

Title	Produce and implement a public relations plan		
Level	4	Credits	4

Purpose	People credited with this unit standard are able to prepare, create and implement a public relations plan.
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Classification	Retail, Distribution, and Sales > Retail and Distribution Management
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Available grade	Achieved
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Guidance Information

- 1 Definitions
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; Government and local body legislation.
Public relations refer to encouragement of understanding and goodwill towards a person, organisation, community or institution.
- 2 Legislation relevant to this unit standard includes but is not limited to: Privacy Act 1993, Health and Safety at Work Act 2015, Fair Trading Act 1986, Consumer Guarantees Act 1993, Contract and Commercial Law Act 2017, Human Rights Act 1993.
- 3 All tasks are to be carried out in accordance with organisational procedures.

Outcomes and performance criteria

Outcome 1

Prepare a public relations plan.

Performance criteria

- 1.1 Target group is identified.
- 1.2 Objectives of public relations plan are identified.
- 1.3 Specifications for public relations plan are developed.

Range may include but is not limited to – content, contacts, media, budget, design, layout, format, skills required, resources, timeframe, limitations, production approach, implementation method, schedule, quotes, feedback, legislation.

1.4 Procedures for evaluating effectiveness of public relations plan are developed.

Outcome 2

Create a public relations plan.

Performance criteria

2.1 Components of public relations plan are sourced and assembled.

Range may include but is not limited to – data, content, resources, equipment.

2.2 Draft public relations plan is created and approved in accordance with agreed specifications.

Range may include but is not limited to – design, message, impact, budget, accuracy, clarity, proofing.

2.3 Final public relations plan is created and checked for compliance with specifications.

Outcome 3

Implement a public relations plan.

Performance criteria

3.1 Implementation method for public relations plan is approved.

Range may include but is not limited to – relevant media, timeliness, coverage, budget, resources.

3.2 Public relations plan is implemented.

3.3 Public relations plan is evaluated for effectiveness.

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	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	31 December 2024
Review	8	26 January 2023	31 December 2024

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>.