



**Australian Government**

# **BSBADV404 Schedule advertisements**

**Release: 1**

## BSBADV404 Schedule advertisements

### Modification History

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

### Application

This unit describes skills and knowledge required to prepare and cost media schedules, book advertising time and space, and lodge advertisements.

It applies to individuals in an entry-level position in media planning, media buying, account management or advertising within an advertising team or media organisation, who schedule advertisements.

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

### Unit Sector

Business Development – Advertising

### 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 Confirm advertising and media requirements	1.1 Confirm availability of completed advertisement 1.2 Identify and confirm chosen media and media vehicle/s from the media plan 1.3 Confirm timing for public release of advertisement 1.4 Confirm budget allocation per-medium per-advertising period
2 Prepare and cost media schedule	2.1 Confirm that duration and timing of media schedule meet requirements of the media plan 2.2 Ensure distribution of messages over duration of schedule meets requirements of the media plan 2.3 Ensure number, size/length and placement/timing of

ELEMENT	PERFORMANCE CRITERIA
	<p>advertisements in media schedule is in accordance with the media plan</p> <p>2.4 Negotiate costs with media vehicles, report any variations from budget in costs per-medium per-advertising period, and gain approvals to proceed</p> <p>2.5 Negotiate and gain approvals for changes to schedule required by unforeseen problems with media vehicle/s from supervisors/account managers in accordance with organisational policies and procedures</p> <p>2.6 Cost overall media schedule to meet budgetary requirements</p>
3 Book advertising time/space and lodge advertisements	<p>3.1 Follow booking procedures in accordance with organisational policy and practice using appropriate technology</p> <p>3.2 Lodge advertisements to meet deadline requirements of media vehicle/s in accordance with organisational procedures</p> <p>3.3 Suggest changes or improvements to organisational scheduling procedures to supervisors or managers</p>

## Foundation Skills

*This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.*

Skill	Performance Criteria	Description
Reading	1.2, 2.1-2.3, 3.1, 3.2	<ul style="list-style-type: none"> <li>Recognises and interprets textual information to determine and confirm advertising, media and procedural requirements</li> </ul>
Writing	1.1, 1.3, 1.4, 2.1, 2.3-2.5, 3.2, 3.3	<ul style="list-style-type: none"> <li>Uses clear, persuasive and specific language to document arguments to obtain approval for changes</li> <li>Prepares detailed and factual information required to lodge advertisements, and confirm and report on variations</li> </ul>
Oral Communication	1.1-1.4, 2.4, 2.5, 3.3	<ul style="list-style-type: none"> <li>Uses clear questioning and active listening to establish requirements and confirm understanding</li> </ul>
Numeracy	1.3, 1.4, 2.3, 2.4, 2.6	<ul style="list-style-type: none"> <li>Uses mathematical techniques to identify cost and schedule requirements within budgetary constraints</li> </ul>
Navigate the	2.4, 2.5, 3.1-3.3	<ul style="list-style-type: none"> <li>Takes responsibility for providing quality advertising scheduling services complying with organisational</li> </ul>

world of work		<p>policies and procedures</p> <ul style="list-style-type: none"> <li>• Uses scheduling experiences to suggest adjustment or improvement to organisational procedures</li> </ul>
Interact with others	2.4, 2.5, 3.3	<ul style="list-style-type: none"> <li>• Selects and uses appropriate conventions and protocols when conferring with internal and external stakeholders on financial and scheduling matters</li> <li>• Applies negotiation skills to establish understanding and reach agreement</li> </ul>
Get the work done	1.1, 1.3, 1.4, 2.1, 2.2, 2.5 3.1-3.3	<ul style="list-style-type: none"> <li>• Determines job sequence and works logically and systematically to undertake clearly defined tasks to deadlines</li> <li>• Recognises and takes responsibility for addressing unforeseen problems in complex work contexts</li> <li>• Uses digital technologies and systems to locate information, and enter data accurately</li> </ul>

## Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBADV404 Schedule advertisements	BSBADV404B Schedule advertisements	Updated to meet Standards for Training Packages	Equivalent unit

## Links

Companion Volume implementation guides are found in VETNet -

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