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| Title | Determine market segmentation, targeting and positioning decisions | | |
| Level | 6 | Credits | 10 |

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| Purpose | <p>This unit standard is for people who need, or seek to make decisions or recommendations about markets to enter and market positioning strategies.</p> <p>People credited with this unit standard are able to: assess the potential for market segmentation; apply market segmentation processes; determine target market and positioning strategies; and assess implications for the marketing mix.</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 a case study of an actual enterprise which could be a small business enterprise, not-for-profit organisation, business operation, public sector organisation, or trans-national corporation.
- 3 Definitions
Product encompasses both goods and services and ideas.
Marketing Objectives are the key goals the enterprise would like to attain during the term of the marketing plan and include but are not limited to – sales, revenue, awareness, recall, attitudes, organisation goals. 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 2935, *Determine the marketing mix*, or demonstrate equivalent knowledge and skills.

Outcomes and performance criteria

Outcome 1

Assess the potential for market segmentation.

Performance criteria

- 1.1 Market segmentation and its implications are assessed to determine precise targeting of markets in terms of the needs, wants and behaviours of the market.

Range implications include but are not limited to – resource implications, understanding and meeting customer needs, identification of competitor activities, evaluation of market performance, segment viability and attractiveness.

Outcome 2

Apply market segmentation processes.

Performance criteria

- 2.1 Segmentation bases for markets are identified and profiled according to segmentation variables to evaluate segment potential.

Range segmentation variables include – geographic, demographic, psychographic and behaviouristic usage;
segment potentials include – product usage and potential, segment size and growth potential, segment attractiveness, organisational objectives and resources, competition.

Outcome 3

Determine target market and positioning strategies.

Performance criteria

- 3.1 Target market segments are selected and strategies are identified and justified in terms of organisational marketing objectives.

Range strategies may include – undifferentiated marketing, differentiated marketing, concentrated marketing, individualised marketing.

- 3.2 Positioning variables are established for each target market segment and positioning strategies are determined in terms of organisational marketing objectives.

Range includes but not limited to – product attributes, usage and users, product class, consumer needs and benefits, competition, lifestyle factors.

Outcome 4

Assess implications for the marketing mix.

Performance criteria

- 4.1 Implications of marketing positioning strategies for marketing mix decisions are assessed in terms of organisational marketing objectives.
- 4.2 Monitoring mechanisms are recommended for market positioning strategies according to strategic marketing plans.

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 |

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