

41269**Explore the promotion of a creative product**

Kaupae Level	4
Whiwhinga Credit	5
Whāinga Purpose	This skill standard is for ākonga/learners who need to gain knowledge of a creative sector for the promotion of a creative product. It enables ākonga/learners to deepen their knowledge of a sector by analysing a creative sector's current trends, and the opportunities and challenges in relation to the promotion of a creative product within the sector.

Hua o te ako me Paearu aromatawai | Learning outcomes and assessment criteria

Hua o te ako Learning outcomes	Paearu aromatawai Assessment criteria
1. Explore the promotion of a creative product.	a. Research and analyse current conditions and trends for a chosen creative sector using credible and relevant sources.
	b. Identify opportunities for promoting a creative product in the chosen sector based on current sector conditions.
	c. Identify any potential challenges that may affect the promotion of a creative product in the chosen sector.
	d. Present findings from research, supported by evidence, in a format appropriate to the context.

Pārongo aromatawai me te taumata paearu | Assessment information and grade criteria*Assessment specifications:*

Evidence must relate to a single chosen creative product within a clearly defined creative sector.

Findings must be communicated clearly and logically in a format suited to the intended audience and purpose.

Ngā momo whiwhinga | Grades available

Achieved.

Ihirangi waitohu | Indicative content

- Overview of the chosen creative sector (e.g. performing arts, music, film, fashion, design, digital media, gaming).
- Research tools.
- Market trends and technological developments impacting the sector including the implications for the promotion of a creative product.

Rauemi | Resources

- [Data and analysis | Employment New Zealand.](#)
- [Arts and creative sector economic profiles 2024 | Manatū Taonga | Ministry for Culture & Heritage.](#)
- [Productivity | Stats NZ.](#)
- [Research and reports | Creative New Zealand.](#)

Pārongo Whakaū Kouna | Quality assurance information

Ngā rōpū whakatau-paerewa Standard Setting Body	Electrotechnology and Information Technology Industry Skills Board
Whakaritenga Rārangi Paetae Aromatawai DASS classification	Arts and Crafts > Creative Media > Creative Promotions
Ko te tohutoro ki ngā Whakaritenga i te Whakamanatanga me te Whakaōritenga CMR	0099

Hātepe Process	Putanga Version	Rā whakaputa Review Date	Rā whakamutunga mō te aromatawai Last date for assessment
Rēhitatanga Registration	1	26 February 2026	N/A
Kōrero whakakapinga Replacement information	N/A		
Rā arotake Planned review date	31 December 2030		

Please contact Electrotechnology and Information Technology Industry Skills Board at qualifications@etitcib.nz to suggest changes to the content of this skill standard.