

Title	Produce and distribute promotional materials in a retail or distribution environment		
Level	4	Credits	4

Purpose	People credited with this unit standard are able to: prepare to produce, produce, and distribute promotional materials in a retail or distribution environment.
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Classification	Retail, Distribution, and Sales > Merchandising and Marketing
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Available grade	Achieved
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Guidance Information

1 Definitions

Agreed indicates a course of action that is accepted between two or more people (including the candidate) and which follows workplace procedures.

Distribution environment refers to a workplace where the primary focus is on storage and distribution of stock.

Promotional materials refer to materials used for promotion of goods and/or services to potential customers and may include but is not limited to – leaflets, brochures, posters, billboards, websites, campaigns.

Retail environment refers to workplaces where the primary focus is on customers purchasing goods and/or services.

Workplace procedures refer to the applicable procedures found in the following: organisational performance guidelines and standards; manufacturer's procedures and specifications; and Government and local body legislation.

2 Legislation relevant to this unit standard includes but is not limited to: Consumer Guarantees Act 1993, Fair Trading Act 1986, Contract and Commercial Law Act 2017, Copyright Act 1994.

3 Evidence is required for two different promotional materials.

4 All tasks are to be carried out in accordance with workplace procedures, the workplace being the enterprise carrying out the work, or delivering the service.

Outcomes and performance criteria

Outcome 1

Prepare to produce promotional materials in a retail or distribution environment.

Performance criteria

- 1.1 Target market is identified.
- 1.2 Objectives for promotional materials are identified.
- 1.3 Specifications for promotional materials are identified to achieve objectives.
- Range may include but is not limited to – approach, mix, message, theme, style, format, medium, materials, impact, use of visuals, quality control procedures, timeframe, budget, production method, distribution method, evaluation method, placement, compliance with legislative requirements.
- 1.4 Promotional information is identified and checked for currency and accuracy, and any required amendments are made.
- 1.5 Resources for creation of promotional materials are identified and are provided in sufficient quantity.
- Range resources may include but are not limited to – consumables, stationery, tools, equipment, hardware, software, agencies.
- 1.6 Promotional information, design, layout, and production method are agreed.

Outcome 2

Produce promotional materials in a retail or distribution environment.

Performance criteria

- 2.1 Promotional materials are created.
- 2.2 Promotional materials information is communicated accurately and clearly.
- 2.3 Production of promotional materials is completed.
- Range may include but is not limited to – drafting, checking, proofing, approval, safety, sign off.
- 2.4 Promotional materials are evaluated for effectiveness.

Outcome 3

Distribute promotional materials in a retail or distribution environment.

Performance criteria

- 3.1 Promotional materials are distributed.

3.2 Distribution of promotional materials is evaluated for effectiveness.

Range evaluation includes but is not limited to – measuring achievement of planned objectives.

Planned review date	31 December 2027
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	16 June 1993	31 December 2018
Review	2	25 October 1995	31 December 2018
Review	3	24 March 1998	31 December 2018
Revision	4	8 June 1999	31 December 2018
Review	5	20 November 2006	31 December 2018
Review	6	8 December 2016	31 December 2021
Revision	7	29 March 2018	31 December 2024
Review	8	2 March 2023	N/A

Consent and Moderation Requirements (CMR) reference	0112
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact Ringa Hora Services Workforce Development Council qualifications@ringahora.nz if you wish to suggest changes to the content of this unit standard.