Field   Business

Review of *Public Relations* unit standards

Subfield	Domain	ID
Business Operations and Development	Public Relations	11587-11597, 11599, 11601, 11603, 11605, 11607

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

Date new versions published   October 2018

Summary

The Public Relations unit standards were to be reviewed in 2018-19 as part of the normal review cycle. The standards have had low (and for most standards nil) results reported since 2015. Wider research has shown no interest in future use of the standards. All accredited organisations were advised of the intended expiry and feedback was invited through consultation on the NZQA website during the review. No feedback was received.

Main changes

- All 16 Public Relations unit standards will expire without replacement.

Category D unit standards will expire at the end of December 2020

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

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 > 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	3	D
11588	Establish social, ethical, legal, and regulatory parameters for public relations activities	5	5	D
11589	Direct, coordinate, and apply research for public relations issues and programmes	6	12	D
11590	Manage organisational objectives for public relations activities	6	8	D
11591	Formulate and produce a communication strategy and implementation plan for public relations programmes and activities	6	15	D
11592	Analyse and evaluate communications strategies for international public relations programmes and activities	6	15	D
11593	Manage and implement a public relations programme	6	10	D
11594	Demonstrate knowledge of public relations service provision	4	10	D

ID	Title	Level	Credit	Review Category
11595	Establish, develop, and manage an organisation's media relationships	6	10	D
11596	Establish, develop, and manage public relations with active interest groups	6	10	D
11597	Establish, develop, and manage sponsorship arrangements for public relations	6	10	D
11599	Formulate event management strategies and coordinate event management services for a public relations event	6	10	D
11601	Formulate, monitor and evaluate public relations issues management plans	6	6	D
11603	Demonstrate knowledge of communication theory for public relations programmes	4	3	D
11605	Demonstrate communication skills relevant to public relations activities and programmes	4	6	D
11607	Review and evaluate public relations programmes and services	6	8	D