



**Australian Government**

# **Assessment Requirements for BSBADV406 Buy and monitor media**

**Release: 1**

# Assessment Requirements for BSBADV406 Buy and monitor media

## 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:

- analyse and execute an advertising brief
- work with schedules
- negotiate with suppliers
- create and evaluate a media plan and adjust as necessary
- identify potential problems and opportunities
- evaluate data to determine cost effectiveness.

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:

- identify economic, social and industry trends
- list industry products/services
- outline organisational structure/s and roles and responsibilities
- identify and explain key provisions of relevant legislation, codes of practice and national standards that affect advertising
- outline ethical principles related to advertising.

## 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:

- advertising brief and media plan
- schedule

- media costing data
- relevant legislation and codes of practice
- office equipment
- business technology
- business software.

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>