

## National Certificate in Radio (Sales)

**Level 3**

**Credits 61**

This qualification has been **reviewed**. The last date to meet the requirements is 31 December 2020.

### Transition Arrangements

This qualification has been reviewed and designated as expiring. There is no replacement.

The last date for entry to programmes leading to this qualification is 31 December 2018. The last date for assessment against the replaced qualification is 31 December 2020 at which time it will be discontinued.

Expiring compulsory unit standard 10225 has been removed from the qualification. This has resulted in an overall drop of qualification total credits to 61.

For detailed information see [Review Summaries](#) on the NZQA website.

### NZQF National Qualification Registration Information

Process	Version	Date	Last Date for Assessment
Registration	1	March 1997	December 2010
Review	2	March 2009	December 2010
Reinstatement	3	May 2011	December 2020
Review	4	June 2016	December 2020

### Standard Setting Body

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## National Certificate in Radio (Sales)

**Level** 3

**Credits** 61

### Purpose

This qualification is for people entering the radio industry, or who are presently engaged within it, and aspire to specialise in the area of sales and promotions for radio. It provides an introduction to the industry and specifically to sales and promotion.

The certificate is a stand-alone qualification and is comprised of compulsory standards. Those who are credited with it will have an introductory knowledge of radio broadcasting, radio broadcasting law, advertising, and marketing. Learners will also have the skills to be able to conduct radio research, interpret radio ratings, sell radio advertising, and design and manage radio promotions.

This qualification will also allow learners to develop broad and transferable skills such as research, design, analysis, problem solving, communication skills, as well as how to work with other people.

People may enter this qualification with the National Certificate in Radio (Foundation Skills) [Ref: 0298] and will have some of the unit standards towards this qualification. This certificate recognises an advance in those skills, and some complementary ones that are relevant to the requirements of selling, and the background knowledge and skills required of people identifying as potential sales managers.

### Credit Range

Level 2 credits	11
Level 3 credits	18
Level 4 credits	25
Level 5 credits	10
Total	64

## Requirements for Award of Qualification

### Award of NZQF National Qualifications

Credit gained for a standard may be used only once to meet the requirements of this qualification.

Unit standards and achievement standards that are equivalent in outcome are mutually exclusive for the purpose of award. The table of mutually exclusive standards is provided on the New Zealand Qualifications Authority (NZQA) website: <http://www.nzqa.govt.nz/qualifications-standards/standards/standards-exclusion-list/>.

Reviewed standards that continue to recognise the same overall outcome are registered as new versions and retain their identification number (ID). Any version of a standard with the same ID may be used to meet qualification requirements that list the ID and/or that specify the past or current classification of the standard.

### Summary of Requirements

- Compulsory standards

### Detailed Requirements

#### Compulsory

The following standards are required

Arts and Crafts > Electronic Media > Radio

ID	Title	Level	Credit
10230	Conduct radio research and interpret radio ratings	5	10
10231	Sell radio advertising	3	10
10234	Design and manage radio promotions	4	15
26553	Demonstrate knowledge of radio broadcasting	2	3
26554	Demonstrate knowledge of radio broadcasting law	2	5

Arts

Business > Marketing > Generic Marketing

ID	Title	Level	Credit
2925	Describe marketing options for enterprise activities	3	8
2926	Demonstrate knowledge of the principles of marketing	4	10

### Transition Arrangements

#### Version 3

Version 3 was issued following a review and reinstated. Some changes were made to the structure and content of the qualification.

Changes to structure and content

- The overall credit total increased from 60 to 64.
- Standards 10232 and 10233 were removed from the qualification.
- Titles, levels and credits for some standards were updated to reflect the recent reinstatement and review.
- Standards 10225, 10231, 2655 and 26554 were added to the qualification.
- Version 2 exemptions were removed as the skills and knowledge in the replaced standards are no longer fit for purpose.

For detailed information see [Review Summaries](#) on the NZQA website.

People who have gained credit towards versions 1 or 2 of this qualification must transfer the credits they have achieved to this version. Versions 1 and 2 of the qualification have expired. All new trainees and those with credit that may be counted towards this qualification will be enrolled in programmes leading to this version of the qualification.

It is not intended that anyone be disadvantaged by this review. However, anyone who feels they have been disadvantaged may appeal to the Communications and Media Industry Training Organisation at the address below.

### Previous versions of the qualification

Version 2 was issued to indicate that this qualification was expiring. Version 1 was issued in March 1997.

### Other standard setting bodies whose standards are included in the qualification

NZQA

### Certification

This certificate will display the logos of NZQA, the Communications and Media Industry Training Organisation and the organisation that has been granted consent to assess against standards that meet the requirements of the qualification (accredited).

### Classification

This qualification is classified according to the classification system listed on the Directory of Assessment Standards (DAS) and the New Zealand Standard Classification of Education (NZSCED) system as specified below.

DAS Classification		NZSCED	
Code	Description	Code	Description
1606	Arts and Crafts > Electronic Media > Radio	080501	Management and Commerce > Sales and Marketing > Sales

### Quality Management Systems

Competenz  
SSB Code 101571  
MoE Code 8104

Providers and Industry Training Organisations must be granted consent to assess by a recognised Quality Assurance Body before they can register credits from assessment against standards. Organisation with consent to assess and Industry Training Organisations assessing against standards must engage with the moderation system that applies to those standards. Consent to assess requirements and the moderation system are outlined in the associated Consent and Moderation Requirements (CMR) for each standard.

Reviewed