

<b>Title</b>	<b>Manage marketing operations</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, coordinating and directing the organisation's marketing activities.</p> <p>People credited with this unit standard are able to: coordinate marketing operations; coordinate marketing, promotional and sales activities; coordinate product, pricing and distribution policies with marketing operations; and establish and foster relationships with stakeholders.</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 2930, *Develop and coordinate marketing strategies*.
- 2 To demonstrate competence in this unit standard a candidate must be able to provide evidence that they have taken responsibility for managing marketing operations. This will include evidence of managing the work of others within the marketing team.
- 3 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/>.
- 4 **Definition**  
*Products* encompass goods and services, and ideas.
- 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.

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## Outcomes and performance criteria

### Outcome 1

Coordinate marketing operations.

#### Performance criteria

- 1.1 Coordination ensures marketing is implemented according to strategic marketing plans.
- 1.2 Resources are allocated to marketing activity according to strategic marketing plans.
- 1.3 Marketing performance is reviewed and reassessed against marketing objectives.
- 1.4 Budgets are monitored for adherence to strategy.
- 1.5 Personnel policies are maintained to contribute to marketing activities and objectives.  
  
Range may include but is not limited to – job descriptions, pay and conditions, performance appraisal, professional development.

### Outcome 2

Coordinate marketing, promotional and sales activities.

#### Performance criteria

- 2.1 Sales programmes are monitored to ensure that selling efforts and sales are directed towards market areas of greatest potential to the organisation.  
  
Range sales-force organisation, sales territory coverage, personal selling.
- 2.2 Promotional programmes are monitored to ensure marketing communication objectives are achieved.  
  
Range advertising, sales promotions, public relations.

### Outcome 3

Coordinate product, pricing and distribution policies with marketing operations.

#### Performance criteria

- 3.1 Product mix is monitored for ability to meet profitability objectives.
- 3.2 New and existing product performance are reviewed and corrective actions recommended to correct negative product variances.

- 3.3 Input is provided for product development programmes.
- 3.4 Pricing policies are reviewed systematically and assessed for effectiveness in maintaining profitability and competitiveness.
- 3.5 Market trends are monitored to assess market opportunities for existing and new products.
- 3.6 Distribution strategies are monitored to assess efficiency and reviewed as necessary.

**Outcome 4**

Establish and foster relationships with stakeholders.

Range internal and external stakeholders.

**Performance criteria**

- 4.1 Stakeholders are identified and relationships are fostered for mutual benefit.

Range benefit may include but is not limited to – information sharing, activity coordination, common 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

<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>.