



**Australian Government**

# **Assessment Requirements for BSBMKG553 Develop public relations campaigns**

**Release: 1**

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## Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

## Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- develop at least one public relations campaign.

In the course of the above, the candidate must:

- evaluate complex public relations campaign brief
- analyse target audience and develop range of options for message concepts
- identify and contract external suppliers according to task requirements.

## Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- key provisions of relevant legislation, codes of practice and national standards that affect public relations
- techniques for evaluating options for message concepts
- public relations campaign budget requirements
- timing and schedule requirements according to task
- ethical and legal frameworks relevant to task
- resource requirements, including:
  - budget
  - timing
  - evaluation measures
- task requirements for:
  - media reach and frequency
  - media operational requirements
- range of media vehicles and factors for consideration prior to use
- techniques for managing complex public relations projects

- techniques used to identify and manage risks.

## Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- examples of public relations communication documents.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

## Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>