



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **BSBADV407A Apply media analysis and processing tools**

**Revision Number: 1**

## BSBADV407A Apply media analysis and processing tools

### Modification History

Not applicable.

### Unit Descriptor

<b>Unit descriptor</b>	<p>This unit describes the performance outcomes, skills and knowledge required to compare and contrast the characteristics of media analysis tools to choose the most appropriate software tool to perform media tasks and to evaluate their outcomes.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
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### Application of the Unit

<b>Application of the unit</b>	<p>This unit applies to individuals in an entry level position in a media planning or buying role within an advertising team or media organisation who use specialised media software in conducting their activities.</p>
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### Licensing/Regulatory Information

Not applicable.

### Pre-Requisites

<b>Prerequisite units</b>		

## Employability Skills Information

<b>Employability skills</b>	This unit contains employability skills.
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## Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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## Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Evaluate media software tool options	<ul style="list-style-type: none"><li>1.1. Compare and contrast the <i>characteristics</i> and specific functions of <i>media software tools</i> when developing a media plan</li><li>1.2. Evaluate the advantages and disadvantages of media software tools that could be used to perform media tasks</li><li>1.3. Contrast and evaluate the <i>functions</i> of media software tools to perform media analysis and processing tasks</li><li>1.4. Generate media recommendations which meet advertiser's requirements</li></ul>
2. Use media software tools to perform media tasks	<ul style="list-style-type: none"><li>2.1. Use media software to segment target audience</li><li>2.2. Ensure program <i>demographics</i> match marketing objectives</li><li>2.3. Analyse radio and television survey data and logs to determine most appropriate media placements</li></ul>
3. Analyse campaign performance	<ul style="list-style-type: none"><li>3.1. Evaluate media performance results by channels, programs and days of the week to determine performance against desired marketing objectives</li><li>3.2. Compare media performance against expected demographics by program and time periods</li><li>3.3. Present campaign performance results to advertiser</li></ul>

## Required Skills and Knowledge

### REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

#### Required skills

- literacy skills to read and interpret advertising briefs, to analyse data and to write reports
- numeracy skills to evaluate quantitative figures generated by media reports
- presentation skills to present findings of campaign performance
- research and data collection skills to analyse media performance data and information
- technology skills to apply functions of media software to perform media tasks.

#### Required knowledge

- data processing methods and analysis techniques
- industry products/services
- organisational structure/s, roles and responsibilities
- principles, advantages, disadvantages and applications of specific software to perform media tasks
- identification and overview knowledge of key provisions of relevant legislation from all levels of government that affects business operations, codes of practice and national standards, such as:
  - anti-discrimination legislation
  - consumer protection laws
  - copyright legislation
- ethical principles
- fair trading laws
  - privacy laws
  - Trades Practices Act.

## Evidence Guide

### EVIDENCE GUIDE

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

#### Overview of assessment

#### Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- evaluation and application of relevant media software options to perform media analysis tasks for at least one advertising campaign
- analysis and presentation of media performance for at least one advertising campaign.

#### Context of and specific resources for assessment

Assessment must ensure:

- access to an actual workplace or simulated environment
- access to office equipment and resources.

#### Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- analysis of responses to case studies and scenarios
- demonstration of the use of media software
- direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate
- oral or written questioning to assess knowledge of the advantages and disadvantages of specific software to perform media tasks
- observation of presentation of campaign performance results to advertiser
- evaluation of media performance results.

#### Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- BSBADV405A Perform media calculations
- BSBADV406A Buy and monitor media.

## Range Statement

RANGE STATEMENT	
<p>The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.</p>	
<b><i>Characteristics</i></b> may include how media software tools:	<ul style="list-style-type: none"> <li>• evaluate media plans</li> <li>• perform media tasks</li> <li>• reach audiences</li> </ul>
<b><i>Media software tools</i></b> may include:	<ul style="list-style-type: none"> <li>• Adequest eTAM</li> <li>• AdSystems</li> <li>• Asteriod</li> <li>• BCC/TSS</li> <li>• MaxMedia</li> <li>• Media Advisor</li> <li>• Media Wise Optimiser</li> <li>• Panorama</li> <li>• Prodigy</li> <li>• Radioscope</li> <li>• TeleMinute</li> <li>• Web Ratings</li> </ul>
<b><i>Functions</i></b> may include:	<ul style="list-style-type: none"> <li>• analyse media performance data</li> <li>• conduct statistical analyses</li> <li>• develop media plans</li> </ul>
<b><i>Demographics</i></b> may include:	<ul style="list-style-type: none"> <li>• age</li> <li>• income</li> <li>• marital status</li> <li>• education level</li> </ul>

## Unit Sector(s)

Unit sector	
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## Competency field

Competency field	Business Development - Advertising
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## Co-requisite units

Co-requisite units		