# Coherence tables

A coherence table is useful for identifying appropriate credit values for learning outcomes across all courses in a programme of study.

Within a programme of study, course learning outcomes are mapped and aligned with the qualification's graduate profile outcomes. It is crucial that the credits aligned with the course learning outcomes and graduate profile outcomes are calculated appropriately. This ensures that the graduate profile is assessed properly and that the course is assigned the correct credit value.

The Te Pukenka unified programme documents do not assign credit values to learning outcomes, which can make it difficult to determine the appropriate weighting of assessments and emphasis on content.

# Examples

**Marketing and Sales Strand**
**Project Management Strand**

| Course Code & Name | | | Course Aim & Outcomes | Assessment | Apply marketing and sales principles and processes, including consideration of the role of the entity's brand. | Advise management on existing and emerging marketing and sales issues, based on secondary research. | Use existing technology, and show awareness of emerging technology, in a range of marketing contexts and/or delivery platforms. | Communicate persuasively and purposefully, using buyer decision-making process and negotiation, with customers and prospects to achieve marketing and sales outcomes. | Apply self-management and interpersonal skills for effective relationship management. |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | GPO 26 M&S | GPO 27 M&S | GPO 28 M&S | GPO 29 M&S | GPO 30 M&S |
| BSNS5501 | Introduction to Marketing | Aim: | The aim of this course is to develop the knowledge, skills, and competencies relevant to key marketing principles and processes in contemporary organisations. | | | | | | |
| | | LO1 | Examine the role of marketing in organisations and for society in Aotearoa New Zealand. | All LOs: Assessment Portfolio (100%) | √ | | | | |
| | | LO2 | Apply marketing principles and processes to organisations and/or brands. | | √ | | √ | √ | |
| | | LO3 | Apply principles of brand management to business products or services. | | √ | | √ | √ | |
| BSNS5502 | Buyer Behaviour | Aim: | The aim of this course is to develop the knowledge, skills, and competencies to apply buyer behaviour principles and processes in marketing contexts. | | | | | | |
| | | LO1 | Apply buyer decision-making processes to different buyer behaviour contexts. | All LOs: Assessment Portfolio (100%) | √ | | √ | √ | |
| | | LO2 | Apply internal, external, and situational buyer behaviour influences for different marketing contexts. | | √ | | √ | √ | |
| BSNS5503 | Introduction to Digital Marketing | Aim: | The aim of this course is to develop the knowledge, skills, and competencies to apply digital marketing tools and analyse secondary information to support business performance. | | | | | | |
| | | LO1 | Describe existing and emerging technology relevant to marketing and sales contexts. | All LOs: Assessment Portfolio (100%) | | | √ | | |
| | | LO2 | Employ digital marketing tactics and performance measures in marketing contexts. | | √ | | √ | √ | |
| | | LO3 | Analyse secondary information to advise management of marketing and sales issues. | | | √ | | | |
| BSNS5504 | Sales and Relationship Management | Aim: | The aim of this course is to develop the knowledge, skills, and competencies to apply selling, communication and relationship management capabilities that support business performance. | | | | | | |
| | | LO1 | Demonstrate communication skills to achieve marketing and sales outcomes. | All LOs: Assessment Portfolio (100%) | | | | √ | |
| | | LO2 | Apply selling processes in a contemporary business environment. | | √ | | √ | √ | |
| | | LO3 | Manage stakeholder relationships to enhance organisational performance. | | | | √ | | √ |

*A typical Te Pukenka unified programme document GPO to LO alignment.*

| Marketing and Sales | | 15 | 7 | 15 | 15 | 8 | 60 | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Apply marketing and sales principles and processes, including consideration of the role of the entity's brand. | Advise management on existing and emerging marketing and sales issues, based on secondary research. | Use existing technology, and show awareness of emerging technology, in a range of marketing contexts and/or delivery platforms. | Communicate persuasively and purposefully, using buyer decision-making process and negotiation, with customers and prospects to achieve marketing and sales outcomes. | Apply self-management and interpersonal skills for effective relationship management. | | | LO Weighting per course |
| BSNS5501 Introduction to Marketing Aim | LO1 Examine the role of marketing in organisations and for society in Aotearoa New Zealand | 2 | | | | | 2 | | 13.33% |
| | LO2 Apply marketing principles and processes to organisations and/or brands. | 2 | | 2 | 3 | | 7 | 15 | 46.67% |
| | LO3 Apply principles of brand management to business products or services. | 2 | | 2 | 2 | | 6 | | 40.00% |
| BSNS5502 Buyer Behaviour Aim: | LO1 Apply buyer decision-making processes to different buyer behaviour contexts. | 3 | | 2 | 3 | | 8 | | 53.33% |
| | LO2 Apply internal, external, and situational buyer behaviour influences for different marketing contexts. | 3 | | 2 | 2 | | 7 | 15 | 46.67% |
| BSNS5503 Introduction to Digital Marketing Aim: | LO1 Describe existing and emerging technology relevant to marketing and sales contexts. | | | 1 | | | 1 | | 6.67% |
| | LO2 Employ digital marketing tactics and performance measures in marketing contexts. | 2 | | 2 | 3 | | 7 | 15 | 46.67% |
| | LO3 Analyse secondary information to advise management of marketing and sales issues. | | 7 | | | | 7 | | 46.67% |
| BSNS5504 Sales and Relationship Management Aim: | LO1 Demonstrate communication skills to achieve marketing and sales outcomes. | | | | 1 | | 1 | | 6.67% |
| | LO2 Apply selling processes in a contemporary business environment. | 1 | | 2 | 1 | | 4 | 15 | 26.67% |
| | LO3 Manage stakeholder relationships to enhance organisational performance. | | | 2 | | 8 | 10 | | 66.67% |
| | | 15 | 7 | 15 | 15 | 8 | | | |

*A completed coherence table, identifying appropriate credit values for LOs.*
https://docs.google.com/spreadsheets/d/1RHdHYOuwNxXLSJaXRlP1L8kTyQXicZdRiv_z8neCpXA/edit?usp=sharing

# Extension

A coherence table can be extended to assist in the calculation of assessment weighting, which is useful when creating the summative assessment plan for courses. this tool can also be use for identifying appropriate assessment weighting Updated_LO_Management_App.html.

| | | LO Weighting per course | | | AS1 LO Split | AS2 LO Split | AS3 LO Split | | AS1 weighting | AS2 weighting | AS3 weighting | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 2 | | 13.33% | | | 0.4 | | 0.6 | 1 | 24.00% | 44.00% | 32.00% | 100.00% |
| 7 | 15 | 46.67% | 100.00% | | 0.4 | 0.6 | | 1 | 3.6 | 6.6 | 4.8 | 15 |
| 6 | | 40.00% | | | | 0.4 | 0.6 | 1 | | | | |
| 8 | | 53.33% | | | | 0.8 | 0.2 | 1 | 23.33% | 42.67% | 34.00% | 100.00% |
| 7 | 15 | 46.67% | 100.00% | | 0.5 | | 0.5 | 1 | 3.5 | 6.4 | 5.1 | 15 |
| 1 | | 6.67% | | | | 0.2 | 0.8 | 1 | 24.73% | 40.07% | 35.20% | 100.00% |
| 7 | 15 | 46.67% | 100.00% | | 0.2 | 0.5 | 0.3 | 1 | 3.71 | 6.01 | 5.28 | 15 |
| 7 | | 46.67% | | | 0.33 | 0.33 | 0.34 | 1 | | | | |
| 1 | | 6.67% | | | 0.7 | | 0.3 | 1 | 24.67% | 41.33% | 34.00% | 100.00% |
| 4 | 15 | 26.67% | 100.00% | | | 0.8 | 0.2 | 1 | 3.7 | 6.2 | 5.1 | 15 |
| 10 | | 66.67% | | | 0.3 | 0.3 | 0.4 | 1 | | | | |

**Live example**

https://docs.google.com/spreadsheets/d/e/2PACX-1vQbncHlf3rB7o17kBCkigaEy6hBCyt1sF3RSar4qZMa5ISlYxKOR9tbrvoMlT5R7BPbQRVWrefjE2Yn/pubhtml?widget=true&headers=false

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