

<b>Title</b>	<b>Demonstrate and apply knowledge of direct marketing</b>		
<b>Level</b>	<b>5</b>	<b>Credits</b>	<b>10</b>

<b>Purpose</b>	<p>This unit standard is for people who seek to offer, or provide advice on, direct marketing services.</p> <p>People credited with this unit standard are able to: identify functions and major forms of direct marketing; examine the direct marketing environment and analyse growth trends for direct marketing; and identify special considerations for the marketing mix for a specified product and its market.</p>
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<b>Classification</b>	Marketing > Direct Marketing
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<b>Available grade</b>	Achieved
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<b>Entry information</b>	
<b>Recommended skills and knowledge</b>	Unit 2926, <i>Demonstrate knowledge of the principles of marketing</i> , or demonstrate equivalent knowledge and skills.

### Explanatory notes

- 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/>.
- 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.
- 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.
- 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 evidence requirements

### Outcome 1

Identify functions and major forms of direct marketing.

#### Evidence requirements

- 1.1 The functions of direct marketing are identified in terms of linking producers or intermediaries directly and individually with target markets.
- 1.2 The major forms of direct marketing are differentiated in terms of the techniques they employ to target customers.
- Range face-to-face selling, direct mail, catalogue, telemarketing, print, direct-response television advertising, on-line, mobile technology.

### Outcome 2

Examine the direct marketing environment and analyse growth trends for direct marketing.

#### Evidence requirements

- 2.1 The direct marketing environment is examined in terms of the diversity of organisations participating and national and international growth trends.
- 2.2 The major forms of direct marketing are discussed in terms of their benefits to buyers and sellers.
- Range buyer benefits include – convenience, time saving, range and suitability of products, immediacy of contact, ability to compare prices and products, availability of credit, privacy, interactivity; seller benefits include – target market selectivity, personalised and customised messages, ability to build customer relationships, greater control over timing of direct marketing, ability to evaluate specific messages and media, ability to measure responses, ability to maintain privacy of marketing programmes.
- 2.3 Direct marketing techniques are discussed in terms of their implications for public policy and ethical practice.

### Outcome 3

Identify special considerations for the marketing mix for a specified product and its market.

#### Evidence requirements

- 3.1 The use of digital technology and database applications as direct marketing tools are analysed in terms of their implications for marketing mix strategies.

- 3.2 The concept of integrated direct marketing is analysed in terms of implications for marketing mix strategies.
- 3.3 Segmentation bases are selected to take account of target market segment fragmentation.
- 3.4 Product assortment and pricing decisions are analysed to take account of competitive factors.
- 3.5 Service requirements are assessed for building and maintaining customer relationships and service levels are recommended for target markets.
- 3.6 Promotion tools are differentiated for specific target markets.
- 3.7 Distribution strategies are selected that reflect the unique aspects of the direct target market.

<b>Planned review date</b>	31 December 2019
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#### 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	N/A

<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>.

#### Please note

Providers must be granted consent to assess against standards (accredited) by NZQA, before they can report credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be granted consent to assess against standards by NZQA before they can register credits from assessment against unit standards.

Providers and Industry Training Organisations, which have been granted consent and which are assessing against unit standards must engage with the moderation system that applies to those standards.

Requirements for consent to assess and an outline of the moderation system that applies to this standard are outlined in the Consent and Moderation Requirements (CMR). The CMR also includes useful information about special requirements for organisations wishing

to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

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**Comments on this unit standard**

Please contact NZQA National Qualifications Services [nqs@nzqa.govt.nz](mailto:nqs@nzqa.govt.nz) if you wish to suggest changes to the content of this unit standard.