

<b>Title</b>	<b>Develop and coordinate marketing strategies</b>		
<b>Level</b>	<b>6</b>	<b>Credits</b>	<b>10</b>

<b>Purpose</b>	<p>This unit standard is for people who have, or seek responsibility for, or provide advice for, developing the strategic direction and scope of marketing activities.</p> <p>People credited with this unit standard are able to: analyse and assess marketing performance and current strategic position; develop and evaluate strategic options to meet specific marketing objectives; select marketing strategies; and produce strategic marketing plans that meet organisational and marketing objectives.</p>
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<b>Classification</b>	Marketing > Generic Marketing
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<b>Available grade</b>	Achieved
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**Guidance Information**

- 1 This unit standard is a companion to Unit 2932, *Manage marketing operations*.
- 2 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/>.
- 3 Definitions  
*Products* encompass goods and services, and ideas.  
*Stakeholders* refer to key individuals and groups that have oversight of the organisation and/or its products or services. Stakeholders typically include owners, and/or board members and/or senior management.  
*Marketing objectives* are the key goals the enterprise would like to attain during the term of the marketing plan. For assessment, marketing objectives can be supplied or developed by candidate.
- 4 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.
- 5 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.

- 6 Recommended skills and knowledge:  
Unit 2926, *Demonstrate knowledge of the principles of marketing*, and Unit 2935, *Determine the marketing mix*, or demonstrate equivalent knowledge and skills.

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## Outcomes and performance criteria

### Outcome 1

Analyse and assess marketing performance and current strategic position.

Range product portfolio analysis, comparative analysis, competitive analysis, life cycle models, strengths-weaknesses-opportunities-threats (SWOT) analysis, value chain analysis.

### Performance criteria

- 1.1 Markets for a specific product are evaluated in terms of current competitive position and market attractiveness.
- 1.2 Competition in market segments is assessed and analysed for impact upon marketing strategy.
- 1.3 Marketing activities are evaluated for their contribution to market share and rate of market growth.
- 1.4 Sales forecasts are completed and evaluated qualitatively and quantitatively.
- 1.5 Selected marketing strategies are assessed for their impact upon profit.
- 1.6 Assessments of marketing performance against current marketing strategy are produced and are evaluated against the extent to which objectives have been met.
- 1.7 External environmental factors are examined for impact upon marketing strategies.
- Range social, economic, demographic, cultural, ethnic, natural, political, legal, regulatory, technological, competitive.
- 1.8 Marketing resource utilisation is analysed and resource issues are assessed for their potential impact upon strategic marketing position.

### Outcome 2

Develop and evaluate strategic options to meet specific marketing objectives.

**Performance criteria**

- 2.1 Strategic options are developed that meet agreed marketing objectives.
- Range target market, demand, product, pricing, distribution, promotion.
- 2.2 Strategic options are evaluated in terms of compatibility with marketing objectives.
- Range includes – ability to maximise key opportunities and marketing strengths, critical success factors in the intended market, marketing capabilities and resources, market characteristics, competitive factors.
- 2.3 Distinctive competencies and competitive advantages of strategic options are evaluated in terms of compatibility with marketing objectives.

**Outcome 3**

Select marketing strategies.

**Performance criteria**

- 3.1 Information gained from the evaluation of strategic options is used to rank options.
- 3.2 Risks and returns associated with strategies are balanced against the feasibility of achieving marketing objectives.
- 3.3 Marketing strategies are selected that provide the best fit between the organisation's goals and capabilities, and marketing opportunities.
- 3.4 Gaps in capability between current performance and new objectives are identified and corrective measures recommended.

**Outcome 4**

Produce a strategic marketing plan that meets organisational and marketing objectives.

**Performance criteria**

- 4.1 Desired market position is defined to meet organisational and marketing objectives.
- Range product attributes, usage and users, product class, consumer needs and benefits, competition.

4.2 Generic market strategy is formulated to meet organisational and marketing objectives.

Range status quo, intense growth, market penetration, market development, product development, diversification, integrated growth.

4.3 Marketing approaches are analysed and selected to meet organisational and marketing objectives.

Range mass marketing and distribution, product variety marketing, differentiated target marketing, concentrated target marketing.

4.4 Target markets are confirmed, current and future market demand assessments are analysed, and targets are set, to meet organisational and marketing objectives.

4.5 Confirmation is obtained from stakeholders that strategic marketing mix meets organisational and marketing objectives.

4.6 Performance measures and review mechanisms are determined in terms of the strategic marketing mix.

4.7 Strategic marketing plan is produced that incorporates marketing strategies, performance and review mechanisms, and details resource requirements.

**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

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