

Title	Identify advertising copy requirements and write advertising copy in a retail or distribution environment		
Level	3	Credits	5

Purpose	People credited with this unit standard are able to identify advertising copy requirements, and write advertising copy in a retail or distribution environment.
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Classification	Retail, Distribution, and Sales > Merchandising and Marketing
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Available grade	Achieved
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Guidance Information

1 Definitions

Advertising copy refers to electronic or hard copy information used for advertising products.

Agreed indicates a course of action that is agreed between two or more people (including the candidate) and which follows organisational procedures.

Distribution environment refers to a workplace where the primary focus is on storage and distribution of stock.

Organisational procedures referred to in this unit standard may include but are not limited to the applicable procedures found in the following: organisational performance guidelines and standards; manufacturer's procedures and specifications; Government and local body legislation.

Retail environment refers to workplaces where the primary focus is on customers purchasing goods or services.

2 Recommended knowledge and skills: Unit 11968, *Demonstrate and apply knowledge of legislation applicable to sale of goods and services.*

3 Legislation relevant to this unit standard includes but is not limited to: Consumer Guarantees Act 1993, Fair Trading Act 1986, Contract and Commercial Law Act 2017.

4 Evidence is required for writing of advertising copy for three different products.

Outcomes and performance criteria

Outcome 1

Identify advertising copy requirements.

Performance criteria

- 1.1 Purpose and placement of advertising copy for selected products are identified in accordance with organisational procedures.
- Range purpose may include but is not limited to – new product, special promotion, sale;
placement may include but is not limited to – newspaper, magazine, broadsheet, brochure, billboard, vehicle, television, radio, cell phone, telephone, website, social media, e-mail campaign.
- 1.2 Profile of target market for selected products is identified.
- Range profile may include but is not limited to – age, gender, culture, values, social status, socio-economic status, special interest, geography, current trends.
- 1.3 Product features to be advertised matches profile of target market.
- 1.4 Information to be included with description of products is identified in accordance with organisational procedures.
- Range information may include but is not limited to – limitations, contract requirements, legislative requirements, organisational policies and procedures.

Outcome 2

Write advertising copy in accordance with organisational procedures.

Performance criteria

- 2.1 Products in advertising copy are described.
- Range includes but is not limited to – accurate, agreed format, matching target market profile.
- 2.2 Information is included with description of products.
- Range includes but is not limited to -- accurate, format, matching target market profile.
- 2.3 Advertising copy is produced in accordance with placement requirements.
- 2.4 Advertising copy is received by authorised personnel.
- Range authorised personnel may include but is not limited to – client, supervisor, advertising department, publisher.

Planned review date	31 December 2021
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	31 October 1997	31 December 2018
Review	2	28 February 2006	31 December 2018
Review	3	8 December 2016	31 December 2021
Revision	4	29 March 2018	N/A

Consent and Moderation Requirements (CMR) reference	0225
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact ServicelQ qualifications@ServicelQ.org.nz if you wish to suggest changes to the content of this unit standard.