

Title	Determine social, cultural and ethical responsibilities for marketing activities		
Level	5	Credits	7

Purpose	<p>This unit standard is for people who seek a broad understanding of the social, cultural, and ethical dimensions of marketing.</p> <p>People credited with this unit standard are able to identify ethical issues and professional codes, and analyse social, cultural and ethical responsibilities for marketing activities.</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

Products encompass goods and services, and ideas.

Organisational responsibilities are the obligations and expectations between an organisation and the society it functions in.
- 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

Identify ethical issues and professional codes for marketing activities.

Performance criteria

1.1 Social and ethical implications and obligations for marketing activities are identified in terms of current national and local government legislation and regulations.

1.2 Codes of practice and other professional guidelines are identified in relation to organisational responsibilities for social and ethical marketing activities.

Range source range may include but is not limited to – professional codes of practice, industry, business, non-governmental organisations (NGOs).

Outcome 2

Analyse social, cultural and ethical responsibilities for marketing activities.

Range products, consumer protection, resource use.

Performance criteria

2.1 Social, cultural, and ethical concepts are discussed for their impact on marketing activities.

Range social, cultural, and ethical concepts include but are not limited to – six from – environmentalism, consumerism, social responsibility, privacy, cultural pollution, promotion of materialism, high pricing, deceptive practices, marketing ethics.

2.2 Social responsibilities, cultural sensitivities and ethical principles defined in overall business or organisational strategies are applied to marketing activities.

2.3 Social and ethical responsibilities are determined for their impact on product development.

Range may include but is not limited to – quality, price, durability, safety, fitness for purpose, social acceptability, resource and community impact, sustainability, prosumerism (crowd-sourcing), co-creation, out-sourcing, labour conditions.

2.4 Social and ethical responsibilities for the promotion of products are determined in terms of accuracy, and fairness of information is communicated in relation to features, performance and standards.

- 2.5 Consultative processes are planned and applied to monitor and refine marketing policies.
- 2.6 Consultative processes are outlined to deal with circumstances where marketing policies are breached.

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>.