



Australian Government

BSBADV406 Buy and monitor media

Release: 1

BSBADV406 Buy and monitor media

Modification History

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

Application

This unit describes the skills and knowledge needed to confirm requirements specified in a media plan, conduct negotiations when buying media, and compare actual media performance against media plan objectives.

It applies to individuals in an entry-level position in media planning or buying within an advertising team or media organisation, who are responsible for planning, buying and evaluating media selected to convey advertising communication messages.

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 Plan purchasing of media	1.1 Confirm requirements of advertising brief 1.2 Establish causal relationship between marketing communications and media objectives 1.3 Determine how creative strategy and execution will impact proposed media strategy 1.4 Identify how consumer insights relate to media consumption 1.5 Compare and contrast scheduling alternatives
2 Buy media	2.1 Investigate and evaluate media market conditions 2.2 Conduct negotiations between suppliers for

ELEMENT	PERFORMANCE CRITERIA
	advertisement/commercial placements/spots 2.3 Obtain performance guarantees from media suppliers 2.4 Leverage placement value 2.5 Review proposed media plan against advertising objectives, schedules and budgets
3 Evaluate media performance	3.1 Investigate pre- and post-media performance/ratings and make any necessary changes to the media plan as required 3.2 Evaluate media costing data to determine effectiveness in relation to return on investment 3.3 Compare actual media performance against media plan objectives 3.4 Compare direct and indirect response rates 3.5 Determine problems/opportunities in the planning and buying process from differences between planned and actual accomplishments 3.6 Modify existing media strategies, or investigate alternatives based on media performance data

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	1.1, 1.4, 1.5, 2.5, 3.1-3.4, 3.6	<ul style="list-style-type: none"> Identifies, analyses and evaluates complex media information to determine requirements and outcomes
Writing	3.1, 3.6	<ul style="list-style-type: none"> Edits texts and incorporates required amendments
Oral Communication	2.2, 2.3	<ul style="list-style-type: none"> Interacts effectively with others using strategic communication and listening methods to obtain required outcomes
Numeracy	2.5, 3.1-3.4	<ul style="list-style-type: none"> Interprets and compares information based on performance ratings, costing data and response rates
Interact with others	2.2, 2.3	<ul style="list-style-type: none"> Uses collaborative techniques to engage suppliers in consultation and negotiation

Get the work done	1.1-1.3, 1.5, 2.1, 2.3, 2.4, 3.1, 3.5, 3.6	<ul style="list-style-type: none"> • Takes responsibility for planning, sequencing and completing tasks to achieve required outcomes • Uses formal and informal processes to evaluate media purchasing process and performance outcomes, to identify problems, alternative strategies and potential improvements
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Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBADV406 Buy and monitor media	BSBADV406A Buy and monitor media	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>