

1XXXXX Explore the promotion of a creative product

Kaupae Level	4
Whiwhinga Credit	5
Whāinga Purpose	<p>This skill standard is for ākonga/learners who need to gain knowledge of a creative sector for the promotion of a creative product.</p> <p>It enables ākonga/learners to deepen their knowledge of a sector by analysing a creative sector's current trends, and the opportunities and challenges in relation to the promotion of a creative product within the sector.</p>

Hua o te ako me Paearu aromatawai | Learning outcomes and assessment criteria

Hua o te ako Learning outcomes	Paearu aromatawai Assessment criteria
1. Explore the promotion of a creative product.	a. Identify and describe current trends of a creative sector for the promotion of a creative product using credible and relevant sources.
	b. Identify opportunities based on current sector conditions for the promotion of a creative product.
	c. Identify challenges that may affect the promotion of a creative product from research and sector analysis.
	d. Present research findings supported by evidence from research in a format appropriate to the context.

Pārongo aromatawai me te taumata paearu | Assessment information and grade criteria

Assessment specifications:

Research findings are presented either digitally or hardcopy of a named creative sector and include:

- creative sector current trends relevant to a creative product
- opportunities (potential benefits) for the promotion of a creative product
- challenges that may affect the promotion of a creative product
- evidence from credible and relevant sources

Ngā momo whiwhinga | Grades available

Achieved

Ihirangi waitohu | Indicative content

- Overview of the chosen creative sector (e.g., performing arts, music, film, fashion, design, digital media, gaming)
- Research tools
- Market trends and technological developments impacting the sector including the implications for the promotion of a creative product

Rauemi | Resources

- [Data and analysis | Employment New Zealand](#)
- [Arts and creative sector economic profiles 2024 | Manatū Taonga | Ministry for Culture & Heritage](#)
- [Productivity | Stats NZ](#)
- [Research and reports | Creative New Zealand](#)

Pārongo Whakaū Kounga | Quality assurance information

Ngā rōpū whakatau-paerewa Standard Setting Body	Toi Mai Workforce Development Council
Whakaritenga Rārangi Paetae Aromatawai DASS classification	Field > Subfield > Domain
Ko te tohutoro ki ngā Whakaritenga i te Whakamanatanga me te Whakaōritenga CMR	<nnnn>

Hātepe Process	Putanga Version	Rā whakaputa Review Date	Rā whakamutunga mō te aromatawai Last date for assessment
Rēhitatanga Registration	1	TBC	N/A
Kōrero whakakapinga Replacement information	N/A		
Rā arotake Planned review date	TBC 5 years from listing		

Please contact Toi Mai at qualifications@toimai.nz to suggest changes to the content of this skill standard.