benefits and features offered to satisfy a need or want.
- 1.2 Product types and classifications are differentiated in accordance with standard marketing texts.
- Range tangible, intangible, goods, services, durable, non-durable, consumer, industrial.
- 1.3 Product elements are distinguished in accordance with standard marketing texts.
- Range includes but is not limited to – quality, features, branding, packaging, labelling, product support, design, styling.
- 1.4 Phases of the product life cycle are differentiated and implications for marketing programmes are identified for individual products.

### Outcome 2

Discuss product development for a specific situation and target market.

#### Evidence requirements

- 2.1 Core product is defined in terms of services or benefits provided to meet diverse customer needs.
- 2.2 Elements of actual product are evaluated for a specific situation and target market.
- Range includes but is not limited to – quality, features, branding, packaging, labelling, product support, design, styling.
- 2.3 Additional features and services that augment product and distinguish them from competing products are discussed and identified for a specific situation and target market.

**Outcome 3**

Discuss branding options for a specific situation and target market.

**Evidence requirements**

- 3.1 Branding terms are defined in accordance with standard marketing texts.
- Range brand, brand name, brand mark, trademark, trade name, copyright.
- 3.2 Types of branding options are analysed for the product.
- Range types of brands include – family brands, individual brands manufacturer's brand, private brand, generic brands.
- 3.3 Branding options that incorporate measures for building brand loyalty are determined for the product.
- Range brand recognition, brand preference, purchase behaviour.
- 3.4 Options for brand extensions and brand licensing are evaluated and determined for a specific situation and target market.

**Outcome 4**

Determine packaging and labelling decisions for a specific brand.

Range packaging and labelling may include but are not limited to – physical elements of goods and tangible elements of a service.

**Evidence requirements**

- 4.1 Packaging objectives are established for the product.
- Range may include but is not limited to – primary packaging, secondary packaging, size, shape, materials, design, safety, protection, environmental impact, convenience, cost effectiveness.
- 4.2 Information options and requirements for labelling are evaluated and determined for the product.
- Range identification, description, grading, promotion.
- 4.3 Labelling options are evaluated and determined in terms of their features.
- Range environmental impact, regulatory compliance requirements, cultural awareness, intellectual property.

<b>Planned review date</b>	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 and Revision	5	16 April 2015	N/A

<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>.

#### 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.