

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

| Subfield  | Domain                  | ID  |
|-----------|-------------------------|---|
| Marketing | Direct Marketing        | 2941, 11658, 11660, 26387   |
|           | Generic Marketing       | 2925-2928, 2930-2932, 2934, 2935, 2944, 2946, 2950, 6404, 6405, 26388-26390 |
|           | International Marketing | 26254   |

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

**Date new versions published****December 2019****Summary**

The 22 unit standards in Subfield *Marketing* were recommended for expiry as part of a scheduled review and following research for the review of Business qualifications that identified their low and declining usage.

Stakeholders were informed and none objected to the proposal to recommend the standards for expiry. The review of the Marketing and Sales strands in the New Zealand Diplomas in Business and the development of specific unit standards to support the strands have been postponed pending greater use of the strands themselves.

**Main changes**

- All the unit standards are designated expiring without replacement due to low usage.

**These Category D unit standards will expire at the end of December 2022****Detailed list of unit standards – classification, title, level, and credits**

| 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 > Direct Marketing**

| ID    | Title  | Level | Credit | Review Category |
|-------|--|-------|--------|-----------------|
| 2941  | Demonstrate and apply knowledge of direct marketing                | 5     | 10     | D               |
| 11658 | Develop a customer loyalty strategy for direct marketing           | 5     | 5      | D               |
| 11660 | Establish, manage, and maintain customer data for direct marketing | 4     | 5      | D               |
| 26387 | Plan a direct mail campaign as part of a direct marketing strategy | 4     | 4      | D               |

**Business > Marketing > Generic Marketing**

| ID   | Title  | Level | Credit | Review Category |
|------|--|-------|--------|-----------------|
| 2925 | Describe marketing options for enterprise activities | 3     | 8      | D               |

| <b>ID</b> | <b>Title</b>  | <b>Level</b> | <b>Credit</b> | <b>Review Category</b> |
|-----------|---|--------------|---------------|------------------------|
| 2926      | Demonstrate knowledge of the principles of marketing  | 4            | 10            | D                      |
| 2927      | Determine social, cultural and ethical responsibilities for marketing activities            | 5            | 7             | D                      |
| 2928      | Establish quality standards and customer service strategies for marketing operations        | 6            | 7             | D                      |
| 2930      | Develop and coordinate marketing strategies   | 6            | 10            | D                      |
| 2931      | Plan a marketing campaign   | 5            | 8             | D                      |
| 2932      | Manage marketing operations   | 6            | 10            | D                      |
| 2934      | Determine market segmentation, targeting and positioning decisions                          | 6            | 10            | D                      |
| 2935      | Determine the marketing mix   | 5            | 10            | D                      |
| 2944      | Produce and coordinate product strategies   | 5            | 8             | D                      |
| 2946      | Discuss pricing strategies  | 5            | 8             | D                      |
| 2950      | Produce and coordinate promotional strategies   | 5            | 8             | D                      |
| 6404      | Develop marketing options for small business operations                                     | 4            | 5             | D                      |
| 6405      | Determine advertising options for small business enterprises                                | 4            | 5             | D                      |
| 26388     | Evaluate a marketing campaign   | 5            | 5             | D                      |
| 26389     | Demonstrate knowledge of distribution channels  | 5            | 5             | D                      |
| 26390     | Develop creative strategies and evaluate media options for an integrated marketing campaign | 6            | 10            | D                      |

## Business &gt; Marketing &gt; International Marketing

| <b>ID</b> | <b>Title</b>  | <b>Level</b> | <b>Credit</b> | <b>Review Category</b> |
|-----------|---|--------------|---------------|------------------------|
| 26254     | Identify and assess impacts on international marketing opportunities for a New Zealand product or service | 5            | 10            | D                      |