

Title	Determine the marketing mix		
Level	5	Credits	10

Purpose	<p>This unit standard is for people who need or seek to assess product, price, promotion, and distribution options, and make marketing mix recommendations for specific markets including profit and not-for-profit sectors.</p> <p>People credited with this unit standard are able to: analyse the inter-relationships of elements of the marketing mix; determine variables of the marketing mix for specific market segments; and coordinate and monitor marketing mix decisions.</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 mix is product offerings, price strategies, promotional activities, distribution systems.
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.
- 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.

Outcomes and performance criteria

Outcome 1

Analyse the inter-relationships of elements of the marketing mix.

Performance criteria

- 1.1 Variations in individual elements of the marketing mix are assessed for their impact on related elements of the mix.
- Range variation of any two elements.
- 1.2 Environmental factors are assessed for their impact upon elements of the marketing mix.
- Range social, economic, demographic, cultural, ethnic, natural, political, legal, regulatory, technological, competitive.
- 1.3 Customer response to the marketing mix is assessed in terms of their impact on marketing objectives.
- 1.4 Competitor response to the marketing mix is assessed in terms of their impact on marketing objectives.

Outcome 2

Determine variables of the marketing mix for specific market segments.

Performance criteria

- 2.1 Elements of the mix are considered, evaluated, and recommended for their ability to satisfy marketing objectives for specific market segments.

Outcome 3

Coordinate and monitor marketing mix decisions.

Performance criteria

- 3.1 Provision is made for marketing mix strategies to be monitored against market performance and marketing objectives.
- 3.2 A measurement and evaluation strategy is devised and implemented within an appropriate timeframe as determined by 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>.