



Australian Government

Assessment Requirements for BSBADV404 Schedule advertisements

Release: 1

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Modification History

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

Performance Evidence

Evidence of the ability to:

- identify and confirm media and the chosen means to advertise in accordance with the media plan for an advertisement
- locate and analyse organisational policies and procedures relevant to media schedules
- use appropriate industry technology
- organise timing and distribution of advertisements and negotiate costs with media sellers for an advertisement.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- explain industry products/services such as media types and media vehicles
- outline legal and ethical requirements for the advertising industry
- describe principle of advertising as it relates to marketing mix
- outline organisational policies and procedures for scheduling advertisements.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the business development – advertising field of work and include access to:

- workplace information systems
- business technology and office equipment
- media plan
- organisational policies and procedures

- organisational scheduling procedures.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

Companion Volume implementation guides are found in VETNet -

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