

Title	Evaluate a marketing campaign		
Level	5	Credits	5

Purpose	<p>This unit standard is for people who have, or seek responsibility for, or provide advice for, the oversight of marketing activities.</p> <p>People credited with this unit standard are able to evaluate a marketing campaign.</p>
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Classification	Marketing > Generic Marketing
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Available grade	Achieved
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Guidance Information

- 1 Performance of outcomes of this unit standard will require adherence to the New Zealand Marketing Association Codes of Practice, or equivalent codes: <http://www.marketing.org.nz/>.
- 2 Assessment guidance
Assessment can be based on an evaluation of a marketing campaign the candidate has participated in or on a case study of a significant campaign conducted by or on behalf of a New Zealand enterprise or an international enterprise with operations in New Zealand. If based on a campaign the candidate has participated in, commercial sensitivities must be respected and permissions sought. If based on a case study, the candidate must have access to a sufficient body of academic and/or business literature on the campaign to conduct the evaluation.
- 3 References
Kotler, P. & Armstrong, G. *Principles of Marketing*. Prentice Hall: Various international editions.
Lamb, C.W., Hair, J.F., McDaniel, C., Summers, J., & Gardiner M. (2009) *MKTG*, (1st Asia Pacific Ed.). Cengage Learning: Australia.
- 4 Legislation relevant to this unit standard includes but is not limited to the:
Commerce Act 1986
Consumer Guarantees Act 1993
Fair Trading Act 1986
Privacy Act 1993
Sale of Goods Act 1908
Unsolicited Electronic Messages Act 2007.
- 5 Recommended skills and knowledge:
Unit 2931, *Plan a marketing campaign*, or demonstrate equivalent knowledge and skills.

Outcomes and performance criteria

Outcome 1

Evaluate a marketing campaign.

Performance criteria

- 1.1 Evaluation identifies measurement criteria.
- 1.2 Evaluation compares data from before, during, and after the campaign.
- Range data include return on investment (ROI) or cost-benefit analysis, and a measure of customer satisfaction which may include but is not limited to – customer feedback, retained customers, new business.
- 1.3 Evaluation identifies to what extent campaign objectives have been met.
- 1.4 Evaluation draws and justifies a conclusion as to the success of the campaign.
- 1.5 Evaluation recommends actions for the future.
- 1.6 Evaluation addresses outcomes and processes of the campaign.

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

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	19 November 2010	31 December 2016
Rollover and Revision	2	16 April 2015	31 December 2022
Review	3	12 December 2019	31 December 2022

Consent and Moderation Requirements (CMR) reference

0113

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.