



TOI MAI

Workforce
Development
Council

**PROGRAMME GUIDANCE
for
New Zealand Certificate in Creative
Promotion (Level 4) [Ref:xxx]
2025**

Overview

The purpose of this document is to provide guidance for providers intending to offer programmes leading to the New Zealand Certificate in Creative Promotion (Level 4). It reflects expectations for the design and delivery of programmes leading to this qualification.

Qualification Strategic Purpose Statement

This qualification is intended for learners who are seeking 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.

General Conditions

Programme design

Programmes leading to this qualification must address:

Diversity and Inclusion

- 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.

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.

Practical experience

Programmes must ensure learners are given the opportunity to practise and demonstrate competence within real or realistic industry settings.

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Skills and knowledge to be covered in Graduate Profile Outcomes

Qualification outcomes/ ngā hua	Skills and knowledge to be covered
<p>1 Apply creative sector knowledge to plan the promotion of a creative product.</p> <p>15 credits</p>	<p>Indicative curriculum includes:</p> <ul style="list-style-type: none"> • Research tools for evidence • Creative sector current trends for the promotion of a creative product • Opportunities (potential benefits) for promotion of a creative product • Challenges that may affect promotion • A plan that includes: Target audience; purpose statement; SMART objectives; stakeholders; tasks and deliverables; timeline; resources including an indicative budget; tracking tool. • Sector-specific promotional channels and strategies (e.g. social media, events, collaborations) • Legal and ethical considerations e.g Copyright, licensing, digital safety, Fair Trading Act, cultural respect and awareness
<p>2 Use technology to promote a creative product</p> <p>30 credits</p>	<p>Indicative curriculum includes:</p> <ul style="list-style-type: none"> • Digital technologies such as Augmented Reality, Virtual Reality, Projection Mapping, Generative Artificial Intelligence workflows using 2 or more platforms, 3D scanners • Online learning platforms • Technology documentation and user guides • Community forums and user groups • Open-source software repositories • Creative brief • Creative design processes of discovery, conceptualization, review and iteration • Industry conventions • Content distribution and scheduling strategies • Communication with stakeholders • Audience engagement for feedback • Analytics and feedback tools • Evaluation of the product's promotion • Legal and ethical considerations e.g Copyright, licensing, digital safety, fair trading act, cultural respect and awareness
<p>3 Apply legal requirements and financial skills for the promotion of a creative product.</p> <p>15 credits</p>	<p>Indicative curriculum includes:</p> <ul style="list-style-type: none"> • Business structures • Taxation and IRD obligations • Business documentation and systems • Contracts and agreements

		<ul style="list-style-type: none"> • Legal considerations (e.g Copyright, licensing, Intellectual Property, Fair Trading Act, Privacy Act, and business obligations) • Sustainable career pathway • Budgeting, pricing work, tracking income and expenses • Templates and tools for tax calendars, budgets, contracts and invoicing • Best practice resources (e.g IRD guidance, industry bodies, creative sector support services) • Problem-solving process.
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Mapping of Skill Standards to GPOs

The following Skill Standards have been developed to align with the qualification and are optional to be used by providers. This table shows the alignment between the recommended Skill Standards and GPOs.

Recommended standards	GPOs			
	1.Apply creative sector knowledge to plan the promotion of a creative product	2.Use technology to promote a creative product	3.Apply legal requirements and financial skills for the promotion of a creative product	Total
Explore the promotion of a creative product (Level 4)	5			5
Produce a plan to promote a creative product (Level 4)	10			10
Evaluate & apply an emerging technology (Level 3)		5		5
Design & produce promotional materials for a creative product using technology (Level 4)		25		25
40059 Apply business financial skills to operate as a self-employed contractor in Aotearoa New Zealand (Level 3)			5	5
Apply creative rights and budget planning for the promotion of a creative product (Level 4)			10	10
	15	30	15	60

For further information and questions on this guidance, please contact us at qualifications@toimai.nz