

<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>
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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

- 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 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.
- 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.

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## Outcomes and evidence requirements

### Outcome 1

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

#### Evidence requirements

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.

#### Evidence requirements

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.

#### Evidence requirements

- 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.

#### Evidence requirements

- 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.

<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.