

41270**Produce and present a plan to promote a creative product**

Kaupae Level	4
Whiwhinga Credit	10
Whāinga Purpose	This skill standard is for ākonga/learners who need to gain skills and knowledge to plan for the promotion of a creative product. It enables ākonga/learners to apply their knowledge of a creative sector in developing, coordinating and presenting a plan to promote a creative product.

1. Hua o te ako Learning outcomes	Paearu aromatawai Assessment criteria
1. Produce a plan to promote a creative product	a. Identify the target audience for a creative product.
	b. Develop a purpose statement for the promotion of a creative product.
	c. Set SMART objectives for the promotion of a creative product to meet the target audience and purpose.
	d. Identify and plan actions or tasks to achieve SMART objectives.
	e. Identify and document resources including people, time, equipment and an indicative budget.
2. Coordinate and present the plan to promote a creative product.	a. Map actions or tasks with the person(s) responsible and deliverables to a timeline.
	b. Identify key stakeholders (internal and external) for the promotion of a creative product.
	c. Select a tool to track the plan's progress.
	d. Present and justify the plan.

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

A plan to promote a creative product is presented with documented justifications for meeting the plan's objectives.

Definition

SMART objectives are clearly defined objectives that are Specific, Measurable, Achievable, Relevant, and Time-bound, and that provide a structured basis for planning and evaluating the promotion of a creative product.

Ngā momo whiwhinga | Grades available

Achieved.

Ihirangi waitohu | Indicative content

- Planning tools and documentation relevant to the sector (e.g. physical or digital template, project management tools, communication tools).
- Sector-specific promotional channels and strategies (e.g. social media, events, collaborations).
- Resourcing considerations (e.g. budget, time, people, venue, equipment).

Rauemi | Resources

- [Copyright Licensing New Zealand • Let's do the right thing.](#)
- [Health and Safety at Work Act 2015 No 70 \(05 April 2025\), Public Act Contents – New Zealand Legislation.](#)
- [Fair Trading Act 1986.](#)

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.