



Australian Government

Department of Education, Employment and Workplace Relations

BSBADV604A Execute an advertising campaign

Release: 1

BSBADV604A Execute an advertising campaign

Modification History

Not applicable.

Unit Descriptor

This unit covers coordination and monitoring of the implementation of an advertising campaign.

Consider co-assessment with BSBADV605A Evaluate campaign effectiveness.

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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

Elements and Performance Criteria

Element	Performance Criteria
1 Develop an implementation strategy	1.1 The creative brief and media plan are analysed and factors affecting implementation of the campaign determined
	1.2 The strategy outlines implementation tasks and timelines and includes a contingency plan for dealing with omissions and errors
2 Negotiate media contracts	2.1 The media plan and budget for implementation is confirmed with the client
	2.2 Advertisement positions and price are negotiated with each media vehicle in accordance with the client's requirements
	2.3 Contingency factors and solutions are negotiated and agreed with the media
	2.4 Media contracts are established that meet legal and ethical requirements and the requirements of the advertising campaign brief and schedule
3 Monitor the advertising campaign	3.1 Media performance is evaluated against the conditions of the contract and variations identified and analysed
	3.2 The provisions of media guarantees are applied if necessary, and adjustments made to media schedules
	3.3 The execution of the advertising campaign complies with the advertising schedule and budget

Required Skills and Knowledge

Not applicable.

Evidence Guide

The Evidence Guide identifies the critical aspects, knowledge and skills to be demonstrated to confirm competency for this unit. This is an integral part of the assessment of competency and should be read in conjunction with the Range Statement.

Critical Aspects of Evidence

Integrated demonstration of all elements of competency and their performance criteria
Information on likely problems with media placement and strategies to deal with them

Underpinning Knowledge*

* At this level the learner must demonstrate understanding of specialised knowledge with depth in some areas.

Relevant legislation from all levels of government that affects business operation, especially in regard to Occupational Health and Safety and environmental issues, equal opportunity, industrial relations and anti-discrimination

Organisation's budget

Legal and ethical requirements

Advertising and media briefs

Media options

Campaign contingencies

Media pricing policies

Media guarantees

Media vehicles

Underpinning Skills

Literacy skills to interpret media requirements and establish contracts

Communication including questioning, clarifying and reporting

Numeracy skills for budgeting and scheduling

Project management skills for monitoring contracts

Ability to relate to people from a range of social, cultural and ethnic backgrounds and physical and mental abilities

Resource Implications

The learner and trainer should have access to appropriate documentation and resources normally used in the workplace

Consistency of Performance

In order to achieve consistency of performance, evidence should be collected over a set period of time which is sufficient to include dealings with an appropriate range and variety of situations

Context/s of Assessment

Competency is demonstrated by performance of all stated criteria, including paying particular attention to the critical aspects and the knowledge and skills elaborated in the Evidence Guide, and within the scope as defined by the Range Statement

Assessment must take account of the endorsed assessment guidelines in the Business Services Training Package

Assessment of performance requirements in this unit should be undertaken in an actual workplace or simulated environment

Assessment should reinforce the integration of the key competencies and the business services common competencies for the particular AQF level. Refer to the Key Competency Levels at the end of this unit

Key Competency Levels

Collecting, analysing and organising information (Level 2)- to analyse requirements

Communicating ideas and information (Level 3) - to negotiate media contracts

Planning and organising activities (Level 2)- to develop an implementation strategy

Working with teams and others (Level 3) - to negotiate media contracts

Using mathematical ideas and techniques (Level 2)- to negotiate prices and monitor budgets

Solving problems (Level 2)- to deal with contingencies

Using technology (Level 1)- to execute the media campaign

Please refer to the Assessment Guidelines for advice on how to use the Key Competencies

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Range Statement

The Range Statement provides advice to interpret the scope and context of this unit of competency, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment. The following variables may be present for this particular unit:

Legislation, codes and national standards relevant to the workplace may include:

award and enterprise agreements and relevant industrial instruments
relevant legislation from all levels of government that affects business operation, especially in regard to Occupational Health and Safety and environmental issues, equal opportunity, industrial relations and anti-discrimination
relevant industry codes of practice

Advertising position may include:

left or right page
above or below the fold
EGN
page number
fixed position each week in a radio/television or other program
evenly spread during the time schedule
scatter plan which places an advertisement in different programs or positions each week

Price may include:

negotiation of
discounts
buying incentives
concessions
guarantees

Contingency factors may include:

technical errors
programming errors

Guarantees may include:

price
position
frequency

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Unit Sector(s)

Not applicable.