

Title	Produce and distribute promotional materials in a retail or distribution environment		
Level	4	Credits	4

Purpose	People credited with this unit standard are able to prepare to produce, produce, and distribute promotional materials in a retail or distribution environment.
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Classification	Retail, Distribution, and Sales > Merchandising and Marketing
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Available grade	Achieved
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Guidance Information

1 Definitions

Agreed indicates a course of action that is accepted between two or more people (including the candidate) and which follows organisational procedures.

Distribution environment refers to a workplace where the primary focus is on storage and distribution of stock.

Organisational procedures referred to in this unit standard may include but are not limited to the applicable procedures found in the following: organisational performance guidelines and standards; manufacturer's procedures and specifications; Government and local body legislation.

Promotional materials refer to materials used for promotion of goods and/or services to potential customers and may include but is not limited to – leaflets, brochures, posters, bill boards, websites, campaigns.

Retail refers to workplaces where the primary focus is on customers purchasing goods and/or services.

2 Legislation relevant to this unit standard includes but is not limited to: Consumer Guarantees Act 1993, Fair Trading Act 1986, Contract and Commercial Law Act 2017, Copyright Act 1994.

3 Evidence is required for two different promotional materials.

Outcomes and performance criteria

Outcome 1

Prepare to produce promotional materials in accordance with organisational procedures.

Performance criteria

1.1 Target market is identified.

- 1.2 Objectives for promotional materials are identified.
- 1.3 Specifications for promotional materials are identified to achieve objectives.
- Range may include but is not limited to – approach, mix, message, theme, style, format, medium, materials, impact, use of visuals, quality control procedures, timeframe, budget, production method, distribution method, evaluation method, placement, compliance with legislative requirements.
- 1.4 Promotional information is identified and checked for currency and accuracy, and any required amendments are made.
- 1.5 Resources for creation of promotional materials are identified and are provided in sufficient quantity.
- Range resources may include but are not limited to – consumables, stationery, tools, equipment, hardware, software, agencies.
- 1.6 Promotional information, design, layout, and production method are agreed.

Outcome 2

Produce promotional materials.

Performance criteria

- 2.1 Promotional materials are created in accordance with organisational procedures.
- 2.2 Promotional materials created communicate information accurately and clearly.
- 2.3 Production of promotional materials is completed in accordance with organisational procedures.
- Range may include but is not limited to – drafting, checking, proofing, approval, safety, sign off.
- 2.4 Promotional materials are evaluated for effectiveness.

Outcome 3

Distribute promotional materials in a retail or distribution environment in accordance with organisational procedures.

Performance criteria

- 3.1 Promotional materials are distributed.

3.2 Distribution of promotional materials is evaluated for effectiveness.

Range evaluation includes but is not limited to – measuring achievement of planned objectives.

Planned review date	31 December 2021
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	16 June 1993	31 December 2018
Review	2	25 October 1995	31 December 2018
Review	3	24 March 1998	31 December 2018
Revision	4	8 June 1999	31 December 2018
Review	5	20 November 2006	31 December 2018
Review	6	8 December 2016	31 December 2021
Revision	7	29 March 2018	N/A

Consent and Moderation Requirements (CMR) reference	0225
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact ServicelQ qualifications@ServicelQ.org.nz if you wish to suggest changes to the content of this unit standard.