



Australian Government

BSBMKG553 Develop public relations campaigns

Release: 1

BSBMKG553 Develop public relations campaigns

Modification History

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

Application

This unit describes the skills and knowledge required to develop multifaceted and potentially ongoing public relations campaigns.

The unit applies to individuals working in senior roles, who possess sound theoretical business skills and knowledge and who often have substantial experience. These individuals are also seeking to further develop their skills across a wide range of business functions.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.

Unit Sector

Technical Skills – Marketing

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Interpret a complex public relations campaign brief	1.1 Identify objective of a complex public relations campaign brief 1.2 Identify campaign's messages, strategies, roles and responsibilities, resource requirements, and client requirements 1.3 Identify legal and ethical constraints in the brief
2. Identify and evaluate options for a complex public relations campaign	2.1 Analyse information about the target public and their attributes, and the public relations environment 2.2 Identify and evaluate a range of options for message concepts 2.3 Identify and select media according to target public and campaign objectives 2.4 Consult media directories and confirm suitable journalists and personnel are selected for campaign

ELEMENT	PERFORMANCE CRITERIA
	2.5 Identify requirements for external suppliers and contract resources according to task requirements
3. Prepare public relations campaign plans	3.1 Plan and document a complex public relations campaign and its approach according to client requirements 3.2 Identify and incorporate budget, timing and schedules 3.3 Identify potential sources of risk 3.4 Develop and document control mechanisms 3.5 Finalise plan and present document to relevant stakeholders

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

Skill	Description
Reading	<ul style="list-style-type: none"> Interprets, analyses and synthesises complex information from various sources
Writing	<ul style="list-style-type: none"> Uses clear, engaging and persuasive language to produce documentation in a range of styles for different audiences and contexts
Oral Communication	<ul style="list-style-type: none"> Clearly articulates instructions and information using appropriate language and features for various audiences Employs listening and questioning techniques to confirm understanding
Numeracy	<ul style="list-style-type: none"> Uses mathematical formula to calculate whole numbers and decimals to determine work schedules and budgetary requirements
Self-management	<ul style="list-style-type: none"> Complies with organisational, legal and ethical requirements relevant to own role
Teamwork	<ul style="list-style-type: none"> Selects the appropriate form, channel and mode of communication for a specific purpose relevant to own role Collaborates with others to negotiate agreement on plans
Planning and organising	<ul style="list-style-type: none"> Prioritises and sequences work plans to ensure work deadlines are met Analyses options to make decisions related to campaign Anticipates potential risks and formulates contingency plans to deal with them
Technology	<ul style="list-style-type: none"> Uses digital applications to record, store, retrieve and share documents

Unit Mapping Information

Supersedes and is equivalent to BSBPUB502 Develop and manage complex public relations campaigns.

Supersedes but is not equivalent to:

- BSBPUB503 Manage fundraising and sponsorship activities
- BSBPUB504 Develop and implement crisis management plans.

Links

Companion Volume Implementation Guide is found on VETNet -

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