

Field Retail, Distribution, and Sales

Review of *Merchandising and Marketing* unit standards

Subfield	Domain	ID
Retail, Distribution, and Sales	Merchandising and Marketing	63, 67, 409, 420, 422, 11949, 11951, 11993, 12005, 22013

Ringa Hora Services Workforce Development Council has completed the review of the unit standards listed above.

Date new versions published

February 2023

Planned review date

December 2027

Summary

In March 2022 a wide range of industry members (11 companies) and all providers with consent to assess were contacted and invited to participate in the review. It was the intention of the review to maintain the usefulness of the unit standards in the interim until they are replaced by skill standards. Feedback was received on the suitability of the standards for the purposes of the industry. No major changes were suggested. The changes were notified to the group and no further changes were required.

Main changes

- 63 legislation updated.
- 67, 409 minor typographical correction.
- 11949 definition added, range clarified.
- 11993 definition clarified, some ranges made open.
- 12005 qualifier shifted from outcome to performance criteria.
- Unit standards were moved from CMR 0225 to CMR 0112

The last date for assessment of superseded versions of Category B unit standards is December 2024

Impact on Consent and Moderation Requirements (CMR)

Reviewed unit standards were moved from CMR 0225 to CMR 0112

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

Service Sector > Retail, Distribution, and Sales > Merchandising and Marketing

ID	Title	Level	Credit	Review Category
63	Promote goods and/or services over the telephone	3	3	B

ID	Title	Level	Credit	Review Category
67	Produce and distribute promotional materials in a retail or distribution environment	4	4	B
409	Plan merchandising in a retail or distribution environment	4	3	B
420	Create window displays in a retail or distribution environment	3	3	B
422	Create in-store displays in a retail environment	3	3	B
11949	Create displays using supplied materials in a retail or distribution environment	2	2	B
11951	Present goods for sale in a retail or distribution environment	2	2	B
11993	Identify advertising copy requirements and write advertising copy in a retail or distribution environment	3	5	B
12005	Plan and evaluate the effectiveness of checkout merchandising	4	4	B
22013	Create and maintain materials for presentation of products	3	4	B