## New Zealand Diploma in Business – Marketing Level 5 and Level 6

This document shows the reviewed Level 5 and the current position the Working Group has for Level 6. This is to assist in understanding why Marketing and Sales recommend being separated.

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| **Strategic purpose statement L5** |
| The purpose of this qualification is to provide Aotearoa New Zealand with people who have business knowledge and skills that can be applied in a range of operational business contexts. Graduates will be able to contribute to the achievement of business operational objectives, through the application of knowledge and skills, in an ethical and inclusive manner, in accordance with ngā kaupapa o te Tiriti o Waitangi (the principles of the Treaty of Waitangi), and in a multi-cultural environment. The qualification includes strands that allow graduates to apply knowledge and skills in a range of specialised business operational contexts. Some strands can lead to further credentialing by professional bodies. |
| **Reviewed draft core graduate profile outcomes** *(please note you can provide feedback on this and it will be sent to the Core Working Group)*  |
| * Analyse the operational impact of internal and external environments on an entity to inform decision-making.
* Apply broad knowledge of business principles and practices and contribute operationally to support innovation, performance and organisational change in an entity.
* Develop and maintain operational business relationships with stakeholders to support the performance of an entity.
* Communicate clear and concise business information with internal and external stakeholders to meet operational objectives of the entity
* Apply knowledge of te Tiriti o Waitangi to analyse how the resulting bi-cultural partnership can be applied to an entity’s operational activities and relationships.
* Apply professional and ethical practices with integrity, to contribute to the growth and sustainability of an entity.

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| **Draft reviewed graduate outcomes** | **What do we mean by this?** |
| * Apply marketing principles and processes, including consideration of the role of the entity's brand.
 | * Overview of the marketing process and its core principles
* Overview of the marketing environment
* Basics of market segmentation, targeting, and positioning
* Market research and consumer insights
* Understanding consumer buying behaviour
* Planning and developing products
* Basics of pricing and distribution strategies
* Marketing communications and brand strategy
* Incorporating Māori perspectives in branding and symbolism
* Key stages in marketing planning
* Sustainable marketing and social and ethical responsibility
* Overview of buyer behaviour
* Consumer markets: segmentation, targeting, and positioning
* Theories of buyer decision-making
* Current trends in buyer behaviour
* Internal factors influencing buyer behaviour
* External factors influencing buyer behaviour
* Situational factors affecting buyer behaviour
* Ethical issues in buyer behaviour
* Creating effective consumer marketing strategies
* Characteristics of buyer behaviour in B2B markets
* Internal and external factors influencing B2B buyer behaviour
* Marketing strategies for B2B markets
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| * Advise management on existing and emerging marketing issues, based on secondary research.
 | * Customer relationship management skills
* Customer relationship management systems
* CRM tools for maintaining relationships
* Communication channels
* Communication skills
* Market research and analysis
* Digital marketplaces and e-commerce platforms
* Key digital marketing tools overview
* Search engine marketing (SEM)
* Search engine optimization (SEO)
* Using secondary data for digital marketing insights
* Email marketing
* Mobile marketing
* Social media marketing
* Influencer marketing
* Measuring success with analytics and KPIs
* Emerging technologies and trends in digital marketing
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| * Use existing technology, and show awareness of emerging technology, in a range of marketing contexts and/or delivery platforms.
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**In Level 6**

* Consider
	+ Discontinuing the strand
		- There have been no completions since 2019
		- Unsure on completion data prior to 2019
		- Scope out opportunity of unique skillset:
			* Online marketing
			* Search engine
* **Recommend: Discontinue at L6 Marketing & Sales,** creates opportunity to explore short and responsive credentials to improve the professions. Opportunities to explore may include:
	+ A.I in marketing
	+ A.I in sales
	+ Digital marketing
	+ B2B marketing
	+ Agile and sales