

Title	Determine advertising options for small business enterprises		
Level	4	Credits	5

Purpose	People credited with this unit standard are able to: identify business and marketing objectives, and determine advertising needs; evaluate appropriate advertising and media options; cost advertising options; and evaluate and determine advertising options.
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Classification	Marketing > Generic Marketing
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Available grade	Achieved
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Explanatory notes

Small business enterprises are diverse, and determination of advertising options for small business enterprises could require consideration of a range of current legislation such as:

- Fair Trading Act 1986
- Consumer Guarantees Act 1993
- Commerce Act 1986
- Sale of Goods Act 1908
- Human Rights Act 1993
- Privacy Act 1993.

Outcomes and evidence requirements

Outcome 1

Identify business and marketing objectives, and determine advertising needs.

Evidence requirements

- 1.1 Business factors are reviewed in relation to advertising needs.
 - Range business factors – location, method of operation, product lines or range of services provided, pricing factors, distribution factors, level of service, customer base, competition, competitive advantage.
- 1.2 Business objectives for provision of products and/or services are identified and used to determine the key business outcomes that the advertising is intended to achieve.

Range business outcomes may include but are not limited to – building awareness and promoting image; enhancing consumer understanding of products and/or services offered; establishing benefits of products and/or services; responding to seasonal sales variations; attracting new customers; consolidating loyalty of existing customer base; managing inventory levels.

- 1.3 Marketing objectives are identified and used to determine the marketing focus for advertising activities in terms of sales volume, market share, and profit.
- 1.4 Customer needs for products and/or services are researched, target customer profile is established, and target market area is determined in relation to location and distribution method(s) and capacity of the business operation.
- 1.5 Needs of the small business operation are determined in relation to the development and execution of cost-effective messages and advertisements that achieve targeted customer response(s), and advertising and marketing objectives.

Outcome 2

Evaluate appropriate advertising and media options.

Evidence requirements

- 2.1 Advertising media options are determined and evaluated in relation to methods for communicating product and/or service features and benefits, and enhancing customer awareness of need for product and/or service.

Range print media options may include but are not limited to – newspaper, magazine, broadsheet, leaflet, brochure, directory, outdoor signage; electronic media options may include but are not limited to – radio, cinema, television, computer, telecommunications.

- 2.2 Features and benefits of media options are evaluated and assessed in terms of their capacity to achieve key advertising outcomes.

- 2.3 Direct response advertising techniques are identified and evaluated for their effectiveness in achieving advertising objectives for the product and/or service.

Range techniques may include but are not limited to – telephone, direct mail, newspapers, magazines, television, coupons, radio.

- 2.4 Providers of advertising advice are identified, and their services are evaluated for effectiveness in achieving advertising objectives for the product and/or service.

Range service providers may include but are not limited to – advertising agencies, consultants, contractors, media services, competitors, informal sources.

Outcome 3

Cost advertising options.

Evidence requirements

- 3.1 Cost analysis determines standard costs of time and space for selected advertising media.
- 3.2 Cost analysis assesses variable costs related to advertising timing, frequency, seasonality, and special offers.
- 3.3 Comparisons are made of costs of professional advice and services provided by advertising agencies, consultants, contractors, and media services.
- 3.4 Cost-free options are identified and assessed in terms of advertising potential.
- Range sources of options may include but are not limited to – publications, trade and/or service associations, suppliers, media services, staff, customers, personal and business contacts.
- 3.5 Cost-effectiveness of advertising options is assessed in relation to achievement of target customer responses, advertising outcomes, and marketing objectives.
- 3.6 Targeted advertising results are quantified in relation to selected marketing objectives for product lines and/or services.
- Range sales volume, market share, profit.
- 3.7 Advertising budget is established that resources advertising activities within the funding capacity of the small business enterprise.

Outcome 4

Evaluate and determine advertising options.

Evidence requirements

- 4.1 Advertising content, copy, layout, and timing are developed and evaluated in terms of meeting advertising needs.
- Range evaluation may include but is not limited to – advertising message; product and/or service information; visual impact and appeal; advertisement size; location within print media; timing of broadcast media; accuracy of content; extent of customer focus of advertisement; customer response stimuli; business image enhancement; period of advertising activity.
- 4.2 Advertisements are evaluated for accuracy of information and compliance with legislation and local government regulations governing advertising activities.

- 4.3 Advertising options are selected that are consistent with advertising needs and key business outcomes, marketing objectives, target customer responses, and are within the capacity of the small business enterprise to resource.
- 4.4 Provision is made for monitoring, evaluation, and adjustment of advertising activities to meet changing needs of the enterprise.

Planned review date	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	22 February 1996	31 December 2016
Revision	2	12 May 1999	31 December 2016
Revision	3	16 January 2001	31 December 2016
Revision	4	12 January 2006	31 December 2016
Rollover and Revision	5	22 August 2008	31 December 2016
Rollover and Revision	6	17 November 2011	31 December 2016
Rollover	7	18 April 2013	31 December 2018
Rollover	8	16 April 2015	N/A

Consent and Moderation Requirements (CMR) reference	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 if you wish to suggest changes to the content of this unit standard.