



**Australian Government**

# **Assessment Requirements for BSBADV408 Review advertising media options**

**Release: 1**

# Assessment Requirements for BSBADV408 Review advertising media options

## 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:

- produce a research report reviewing a range of advertising media options, including:
  - research methodology and information sources
  - descriptions of chosen advertising media options
  - strengths and weaknesses of each option
  - recommendation for use of selected advertising media options for a particular product or service
- compile a report on research outcomes and present to relevant personnel.

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 relevant legal and ethical requirements in media advertising industry
- identify and explain range of advertising media options
- identify and explain full range of research strategies and their suitability for different purposes
- locate and list advertising media networking communities.

## 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:

- industry software for report writing
- relevant legislation and codes of practice

- organisational policies and procedures
- media option information data
- office equipment
- business technology.

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>