

**FIELD BUSINESS****Review of *Marketing* qualifications****National Certificate in Marketing [Ref: 0345]**

**National Diploma in Marketing with strands in General Marketing, Direct Marketing, International Marketing, Marketing Research, Sales Organisation and Management, Advertising, and Public Relations [Ref: 0424]**

The NZQA National Qualifications Services (NQS) has completed the review of the qualifications listed above.

**Date report published****November 2009****Summary of review and consultation process**

A review of subfield Marketing unit standards and qualifications occurred from February to August 2008. The review panel considered the marketing qualifications in terms of their relevance and usage since initial registration.

The National Certificate in Marketing [Ref: 0345] was registered in 1997 and revised in 1999. The National Diploma in Marketing with strands [Ref: 0424] was registered in 1998 and also revised in 1999. Neither qualification has had significant usage since registration, the National Certificate only having been awarded once, with no awards for the National Diploma. Also, the qualifications are no longer achievable as they contain expired standards and classifications.

Research by NQS, supported by anecdotal feedback from panellists, indicated that subfield Marketing unit standards were primarily gained either towards generic Business qualifications or as elective options towards qualifications in subjects like Tourism.

The panel considered the redeveloped generic Business qualifications and felt they provided adequate options for recognition of marketing skills and knowledge. NQS therefore recommended expiry of both Marketing qualifications without replacement. Consultation confirmed that no programmes are being offered for these qualifications and NQS is not aware of any existing trainees.

**Main changes resulting from the review**

The National Diploma and National Certificate in Marketing were designated expiring with a last date for assessments to take place of **December 2011**.

**National Certificate in Marketing [Ref: 0345]**

Review category	<b>D</b>	See <a href="#">Key to Qualification Review Categories</a> at the end of report
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## National Diploma in Marketing with strands in General Marketing, Direct Marketing, International Marketing, Marketing Research, Sales Organisation and Management, Advertising, and Public Relations [Ref: 0424]

Review category	D	See <a href="#">Key to Qualification Review Categories</a> at the end of report
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### Transition

The National Certificate and National Diploma in Marketing were designated expiring and the last date for completing assessments for either qualification is set as December 2011.

These qualifications contain expiring and expired standards and classifications, therefore no new programmes can be offered leading to their award.

As noted above, NQS is not aware of any existing trainees; however, anyone who feels they have been disadvantaged by this review may appeal to NZQA National Qualifications Services (contact details below).

NZQA National Qualifications Services  
PO Box 160  
Wellington 6140

Telephone 04 463 3000  
Email [nqs@nzqa.govt.nz](mailto:nqs@nzqa.govt.nz)

### Key to Qualification Review Categories

<b>Category A</b> The qualification is published as a new version with the same NQF ID	Changes are made to SSB name, contact details or purpose statement
	No change is made to title, rules or components of the qualification
	No transition arrangements are required
<b>Category B</b> The qualification is published as a new version with the same NQF ID	Changes are made to title, rules or components
	The new version of the qualification recognises a similar skill set to that recognised by the previous version
	The SSB is confident that people awarded the new or previous version are comparable in terms of competence
	Transition arrangements are required if candidates must gain additional/different credits for the new version
<b>Category C</b> A new (replacement) qualification is published with new NQF ID	Significant changes are made to the qualification in terms of components, structure, type or level
	The SSB views people with the replacement qualification as being significantly different in terms of competence from those with the replaced qualification
	Transition arrangements are required
	Transition may be limited to phase-out dates
<b>Category D</b> Qualification will expire. There is no replacement qualification	Qualification is no longer required by industry
	The qualification is designated as expiring and a last date for meeting the qualification requirements is set