



Australian Government

BSB40115 Certificate IV in Advertising

Release 1

BSB40115 Certificate IV in Advertising

Modification History

Release	Comments
Release 1	This qualification first released with BSB Business Services Training Package Version 1.0.

Qualification Description

This qualification is suitable for those who use well-developed advertising skills and a broad knowledge base in a wide variety of advertising contexts.

Individuals in these roles apply solutions to a defined range of unpredictable problems and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others with some limited responsibility for the output of others, however they typically report to more senior advertising practitioners.

Licensing/Regulatory Information

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

Entry Requirements

Nil

Packaging Rules

Total number of units = 10

5 core units plus

5 elective units, of which:

- 3 of the elective units must be selected from the elective units listed below
- 2 elective units may be selected from elective units listed below, from this Training Package or from any current accredited course or endorsed Training Package
- if not listed below, one unit may be selected from either a Certificate III or Diploma level.

Elective units must be relevant to the work environment and the qualification, maintain the integrity of the AQF alignment and contribute to a valid, industry-supported vocational outcome.

Core Units

BSBADV402 Conduct pre-campaign testing

BSBADV403 Monitor advertising production

BSBADV404 Schedule advertisements

BSBMKG401 Profile the market

BSBMKG402 Analyse consumer behaviour for specific markets

Elective Units

BSBADM409 Coordinate business resources

BSBADV405 Perform media calculations

BSBADV406 Buy and monitor media

BSBADV407 Apply media analysis and processing tools

BSBADV408 Review advertising media options

BSBADV503 Coordinate advertising research

BSBADV507 Develop a media plan

BSBADV509 Create mass print media advertisements

BSBADV510 Create mass electronic media advertisements

BSBCMM401 Make a presentation

BSBCUS401 Coordinate implementation of customer service strategies

BSBCUS402 Address customer needs

BSBCRT501 Originate and develop concepts

BSBFIA402 Report on financial activity

BSBITS401 Maintain business technology

BSBMKG408 Conduct market research

BSBMKG409 Design direct response offers

BSBMKG412 Conduct e-marketing communications

BSBMKG413 Promote products and services

BSBMKG414 Undertake marketing activities

BSBMKG523 Design and develop an integrated marketing communication plan

BSBPUB401 Develop and apply knowledge of public relations industry

BSBPUB402 Develop public relations campaigns

BSBPUB403 Develop public relations documents
BSBPRO401 Develop product knowledge
BSBREL401 Establish networks
BSBREL402 Build client relationships and business networks
BSBRES401 Analyse and present research information
BSBRSK401 Identify risk and apply risk management processes
BSBSUS301 Implement and monitor environmentally sustainable work practices
BSBWHS401 Implement and monitor WHS policies, procedures and programs to meet legislative requirements
BSBWRT401 Write complex documents
BSBWRT501 Write persuasive copy
CUFWRT401A Edit text
CUFWRT402A Write extended stories

Qualification Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSB40115 Certificate IV in Advertising	BSB40107 Certificate IV in Advertising	Updated to meet Standards for Training Packages	Equivalent qualification

Links

Companion volumes available from the IBSA website:

http://www.ibsa.org.au/companion_volumes - http://www.ibsa.org.au/companion_volumes