

Title	Apply marketing concepts within a small business		
Level	5	Credits	7

Purpose	<p>This unit standard is for people who are not marketing specialists, but who require a basic understanding of marketing.</p> <p>People credited with this unit standard are able to: demonstrate knowledge of marketing concepts applicable to a business operation; determine market characteristics for a business operation; analyse the needs of a business operation's customers; and develop a marketing plan for a business operation.</p>
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Classification	Marketing > Generic Marketing
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Available grade	Achieved
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Explanatory notes

- 1 *Organisational objectives* refer to formally documented instructions in the workplace which are available to candidates, providers, and assessors.
- 2 A business operation may form part of an organisation's activities or it may constitute a complete organisation.
- 3 Outcome 3 requires the candidate to demonstrate an understanding of the process for conducting a survey, and to be able to analyse the results of a survey. Candidates are not required to undertake surveys themselves to be assessed as competent against this unit standard.
- 4 This unit standard may be assessed against in a real or a simulated situation.

Outcomes and evidence requirements

Outcome 1

Demonstrate knowledge of marketing concepts applicable to a business operation.

Evidence requirements

1.1 The objectives of marketing are defined in terms of organisational objectives.

Range includes but is not limited to – sell products and/or services, generate new customers, develop and maintain customer loyalty, maintain image, provide information.

1.2 Key marketing concepts are explained in terms of their implication for a business operation.

Range concepts include but are not limited to – needs, demands, market, marketing mix, promotion, public relations, service, advertising.

1.3 Marketing media are compared for advantages and disadvantages for marketing products and/or services for a business operation.

Range includes but is not limited to – radio, television, print media advertisements, print media editorials, brochures, telemarketing, public relations.

1.4 The target audience for a business operation's market strategy is identified for three different types of products and/or services.

1.5 Marketing mix is explained in terms of product and/or service, pricing, promotional strategies, and distribution strategies.

Outcome 2

Determine market characteristics for a business operation.

Evidence requirements

2.1 Sources of market information about similar products and/or services are identified.

2.2 Competition for the provision of products and/or services is identified in terms of offered services, prices, and promotion.

2.3 External and environmental factors impacting on consumer or customer behaviour are assessed for impact on marketing decisions.

Range cultural, social, economic, regulatory, technological, demographic, competitive.

2.4 The competitive advantages and disadvantages of the operation are assessed in terms of market analysis.

2.5 Changes in business processes and service delivery are identified which would enhance the marketing of the operation.

Outcome 3

Analyse the needs of a business operation's customers.

Evidence requirements

- 3.1 Analysis of previous customer history and organisational records enables customers' perceived needs for existing products and/or services to be defined.
- 3.2 The process for conducting a survey of customers is explained in terms of defining the objectives and achieving the desired outcomes.
- 3.3 Analysis by the candidate of the results of interviews and/or written surveys (whether or not undertaken by the candidate), and networking with present and potential customers enables customers' actual needs to be defined.
- 3.4 Analysis compares customers' perceived needs with actual needs, and any customer needs not being addressed are identified.

Outcome 4

Develop a marketing plan for a business operation.

Evidence requirements

- 4.1 The marketing plan reflects the outcomes of the customer needs and market needs analyses.
- 4.2 The objectives of the marketing plan are clear, concise, and in accordance with organisational strategy and requirements.
- 4.3 The marketing plan utilises the most cost effective mix of marketing methods.
- 4.4 The implementation of the marketing plan includes processes to monitor implementation, and to evaluate the effectiveness of the marketing plan.

This unit standard is expiring. Assessment against the standard must take place by the last date for assessment set out below.

Replacement information	This unit standard was replaced by unit standard 30388.
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	24 May 2002	31 December 2016
Revision	2	12 January 2006	31 December 2016
Rollover and Revision	3	22 August 2008	31 December 2016
Rollover and Revision	4	17 November 2011	31 December 2016
Rollover	5	18 April 2013	31 December 2018
Rollover	6	16 April 2015	31 December 2019
Review	7	20 July 2017	31 December 2019

Consent and Moderation Requirements (CMR) reference	0113
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Please note

Providers must be granted consent to assess against standards (accredited) by NZQA, before they can report credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be granted consent to assess against standards by NZQA before they can register credits from assessment against unit standards.

Providers and Industry Training Organisations, which have been granted consent and which are assessing against unit standards must engage with the moderation system that applies to those standards.

Requirements for consent to assess and an outline of the moderation system that applies to this standard are outlined in the Consent and Moderation Requirements (CMR). The CMR also includes useful information about special requirements for organisations wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

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