

Title	Demonstrate knowledge of the principles of marketing		
Level	4	Credits	10

Purpose	<p>This unit standard is for people who seek a broad understanding of marketing principles for application to enterprise activities.</p> <p>People credited with this unit standard are able to describe: the marketing environment and determine variables for marketing activities; the role of marketing research and marketing information systems in the marketplace; the different characteristics of major markets; the concepts of segmentation and targeting; influences on consumer behaviour in relation to marketing activities; and the relationship between marketing mix development and the achievement of marketing objectives.</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 Definitions

Contemporary social issues are those socio-cultural ideas, changes, and innovations that impact consumer behaviour and marketing activities. Examples of contemporary social issues include – social networking, sustainable marketing, green and global consumers.

Products encompass both goods and services, and ideas.

Marketing mix is product offerings, price strategies, promotional activities, distribution systems.
- 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:
 - Privacy Act 1993
 - Major Events Management Act 2007
 - Consumer Guarantees Act 1993

Fair Trading Act 1986
Commerce Act 1986, Part II.

Outcomes and performance criteria

Outcome 1

Describe the marketing environment and determine variables for marketing activities.

Performance criteria

- 1.1 External marketing environmental factors are described for their impact on marketing activities.
- Range socio-cultural, economic, demographic, political, legal, technological, competitive.
- 1.2 Internal influences on the marketing organisation are described for their impact on marketing activities.
- Range resources, facilities, expertise, organisational objectives.
- 1.3 Market orientation is described in terms of setting organisational objectives and goals.
- 1.4 Ethics in marketing are discussed in relation to contemporary social issues.

Outcome 2

Describe the role of marketing research and marketing information systems in the marketplace.

Performance criteria

- 2.1 The need for quality information is described in terms of its importance in making marketing decisions and developing marketing plans.
- Range quality information includes – relevance, currency, accuracy, validity, impartiality.
- 2.2 Basic research methods are described in relation to their role in establishing and maintaining markets.
- Range primary – observational, survey, experimental;
secondary – internal and external data sources.
- 2.3 Marketing information systems are described in terms of their role in assessing information needs, and developing and distributing information.

Outcome 3

Describe the different characteristics of major markets.

Performance criteria

3.1 Major market types are differentiated in terms of their special characteristics.

Range consumer, business, reseller, government, international, not-for-profit, e-markets.

Outcome 4

Describe the concepts of segmentation and targeting.

Performance criteria

4.1 Market segmentation is described in terms of customer needs, characteristics, and behaviour.

4.2 Benefits to the organisation of accurate selection of target markets are described in terms of satisfying customer needs and allocating marketing resources.

Outcome 5

Describe influences on consumer behaviour in relation to marketing activities.

Performance criteria

5.1 Cultural, social, personal and psychological factors are described in terms of their influence on consumer behaviour and marketing mix decisions.

Outcome 6

Describe the relationship between marketing mix development and the achievement of marketing objectives.

Performance criteria

6.1 Elements of the marketing mix are defined for marketing activities.

Range product, price, distribution, promotion.

6.2 The blending of marketing mix components is related to target market needs and marketing objectives.

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	20 March 1995	31 December 2016
Revision	2	9 January 1998	31 December 2016
Revision	3	16 January 2001	31 December 2016
Review	4	19 November 2010	31 December 2016
Rollover and Revision	5	16 April 2015	31 December 2022
Review	6	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>.