

Field Business**Review of *Marketing* unit standards**

Subfield	Domain	ID
Marketing	Direct Marketing	11657-11660
	Generic Marketing	2925-2950, 2956

The NZQA National Qualifications Services has completed the review of the unit standards listed above.

Date new versions published

November 2010

Planned review date

December 2015

Summary

A review of unit standards in domains *Direct Marketing* and *Generic Marketing* occurred from February to August 2008 as part of the wider review of standards and qualifications in subfield *Marketing*. The review panel, comprising representatives from industry and the Institutes of Technology and Polytechnics (ITP), Private Training Establishments (PTE) and university sectors, considered the standards for usage, duplication, credit parity, appropriateness of level, and current industry practice.

The standards in domain *Direct Marketing* have had limited use since 2002 which the review panel considered was due to the non-currency of the standards, particularly those at Level 6, in terms of current industry practice. Both standards at Level 5 were reviewed, and, at Level 6, standards 11657 and 11659 were recommended for replacement.

The standards in domain *Generic Marketing* have had variable use since 2002. The review panel recommended rationalisation of the standards in this domain with focus on the currently assigned levels of standards and whether they were in fact generic in nature or related to a more specialised, industry specific function. Standards with low usage were examined. While some were recommended for expiry, the panel felt that the use of others would increase once review improvements had been made.

Standards 6404, 6405, and 19024 were excluded from the review of domain *Generic Marketing*. These three standards were revised and reclassified from domain *Small Business Management* in 2008 and their review will follow the strategic review of field Business currently planned to commence in 2012.

Consultation has supported the outcomes of this review.

Main changes

- In domain *Direct Marketing*, replacement of unit standard 11657 with new unit standard 26388, and replacement of unit standard 11659 with new unit standards 26387 and 26390. The skills covered by outcome one of standard 11657 have not been included in 26388 as they are adequately covered by standard 2931.
- Expiry of unit standards 2929, 2933, 2936-2940, 2942, 2943, 2945, 2949, and 2956 in domain *Generic Marketing*.

- Replacement of unit standards 2947 and 2948 with new unit standard 26389.
- Reclassification of unit standard 2941 from domain *Generic Marketing* to domain *Direct Marketing*.

Category C and D unit standards will expire at the end of December 2012

Impact on existing accreditations

Current Accreditation for			Accreditation extended to		
Nature of accreditation	Classification	Level	Nature of accreditation	ID	Level
Domain	Direct Marketing	6	Standards	2931, 26388	5
				26390	6
Domain	Generic Marketing	5-7	Standard	2941	5

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 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 and/or standards that generated the status *Affected* are listed in **bold**.

Qualification Title and Reference	ID	SSB Name
National Certificate in Furniture (Retail and Wholesale) (Level 4) [Ref: 0438]	2926, 2938	Forest Industries Training and Education Council
National Certificate in Sport (Level 3) with strands in Event Management, Sport Administration, and Team Management [Ref: 0446]	2925	Skills Active Aotearoa Limited
National Certificate in Community Recreation (Community Art Work) (Level 4) [Ref: 0450]	2925 , 2926, 2931, 2940	
National Diploma in Professional Practice in Design and Construction Consultancy [Ref: 0586]	2931	InfraTrain New Zealand
National Diploma in Casino Gaming (Management) [Ref: 0671]	2931	Aviation, Tourism and Travel Training Organisation
National Diploma in Community Recreation (Facility Management) (Level 5) [Ref: 1251]	2926	Skills Active Aotearoa Limited
National Certificate in Industrial Textile Fabrication (Level 3) with strands in Canvas Fabrication; Sailmaking; and Vehicle Trimming and Upholstery [Ref: 1340]	2925	NZ Motor Industry Training Organisation (Incorporated)
National Certificate in Motor Industry (Sales and Service) with strands in Automotive Parts and Accessories, Automotive Service Reception, Service Station, and Vehicle Sales [Ref: 1380]	2925	
National Certificate in Design (Advanced Kitchen Design) (Level 4) [Ref: 1381]	2925	Joinery Industry Training Organisation

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

All changes are in **bold**. The details of recommended alternative standards are in *italics*.

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 > Direct Marketing

ID	Title	Level	Credit	Review Category
11658	Develop customer loyalty strategies for direct marketing campaigns Develop a customer loyalty strategy for direct marketing	5	5	B
11660	Establish, manage, and maintain a direct marketing database Establish, manage, and maintain customer data for direct marketing	5 4	10 5	B

Business > Marketing > Generic Marketing

ID	Title	Level	Credit	Review Category
2925	Identify marketing options for enterprise activities Describe marketing options for enterprise activities	3	10 8	B
2926	Apply marketing principles to enterprise activities Demonstrate knowledge of the principles of marketing	4	10	B
2927	Determine social and ethical responsibilities for marketing activities Determine social, cultural and ethical responsibilities for marketing activities	5	5 7	B
2928	Establish quality standards and customer service strategies for marketing operations	6	7	B
2929	Establish organisational policy for the marketing function	7	5	D
2930	Develop and coordinate marketing strategies	6	15 10	B
2931	Produce operational marketing plans Plan a marketing campaign	5	10 8	B
2930	Develop and coordinate marketing strategies	6	15 10	B
2932	Manage marketing operations	7 6	20 10	B
2933	Produce profitability and productivity analyses of marketing operations	6	5	D

ID	Title	Level	Credit	Review Category
2934	Segment markets and select target market segments Determine market segmentation, targeting and positioning decisions	6	10	B
2935	Determine the marketing mix	5	7 10	B
2936	Produce and coordinate strategies to market products in non-consumer markets	5	5	D
2937	Produce and coordinate strategies to market services	6	10	D
2938	Produce and coordinate retail marketing strategies	5	10	D
2939	Produce and coordinate wholesale sector marketing strategies	5	5	D
2940	Produce and coordinate marketing strategies for not-for-profit operations	5	5	D
2942	Develop and apply telemarketing skills	3	5	D
2943	Produce and coordinate telemarketing strategies	5	5	D
2944	Produce and coordinate product strategies	6 5	5 8	B
2945	Manage product and brand development	7	10	D
2946	Establish and coordinate pricing strategies Discuss pricing strategies	6 5	5 8	B
2947	Establish and maintain distribution channel structures	6	7	C
2948	Produce and monitor physical distribution strategies	5	3	C
26389	Demonstrate knowledge of distribution channels	5	5	
2949	Produce integrated marketing communications programmes	6	20	D
2950	Produce and coordinate promotional strategies	5	5 8	B
2956	Analyse the impact of buyer behaviour for marketing programmes	6	10	D

Business > Marketing

ID	Domain	Title	Level	Credit	Review Category
2941	Generic Marketing Direct Marketing	Produce and coordinate direct marketing strategies Demonstrate and apply knowledge of direct marketing	5	10	B
11657 26388	Direct Marketing Generic Marketing	Establish and evaluate direct marketing campaign management Evaluate a marketing campaign	6 5	10 5	C

ID	Domain	Title	Level	Credit	Review Category
11659	Direct Marketing	Develop creative strategies and evaluate media options for direct marketing campaigns	6	15	C
26387	Direct Marketing	Plan a direct mail campaign as part of a direct marketing strategy	4	4	
26390	Generic Marketing	Develop creative strategies and evaluate media options for an integrated marketing campaign	6	10	