



**Australian Government**

# **Assessment Requirements for BSBADV507 Develop a media plan**

**Release: 1**

# Assessment Requirements for BSBADV507 Develop a media plan

## 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 media plan for an advertisement which:
  - defines media requirements of an advertising brief
  - specifies rationales for media vehicles chosen
  - ensures media schedule meets requirements of the brief
  - contains budgetary allocation for each advertising medium
- develop measures to assess effectiveness of media vehicles selected.

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:

- outline and explain data analysis and matching techniques
- list organisational products and services offered
- identify organisational budget and resource constraints
- identify principles and characteristics of advertising media, types of media and advertising strategies
- identify and explain key provisions of relevant legislation, codes of practice and national standards affecting business operations
- identify and explain ethical principles relating to advertising industry
- define terms for describing media audiences.

## 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:

- relevant legislation and codes of practice
- organisational policies and procedures
- industry software
- 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>