

<b>Title</b>	<b>Produce and coordinate promotional 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 have, or seek responsibility for, or provide advice for, the promotion of products or services in both profit and not-for-profit sectors.</p> <p>People credited with this unit standard are able to: identify the role of promotion in marketing and analyse the inter-relationships of the promotional mix; determine appropriate promotional objectives for a specific situation and target market; select appropriate promotional strategies and elements for a specific situation, target market, and objectives; and coordinate promotional strategies.</p>
----------------	---

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

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

**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 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  
*Promotional objectives* are the key goals the enterprise would like to attain during the term of the promotional strategy and include but are not limited to – providing information, increasing awareness, changing attitudes and/or behaviour, stimulating demand, activating customers, countering competitors, generating purchases.  
*Promotional mix* is the blend of promotional tools an enterprise will use to market its products. Promotional mix includes but is not limited to – advertising, personal selling, sales promotion, direct marketing, marketing communications and media relations.  
*Products* encompass goods and services, and ideas.  
*Available resources* are the constraints an enterprise needs to consider when producing promotional strategies which include but are not limited to - budget, human resources, time constraints, available technology.

- 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 2935, *Determine the marketing mix*, or demonstrate equivalent knowledge and skills.

---

## Outcomes and performance criteria

### Outcome 1

Identify the role of promotion in marketing and analyse the inter-relationships of the promotional mix.

#### Performance criteria

- 1.1 The role of promotion in marketing is defined in terms of achieving promotional objectives.
- 1.2 The characteristics and focus of elements of the promotional mix are differentiated in terms of their suitability and appropriateness for specific promotional objectives.

Range any three from the promotional mix.

### Outcome 2

Determine appropriate promotional objectives for a specific product and target market.

#### Performance criteria

- 2.1 Promotional considerations are contrasted for different products.
- Range two from goods, services, ideas.
- 2.2 Promotional considerations are contrasted for consumer, business and not-for-profit sectors.
- 2.3 Promotional options are evaluated and objectives are established in relation to exposure, processing of the promotion mechanism, communication effects, target audience action, and available resources.

- 2.4 Promotional objectives are assessed in terms of cultural and ethical expectations and acceptance.

### **Outcome 3**

Select appropriate promotional strategies and elements for a specific product, target market, and objectives.

#### **Performance criteria**

- 3.1 The marketing mix is analysed and implications for promotional strategies are identified for a specific product, target market, and objectives.
- 3.2 Promotional elements are balanced and selected to optimise the promotional mix.
- Range three from - product factors, budget constraints, customer factors, cultural factors, sales factors, media factors, market expectations
- 3.3 Promotional mixes for campaigns that meet cultural and ethical expectations and acceptance are analysed and selected for a specific product, target market and objectives.
- Range two campaigns.
- 3.4 Creative strategy options are evaluated and selected for a specific product, target market and objectives.
- 3.5 Channel strategy options are evaluated and selected for a specific product, target market and objectives.
- 3.6 Promotional strategies that meet organisational, marketing and promotional objectives are selected for a specific product, target market, and objectives.
- 3.7 Provisions are made to implement, monitor, evaluate and adjust promotional strategies to meet objectives within available resources.

### **Outcome 4**

Coordinate promotional strategies.

#### **Performance criteria**

- 4.1 Promotion resource requirements are agreed, and budgets and targets are established and allocated to components of the promotional mix for specific products.
- Range a minimum of two products.
- 4.2 Advertising, personal selling, sales promotion, public relations and direct marketing strategies are coordinated to maximise promotional impact.

- 4.3 Provisions are made to plan promotional strategies to meet objectives.
- 4.4 Sales and promotional strategies contain provisions for cultural needs and expectations to be accommodated.

**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

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

0113

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