

**Field Business**

### Review of *Public Relations* unit standards

#### Current classification

Subfield	Domain	ID
Marketing	Public Relations	11587-11608

#### New classification

Subfield	Domain	ID
Business Operations and Development	Public Relations	11587-11597, 11599, 11601, 11603, 11605, 11607
Marketing	Public Relations	11598, 11600, 11602, 11604, 11606, 11608

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 domain *Public Relations* 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 Public Relations Institute of New Zealand (PRINZ), industry, central and local government and the industry training sector, considered the standards for usage, duplication, credit parity, appropriateness of level, and current industry practice.

PRINZ, the peak body for public relations professionals in New Zealand, submitted during the subfield *Marketing* Project Advisory Group (PAG) process that the public relations industry had evolved considerably over the past 30 years and that the public relations role in public, private, and Non-Government Organisation (NGO)/community sectors had grown beyond the previously narrow marketing sub-set function. Therefore public relations was more appropriately seen as a skill set within 'business operations and development' as a whole. As a result of this, PRINZ, with PAG and subsequent review panel endorsement, proposed that the current domain *Public Relations* (subfield *Marketing*) be designated lapsing and a new domain *Public Relations* be added to subfield *Business Operations and Development*, and the reviewed public relations unit standards be registered in this new domain following the quality assurance process. This classification change was approved in May 2009.

The unit standards in domain *Public Relations* have had limited use since 2002, which the review panel considered was due to the public relations sector being unaware of the standards and the non-currency of some of the unit standards, particularly those at Levels 6 and 7, in terms of industry practice. Some low use was also attributed to duplicated outcomes within the series. Where duplication was identified or where a unit standard assessed a function above Level 6 and the standard could not be reviewed to Level 6 or below, expiry was recommended. Credit values of all standards were reviewed to ensure assessment demands were adequately reflected. The review also addressed current practices and terminology, and the impact of new digital technologies on public relations communication. The review has also increased industry awareness of the unit standards which is expected to result in an increase in their usage.

Consultation has supported the outcomes of this review.

### Main changes

- Reclassification of unit standards from Business > Marketing > Public Relations to Business > Business Operations and Development > Public Relations.
- Expiry of unit standards 11598, 11600, 11602, 11604, 11606, and 11608.
- Level and/or credit and/or title changes for unit standards 11587, 11589-11597, and 11599, 11601, 11603, 11605, and 11607.

### Category 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	Classification	Level
Subfield	Business > Marketing	7	Domain	Business > Business Operations and Development > Public Relations	6
Subfield	Business > Marketing	6	Domain	Business > Business Operations and Development > Public Relations	6
Subfield	Business > Marketing	5	Domain	Business > Business Operations and Development > Public Relations	5
Subfield	Business > Marketing	4	Domain	Business > Business Operations and Development > Public Relations	4
Subfield	Business > Marketing	3	Domain	Business > Business Operations and Development > Public Relations	3

Current Accreditation for			Accreditation extended to		
Nature of accreditation	Classification	Level	Nature of accreditation	Classification	Level
Domain	Business > Marketing > Public Relations	Any	Domain	Business > Business Operations and Development > Public Relations	Same

### Impact on registered qualifications

Key to type of impact	
<b>Affected</b>	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
<b>Not materially affected</b>	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 affected by the outcome of this Review. The SSBs have been advised that the qualifications require revision.

Ref	Qualification Title	Classification or ID	SSB Name
0473	National Diploma in Tourism (Management) (Level 5)	Public Relations	Aviation, Tourism and Travel Training Organisation
1191	National Diploma in Outdoor Recreation (Instruction) (Level 5)	11600	Skills Active Aotearoa Limited

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

All changes are in **bold**.

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

#### Business > Marketing > Public Relations

ID	Title	Level	Credit	Review Category
11598	Formulate strategies and coordinate fundraising programmes	6	10	D
11600	Formulate and coordinate crisis management communication strategies	6	10	D
11602	Provide public affairs advice and services	7	20	D
11604	Formulate and coordinate public relations communications	5	15	D
11606	Establish and maintain organisational communication	7	15	D

ID	Title	Level	Credit	Review Category
11608	Formulate and direct financial communication and investor relationship building programmes	7	20	D

Business > Marketing > Public Relations

**Business > Business Operations and Development > Public Relations**

ID	Title	Level	Credit	Review Category
11587	Identify the role and functions of the New Zealand public relations industry	3	2 <b>3</b>	B
11588	Establish social, ethical, legal, and regulatory parameters for public relations activities	5	5	B
11589	Direct and coordinate research of public relations issues and activities <b>Direct, coordinate, and apply research for public relations issues and programmes</b>	6	15 <b>12</b>	B
11590	Determine organisation objectives for public relations activities <b>Manage organisational objectives for public relations activities</b>	7 <b>6</b>	5 <b>8</b>	B
11591	Formulate and produce communication strategies for public relations programmes and activities <b>Formulate and produce a communication strategy and implementation plan for public relations programmes and activities</b>	6	15	B
11592	Formulate and produce strategies for international public relations programmes and activities <b>Analyse and evaluate communications strategies for international public relations programmes and activities</b>	7 <b>6</b>	20 <b>15</b>	B
11593	Plan and manage public relations programmes <b>Manage and implement a public relations programme</b>	6	10	B
11594	Contribute to public relations service provision <b>Demonstrate knowledge of public relations service provision</b>	4	10	B
11595	Establish, develop, and manage public relations media relationships <b>Establish, develop, and manage an organisation's media relationships</b>	6	10	B
11596	Establish, develop, and manage communication relationships with strategic interest groups <b>Establish, develop, and manage public relations with active interest groups</b>	7 <b>6</b>	10	B
11597	Establish, develop, and manage sponsorship arrangements <b>Establish, develop, and manage sponsorship arrangements for public relations</b>	6	10	B

ID	Title	Level	Credit	Review Category
11599	Formulate event management strategies and coordinate event management services <b>Formulate event management strategies and coordinate event management services for a public relations event</b>	7 6	10	B
11601	Formulate and coordinate issues management strategies <b>Formulate, monitor and evaluate public relations issues management plans</b>	7 6	10 6	B
11603	Apply communication processes, and assess communication effects for public relations programmes <b>Demonstrate knowledge of communication theory for public relations programmes</b>	5 4	5 3	B
11605	Produce, receive, and action public relations business communications <b>Demonstrate communication skills relevant to public relations activities and programmes</b>	4	5 6	B
11607	Review and evaluate public relations programmes and services	7 6	10 8	B