

## Achievement Standard

**Subject Reference** Business Studies 3.4

**Title** Develop a marketing plan for a new or existing product

**Level** 3      **Credits** 6      **Assessment** Internal

**Subfield** Business Operations and Development

**Domain** Business Studies

**Status** Registered      **Status date** 17 November 2011

**Planned review date** 31 December 2019      **Date version published** 17 November 2016

This achievement standard involves developing a marketing plan for a new or existing product.

### Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> <li>Develop a marketing plan for a new or existing product.</li> </ul>	<ul style="list-style-type: none"> <li>Develop an in-depth marketing plan for a new or existing product.</li> </ul>	<ul style="list-style-type: none"> <li>Develop a comprehensive marketing plan for a new or existing product.</li> </ul>

### Explanatory Notes

- 1 This achievement standard is related to the *Teaching and Learning Guide for Business Studies*, Ministry of Education, at <http://seniorsecondary.tki.org.nz/>; *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 8 Learning Objective One in the *Teaching and Learning Guide for Business Studies*.

This standard is also derived from *Te Marautanga o Aotearoa*. For details of Te Marautanga o Aotearoa achievement objectives to which this standard relates, see the [Papa Whakaako](#) for the relevant learning area.

- 2 *Develop a marketing plan* typically involves setting marketing aims, explaining the market situation, creating a marketing strategy and writing a marketing plan through
- stating business knowledge relevant to the marketing plan
  - stating a Māori business concept(s) where relevant to the marketing plan.

*Develop an in-depth marketing plan* typically involves fully explaining the market situation, creating a sound marketing strategy and writing a sound marketing plan through

- including business knowledge relevant to the marketing plan
- including a Māori business concept(s) where relevant to the marketing plan.

*Develop a comprehensive marketing plan* typically involves evaluating the market situation, creating a thorough marketing strategy and writing a thorough marketing plan through

- integrating business knowledge relevant to the marketing plan
- integrating a Māori business concept(s) where relevant to the marketing plan.

3 *Marketing aims* refer to mission statement and corporate objectives.

4 *The market situation* refers to marketing audit, SWOT analysis, marketing assumptions.

5 *Marketing strategy* refers to marketing objectives, SMART goals, forecasting, contingency plans.

6 *Marketing plan* refers to marketing budget and detailed action plan for implementation and future monitoring.

7 Conditions of Assessment related to this achievement standard can be found at [www.tki.org.nz/e/community/ncea/conditions-assessment.php](http://www.tki.org.nz/e/community/ncea/conditions-assessment.php).

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### Replacement Information

This achievement standard replaced unit standard 22857.

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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