

## Achievement Standard

**Subject Reference** Business Studies 1.4

**Title** Apply the marketing mix to a new or existing product

**Level** 1      **Credits** 3      **Assessment** Internal

**Subfield** Business Operations and Development

**Domain** Business Studies

**Status** Registered      **Status date** 9 December 2009

**Planned review date** 31 December 2018      **Date version published** 20 November 2014

This achievement standard involves applying the marketing mix to a new or existing product.

### Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> <li>Apply the marketing mix to a new or existing product.</li> </ul>	<ul style="list-style-type: none"> <li>Apply in detail the marketing mix to a new or existing product.</li> </ul>	<ul style="list-style-type: none"> <li>Comprehensively apply the marketing mix to a new or existing product.</li> </ul>

### Explanatory Notes

- This achievement standard is related to the *Teaching and Learning Guidelines for Business Studies Years 11-13*, Ministry of Education, 2009; *The New Zealand Curriculum*, Learning Media, Ministry of Education, 2007; and *Te Marautanga o Aotearoa*, Ministry of Education, 2008.
- Assessment will involve a selection from the business content and concepts related to Business Studies Level 6 Learning Objective One in the *Teaching and Learning Guidelines for Business Studies Years 11-13*, Ministry of Education, 2009 (<http://www.seniorsecondary.tki.org.nz/Social-sciences/Business-studies>).
- To *apply* would typically involve:
  - defining, describing, identifying or outlining the marketing mix for a product
  - applying appropriate skills and ideas
  - stating relevant business knowledge
  - stating a Māori business concept(s) where relevant.

- 4 To *apply in detail* would typically involve:
- explaining the marketing mix for a product
  - consistently applying appropriate skills
  - including relevant business knowledge
  - including a Māori business concept(s) where relevant.
- 5 To *comprehensively apply* would typically involve:
- fully explaining the marketing mix for a product
  - consistently applying appropriate skills with a high level of accuracy
  - integrating relevant business knowledge
  - integrating a Māori business concept(s) where relevant.
- 6 Explanation of terms:
- *Marketing mix* includes product, price, promotion, and place.
  - *New product* means a good or service that has been conceptualised by the candidate.
  - *Existing product* means a good or service already on the market.
- 7 Conditions of Assessment related to this achievement standard can be found at <http://ncea.tki.org.nz/Resources-for-Internally-Assessed-Achievement-Standards>.
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## Quality Assurance

- 1 Providers and Industry Training Organisations must have been granted consent to assess by NZQA before they can register credits from assessment against achievement standards.
- 2 Organisations with consent to assess and Industry Training Organisations assessing against achievement standards must engage with the moderation system that applies to those achievement standards.

Consent and Moderation Requirements (CMR) reference

0233