

QUALIFICATION DETAILS

Qualification number/Te nama o te tohu mātauranga	TBC		
English title/Taitara Ingarihi	New Zealand Certificate in Creative Promotion (Level 4)		
Māori title/Taitara Māori			
Version number/Te putanga	1	Qualification type/Te momo tohu	Certificate
Level/Te kaupae	4	Credits/Ngā whiwhinga	60
NZSCED/Whakaraupapa	109999 Creative Arts > Other Creative Arts>Creative Arts not elsewhere classified		
Qualification developer/Te kaihanganga tohu	Toi Mai Workforce Development Council		
Review Date /Te rā arotake	TBC		

OUTCOME STATEMENT/TE TAUĀKI Ā-HUA

Strategic Purpose statement/ Te rautaki o te tohu
This qualification is intended for individuals who wish to develop the foundational skills and knowledge required to plan, develop and implement the promotion for a creative product as either an individual or as part of a team. Ākonga/learners will develop skills in planning a creative product promotion, producing promotional materials and planning a budget. They will also gain knowledge of legal considerations in relation to a creative product. Graduates will be able to contribute to the promotion of creative products in areas such as performing arts, gaming, screen, or visual arts, and will be prepared for further study or entry-level roles or self-employment in the creative industries. Graduates from this qualification can pathway into Level 5 Creative Production.

Graduate Profile/Ngā hua o te tohu
Graduates of this qualification will be able to: • Apply creative sector knowledge to plan the promotion of a creative product. • Use technology to promote a creative product. • Apply legal requirements and financial skills for the promotion of a creative product.

Education Pathway/ Ngā huarahi mātauranga

This qualification may provide a pathway from:

- National Certificate in Educational Achievement (Level 2) [Ref: 0973]
- National Certificate in Educational Achievement (Level 3) [Ref: 1039]
- New Zealand Certificate in Arts and Design (Level 3, 60 credits) [Ref: 2626]
- New Zealand Certificate in Digital Media and Design (Level 3, 60 credits) [Ref: 2628]
- New Zealand Certificate in Floristry (Level 3, 60 credits) [Ref: 2672]
- New Zealand Certificate in Screen Industry Skills (Level 3, 40 credits) [Ref: 5264]

This qualification may provide a pathway to higher level qualifications including:

- New Zealand Diploma in Creative Production (Level 5, 120 credits)
- New Zealand Diploma in Arts and Design (Level 5, 120 credits) [Ref: 2636]

Employment, Cultural, Community Pathway/ Ko ngā huarahi ā-mahi, ā-ahurea, ā-whānau, ā-hapū, ā-iwi, ā-hapori anō hoki

This qualification is intended to provide a pathway to further education or employment.

Graduates will have transferrable skills and knowledge in planning and promotion of a creative product supported by skills and knowledge in basic business practices, legal considerations and communication. These transferable skills and knowledge, for entry level roles, can be applied across different sectors or industries and/or in community-based enterprises.

QUALIFICATION SPECIFICATIONS/ NGĀ TAUWHĀITITANGA O TE TOHU

Qualification Award/ Te whakawhiwhinga o te tohu	This qualification may be awarded by any education organisation with an approved programme or accreditation to deliver an approved programme leading to this qualification.
Evidence requirements for assuring consistency/ Ngā taunaki hei whakaū i te tauritenga	Evidence may include: • An overview of the mapping of the programme learning outcomes and assessments to the graduate profile outcomes. • Effective internal and external moderation systems and processes, including analysis of results relating to graduate outcomes. • Analysis of graduate destination data, and actions taken or proposed from results and feedback. This includes consultation with graduates, employers, stakeholders, and next tutors to obtain destination information and end-user feedback specifically assessing the graduates against the graduate profile outcomes of the qualification.

Minimum standard of achievement and standards for grade endorsements/ Te pae o raro e tutuki ai, ngā paerewa hoki hei whakaatu i te taumata o te whakatutukinga	Achieved.
Other requirements for the qualification (including regulatory body or legislative requirements)/ Kō ētahi atu here o te tohu (tae atu hoki ki ngā here ā-hinonga whakamarumarū, ki ngā here ā-ture rānei)	N/A
General conditions for programme/ Ngā tikanga whānui o te hōtaka	Programme entry Practical experience Programmes must ensure learners are given the opportunity to practise and demonstrate competence within real or realistic industry settings. Diversity and inclusion Programmes leading to this qualification must: - influence equitable outcomes for all learners; - consider the needs of a wide range of learners' physical and cognitive abilities; - honour ngā kaupapa o te Tiriti o Waitangi (the principles of the Treaty of Waitangi); - value Māori traditional knowledge; perspectives of Pacific communities, and cultural and educational needs as identified by ākonga/learners; - support/promote learning that exposes ākonga/learners to a range of cultural values and perspectives that include diverse world views. Programme guidance Programme design, including assessment, must reflect industry best practice and include ongoing engagement with industry. Legislation All learning and assessment within a programme leading to this qualification must be carried out in accordance with the following as relevant: - Legislation including Health and Safety at Work Act 2015 and subsequent amendments; - Copyright Act 1994 and subsequent amendments.

CONDITIONS RELATING TO THE GRADUATE PROFILE /NGĀ TIKANGA E HĀNGAI ANA KI NGĀ HUA O TE TOHU

Qualification outcomes/ Ngā hua		Credits/ Ngā whiwhinga	Conditions/ Ngā tikanga
1	Apply creative sector knowledge to plan the promotion of a creative product.	15	
2	Use technology to promote a creative product.	30	
3	Apply legal requirements and financial skills for the promotion of a creative product.	15	

TRANSITION INFORMATION/ HE KŌRERO WHAKAWHITI

Replacement information/ He kōrero mō te whakakapi	N/A
Additional transition information/ Kō ētahi atu kōrero mō te whakakapi	This qualification was listed in XXX 2025. Please refer to Qualifications and Assessment Standards Approvals for further information. Toi Mai Workforce Development Council PO Box 445 Wellington 6140 Email: qualifications@toimai.nz Web: toimai.nz Phone: 04 909 0316