

1XXXXX**Produce a plan to promote a creative product**

Kaupae Level	4
Whiwhinga Credit	10
Whāinga Purpose	<p>This skill standard is for ākonga/learners who need to gain skills and knowledge to plan for the promotion of a creative product.</p> <p>It enables ākonga/learners to apply their knowledge of a creative sector in developing a plan to promote a creative product that includes identifying the audience and purpose, SMART objectives, stakeholders, tasks, responsibilities and deliverables.</p>

Hua o te ako Learning outcomes	Paearu aromatawai Assessment criteria
1. Produce a plan to promote a creative product.	a. Identify target audience for a creative product.
	b. Develop a purpose statement for the promotion of a creative product.
	c. Set SMART objectives for the promotion of a creative product to meet the target audience and purpose.
	d. Identify and plan actions or tasks to achieve SMART objectives.
	e. Describe and identify key stakeholders (internal and external) for the promotion of a creative product.
	f. Map actions or tasks with the person(s) responsible and deliverables to a timeline.
	g. Identify and document resources including people, time, equipment and an indicative budget.
	h. Select a tool to track the plan's progress.
	i. Present and justify the plan.

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

Assessment specifications:

A plan to promote a creative product is presented and accompanied with a justification for meeting the plan's objectives.

The plan includes:

- Audience
- Purpose statement
- SMART objectives (Specific, Measurable, Achievable, Relevant, Time-bound)
- Key stakeholders
- Tasks and deliverables
- Timeline
- Resources including an indicative budget
- Tracking tool (for example RAG status, colour code, project plan)

Ngā momo whiwhinga | Grades available

Achieved

Ihirangi waitohu | Indicative content

- Planning tools and documentation relevant to the sector (e.g physical or digital template, project management tools, communication tools)
- Sector-specific promotional channels and strategies (e.g., social media, events, collaborations).
- Resourcing considerations (e.g. budget, time, people, venue, equipment)

Rauemi | Resources

- [Copyright Licensing New Zealand • Let's do the right thing.](#)
- [Health and Safety at Work Act 2015 No 70 \(05 April 2025\), Public Act Contents – New Zealand Legislation](#)
- Fair Trading Act 1986

Pārongo Whakaū Kouna | 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.