

Field Business**Review, revision and rollover, and change of standard setting responsibility for *Marketing* unit standards**

Subfield	Domain	ID
Marketing	Advertising	5504-5526
	International Marketing	2957-2961
	Marketing - Import and Export Services	2962-2966
	Marketing Research	2951-2955

This report is in two parts: the first deals with the **review, revision and rollover, and change of standard setting responsibility** of standards in the *Marketing - Import and Export Services* domain; and the second deals with the **Review** of other standards in the *Marketing* subfield.

Review, revision and rollover, and change of standard setting responsibility for *Marketing – Import and Export Services* unit standards

Subfield	Domain	ID
Marketing	Marketing - Import and Export Services	2962, 2963 , 2964-2966

NZQA National Qualifications Services (NQS) has completed the review, revision and rollover, and change of standard setting responsibility of the unit standards listed above. The unit standard listed in **bold** was reviewed.

Date new versions published**May 2010****Planned review dates**

2962, 2964-2966	December 2011
2963	December 2015

Reason for the review, revision and rollover

A review of the unit standards in the *Marketing* subfield was undertaken from February to August 2008. As part of this review, the panel determined that the unit standards in the *Marketing - Import and Export Services* domain, with the exception of unit standard 2963, were not generic but specific to the logistics industry and, therefore, within the standard setting responsibility of Tranzqual ITO. Consequently, unit standards 2962 and 2964-2966 were revised, with minor edits, to reflect changes to legislation and organisational nomenclature, and rolled over and reclassified to the *Freight Forwarding* domain in the *Logistics* subfield under the responsibility of Tranzqual ITO and unit standard 2963 was reviewed.

Main changes resulting from the review, revision and rollover

- The *Marketing - Import and Export Services* domain was designated expiring (lapsing).
- Unit standard 2963 was reclassified to the *Business Law* domain.
- Unit standards 2962 and 2964-2966 were reclassified to the *Freight Forwarding* domain and standard setting responsibility was transferred to Tranzqual ITO. These unit standards were rolled over to maintain their currency until they are reviewed.

Impact on existing accreditations

Current Accreditation for			Accreditation extended to		
Nature of accreditation	Classification or ID	Level	Nature of accreditation	Classification or ID	Level
Field	Business	6	Standard	2965	6
			Standards	2962, 2966	5
			Standard	2964	4
		5	Standards	2962, 2966	5
			Standard	2964	4
			4	Standard	2964
Subfield	Marketing	6	Standard	2965	6
			Standards	2962, 2966	5
			Standards	2963, 2964	4
		5	Standards	2962, 2966	5
			Standards	2963, 2964	4
			4	Standards	2963, 2964
Domain	Marketing - Import and Export Services	6	Standard	2965	6
			Standards	2962, 2966	5
			Standards	2963, 2964	4
		4	Standards	2963, 2964	4

Impact on Accreditation and Moderation Action Plan (AMAP)

Unit standards 2962 and 2964-2966 have been transferred from AMAP 0113 to AMAP 0092.

Impact on registered qualifications

Key to type of impact	
Affected	The qualification lists a reviewed classification (domain or subfield) in an elective set The qualification lists a standard that has changes to level or credits The qualification lists a C or D category standard
Not materially affected	The qualification lists a standard that has a new title The qualification lists a standard that has a new classification

The following NQS qualifications are impacted by the outcome of this review and revision and will be updated when they are reviewed in 2013. The classifications that generated the status *Affected* are listed below.

Qualification Title and Reference	Classification or ID
National Diploma in Business (Level 5) with optional strands in Accounting, Finance, Finance - Māori, Health and Safety Management, Human Resource Management, Māori Business and Management, Marketing, People Development and Coordination, Project Management, Quality Management, and Systems and Resources Management [Ref: 1498]	Marketing - Import and Export Services
National Diploma in Business (Level 6) [Ref: 1499]	Marketing - Import and Export Services

The following table identifies qualifications developed by other SSBs that are impacted by the outcome of this review and revision. The SSBs have been advised that the qualifications require revision. The classifications and/or standards that generated the status *Affected* are listed in **bold**.

Qualification Title and Reference	Classification or ID	SSB Name
National Diploma in Tourism (Management) (Level 5) [Ref: 0473]	Marketing - Import and Export Services	Aviation, Tourism and Travel Training Organisation
National Certificate in Furniture (Retail and Wholesale) (Level 4) [Ref: 0438]	2964	Forest Industries Training and Education Council
National Certificate in Freight Forwarding (International Freight Forwarding) [Ref: 1244]	2963, 2964	Tranzqual ITO

Detailed list of unit standards – classification, title, level, and credits

Business > Marketing > Marketing - Import and Export Services

Business > Business Environment > Business Law

ID	Title	Level	Credit	Review Category
2963	Identify New Zealand and international laws of trade Demonstrate knowledge of New Zealand and international laws of trade	4	5	B

Business > Marketing > Marketing - Import and Export Services

Service Sector > Logistics > Freight Forwarding

ID	Title	Level	Credit
2962	Complete export business procedures and produce export documentation	5	12
2964	Identify and comply with customs regulations for import and export products	4	5
2965	Provide interpretations, assessments and advice on the Tariff of New Zealand	6	10
2966	Complete business procedures and produce documents for the national and international carriage of goods	5	10

Review of *Marketing* unit standards

Subfield	Domain	ID
Marketing	Advertising	5504-5526
	International Marketing	2957-2961
	Marketing Research	2951-2955

NQS has completed the review of the unit standards listed above.

Date new versions published

May 2010

Planned review date

December 2015

Summary of review and consultation process

A review of unit standards in the *Advertising*, *International Marketing*, *Marketing - Import and Export Services*, and *Marketing Research* domains occurred from February to August 2008 as part of the wider review of unit standards and qualifications in subfield *Marketing*. The review panel, comprising representatives from industry and the ITP, PTE and university sectors considered the unit standards in terms of usage, duplication, credit parity, and current industry practice. In tandem with the review of the unit standards, the review panel also considered the classification structure of the *Marketing* subfield. The panel proposed a rationalisation of the classification system, recommending expiry of the *Advertising*, *Marketing - Import and Export Services*, and *Marketing Research* domains, and either expiry of the unit standards therein or their review and reclassification in other *Business* field domains.

The unit standards in the *Advertising* domain have had limited use since 2003. On consideration of the unit standards in this domain, the panel identified significant issues of duplication between these unit standards and comparable unit standards in the *Generic Marketing* domain. The panel also determined that 'advertising' was not a generic but an industry specific marketing subject and, therefore, outside NQS standard setting remit. Consequently, the review panel recommended that the *Advertising* domain and all the unit standards therein should be designated expiring. However, after consultation, the Communications and Media Industry Training Organisation (CMITO) requested retention of the classification to assist future development of advertising unit standards by industry, though expiry of the existing unit standards was supported.

The unit standards in the *International Marketing* domain have had limited use since 2003. The panel considered that of the *International Marketing* unit standards, only unit standard 2957, with substantial changes, would be fit for purpose. The panel recommended expiry of unit standards 2958-2961, replacement of unit standard 2957 by unit standard 26254, and development of new fit-for-purpose unit standards in this domain during the next review of the *Marketing* subfield unit standards.

While marketing research is still an important marketing function, the panel considered that current practice warranted reviewing the unit standards in this domain using the term 'business research' and reclassifying them in the *Organisational Direction and Strategy* domain. The panel also felt that there was significant duplication in this domain which required a rationalisation of the unit standards.

Main changes resulting from the review

- Expiry of unit standards 5504-5526 in the *Advertising* domain.
- Expiry of unit standards 2951 and 2953-2955 and the *Marketing Research* domain they are classified under. Unit standard 2952 was replaced by unit standard 26255 which was classified in the *Organisational Direction and Strategy* domain.
- Expiry of unit standards 2958-2961 in the *International Marketing* domain. Unit standard 2957 was replaced by unit standard 26254.

Category C and D unit standards will expire at the end of December 2013

Impact on existing accreditations

Current Accreditation for			Accreditation extended to		
Nature of accreditation	Classification or ID	Level	Nature of accreditation	Classification or ID	Level
Subfield	Marketing	5	Standard	26255	5
Domain	Marketing Research	5	Standard	26255	5

Impact on Accreditation and Moderation Action Plan (AMAP)

None.

Impact on registered qualifications

Key to type of impact	
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Not materially affected	The qualification lists a standard that has a new title The qualification lists a standard that has a new classification

The following NQS qualifications are impacted by the outcome of this review and will be updated when they are reviewed in 2013. The classifications that generated the status *Affected* are listed below.

Qualification Title and Reference	Classification or ID
National Diploma in Business (Level 5) with optional strands in Accounting, Finance, Finance - Māori, Health and Safety Management, Human Resource Management, Māori Business and Management, Marketing, People Development and Coordination, Project Management, Quality Management, and Systems and Resources Management [Ref: 1498]	Marketing Research
National Diploma in Business (Level 6) [Ref: 1499]	Marketing Research

The following table identifies qualifications developed by other SSBs that are impacted by the outcome of this review. The SSBs have been advised that the qualifications require revision. The classifications that generated the status *Affected* are listed below.

Qualification Title and Reference	Classification or ID	SSB Name
National Diploma in Tourism (Management) (Level 5) [Ref: 0473]	Advertising, Marketing Research	Aviation, Tourism and Travel Training Organisation
National Diploma in Composting (Level 5) [Ref: 1317]	Marketing Research	NZ Extractives ITO
National Certificate in Meat Retailing (Management) [Ref: 0716]	Advertising	Retail Meat Industry Training Organisation Inc

Detailed list of unit standards – classification, title, level, and credits

All changes are in **bold**.

Key to review category	
A	Dates changed, but no other changes are made - the new version of the standard carries the same ID and a new version number
B	Changes made, but the overall outcome remains the same - the new version of the standard carries the same ID and a new version number
C	Major changes that necessitate the registration of a replacement standard with a new ID
D	Standard will expire and not be replaced

Business > Marketing > Advertising

ID	Title	Level	Credit	Review Category
5504	Identify the role and structure of the New Zealand advertising industry	3	2	D
5505	Establish social, ethical, legal, and regulatory parameters for advertising activities	5	5	D
5506	Manage advertising research	6	15	D
5507	Establish advertising objectives	5	5	D
5508	Determine advertising target audiences	5	5	D
5509	Determine advertising brand positioning strategies	5	5	D
5510	Produce advertising briefs	6	5	D
5511	Develop and coordinate advertising strategies	6	20	D
5512	Develop creative strategy and tactics for advertising programmes	6	15	D
5513	Develop and coordinate media strategies for advertising programmes	6	10	D
5514	Produce and coordinate direct response advertising strategies	5	10	D
5515	Produce and coordinate retail advertising strategies and plans	5	10	D
5516	Identify key factors that impact upon international advertising strategies	6	10	D
5517	Evaluate advertising media options	5	10	D
5518	Write advertising copy	5	10	D
5519	Create print advertisements	6	15	D
5520	Create television and cinema commercials	7	10	D
5521	Create radio commercials	6	5	D
5522	Manage and evaluate advertising programmes	6	20	D
5523	Manage electronic advertising production	6	10	D

ID	Title	Level	Credit	Review Category
5524	Manage print advertising production	6	10	D
5525	Promote and sell advertising media access	6	10	D
5526	Coordinate provision of advertising services	6	5	D

Business > Marketing > International Marketing

ID	Title	Level	Credit	Review Category
2957	Analyse the international business environment and identify key factors for international business operations	5	10	C
26254	Identify and assess impacts on international marketing opportunities for a New Zealand product or service	5	10	
2958	Assess international marketing opportunities	6	10	D
2959	Manage international marketing programmes	7	15	D
2960	Determine entry methods and distribution channels in international markets	6	10	D
2961	Produce promotional campaigns for international markets	6	10	D

Business > Marketing > Marketing Research

ID	Title	Level	Credit	Review Category
2951	Produce marketing information using marketing information systems	6	10	D
2953	Produce marketing research information using qualitative methodologies	7	12	D
2954	Produce marketing research information using quantitative methodologies	6	12	D
2955	Manage marketing research	7	15	D

Business > Marketing > Marketing Research

Business > **Business Operations and Development > Organisational Direction and Strategy**

ID	Title	Level	Credit	Review Category
2952	Conduct marketing research	5	10	C
26255	Conduct business research	5	10	