

## Qualification details

<b>Title</b>	New Zealand Certificate in Communications Media (Level 4)		
<b>Version</b>	1	<b>Qualification type</b>	<b>Certificate</b>
<b>Level</b>	4	<b>Credits</b>	<b>60</b>
<b>NZSCED</b>	100703 Creative Arts > Communication and Media Studies > Journalism, Communication and Media Studies		
<b>Qualification developer</b>	Competenz		
<b>Next review</b>	December 2020		
<b>Approval date</b>	June 2016		
<b>Strategic purpose statement</b>	<p>This qualification is designed for those considering a career in communications media.</p> <p>Graduates will be recognised as having the skills, knowledge and ability to contribute, under supervision, in the communications media industries. This includes the attributes necessary to contribute to the bi- and multi-cultural environment in Aotearoa New Zealand.</p>		
<b>Outcome Statement</b>	<b>Graduate profile</b>	<p>Graduates will be able to:</p> <ul style="list-style-type: none"> <li>- Analyse career pathways in communications media industries to support their own career development pathway</li> <li>- Apply an understanding of the role of communications media in society, in a media production context</li> <li>- Apply a broad range of verbal, visual and written communication skills across communications media contexts and environments</li> <li>- Collaborate and contribute to the production of communications media content across a variety of interactive communications media publication platforms</li> <li>- Demonstrate the importance of sound legal and ethical practice in communications media contexts and environments.</li> </ul>	
	<b>Education pathway</b>	<p>This qualification may lead to:</p> <ul style="list-style-type: none"> <li>- New Zealand Diploma in Radio Broadcasting (Level 5) [Ref: 3210]</li> <li>- New Zealand Diploma in Screen Production (Level 5) [Ref: 3212].</li> </ul>	
	<b>Employment pathway</b>	Graduates with this qualification can operate in the media	

		communications industry in entry level roles in radio, screen, print and digital media.
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### Qualification specifications

<b>Qualification award</b>	This qualification can be awarded by any organisation which has an approved programme of study or industry training programme leading to the qualification.
<b>Evidence requirements for assuring consistency</b>	Evidence will include the following: <ul style="list-style-type: none"> <li>- Employer/Graduate surveys to determine if graduates of the qualification meet the graduate profile outcomes.</li> <li>- Evidence of effective processes to ensure programmes continue to meet current industry needs.</li> <li>- A range of workplace evidence demonstrating that graduates meet the graduate profile outcomes.</li> <li>- Any other relevant evidence as appropriate.</li> </ul>
<b>Minimum standard of achievement and standards for grade endorsements</b>	Achieved.
<b>Other requirements for the qualification (including regulatory body or legislative requirements)</b>	Candidates will hold the National Certificate in Educational Achievement (Level 1) [Ref: 0928] or equivalent skills and knowledge.

### General conditions for the programme leading to the qualification

<b>General conditions for programme</b>	Programmes leading to this qualification must ensure that graduates can incorporate the cultural values and perspectives of Aotearoa New Zealand, including Te Ao Maori, into professional practice.
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### Conditions relating to the Graduate profile

<b>Qualification outcomes</b>		<b>Conditions</b>
1	Analyse career pathways in communications media industries to support their own career development pathway. Credits 5	
2	Apply an understanding of the role of communications media in society in a media production context. Credits 15	

3	<p>Apply a broad range of verbal, visual and written communication skills across communications media contexts and environments.</p> <p>Credits 10</p>	
4	<p>Collaborate and contribute to the production of communications media content across a variety of interactive communications media publication platforms.</p> <p>Credits 20</p>	
5	<p>Demonstrate the importance of sound legal and ethical practice in communications media contexts and environments.</p> <p>Credits 10</p>	