



Australian Government

BSBADV602 Develop an advertising campaign

Release: 1

BSBADV602 Develop an advertising campaign

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 required to develop an advertising campaign in response to an advertising brief, including clarifying and defining campaign objectives, preparing the advertising budget, and scheduling.

It applies to individuals working in a senior advertising management or account management role within an advertising or media organisation.

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 Define campaign objectives	<p>1.1 Clarify advertiser's purpose and objectives from the advertising brief and use these to set objectives for the advertising campaign</p> <p>1.2 State campaign objectives in measurable terms and identify nature and extent of what advertising is to accomplish</p> <p>1.3 Ensure campaign objectives are feasible, given constraints of time, budget, product and market factors</p> <p>1.4 Ensure campaign objectives take into consideration factors which may affect consumer responses</p> <p>1.5 Ensure campaign objectives meet legal and ethical requirements</p>

ELEMENT	PERFORMANCE CRITERIA
2 Prepare advertising budget	<p>2.1 Assess and specify research resource requirements for the advertising campaign</p> <p>2.2 Assess and specify resource requirements for range of media options, creative and production services</p> <p>2.3 Justify resources allocated to each component of advertising campaign and ensure they are sufficient, in relative terms, to achieve campaign objectives</p> <p>2.4 Ensure overall budget meets requirements of the advertising brief</p>
3 Develop schedule for proposed advertising activities	<p>3.1 Confirm campaign length and timing from the advertising brief</p> <p>3.2 Identify service providers with required expertise and negotiate their costs and availability</p> <p>3.3 Base the choice of service providers on merit and value for money and ensure selection meets legal and ethical requirements</p> <p>3.4 Ensure time allowed in schedule to meet creative, media and production requirements is sufficient to achieve advertising objectives</p> <p>3.5 Include milestones for monitoring progress and expenditure against budget, and for evaluating campaign effectiveness in the schedule</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	1.1, 1.5, 2.4, 3.1, 3.3	<ul style="list-style-type: none"> Identifies, analyses and evaluates complex texts to determine requirements of the brief, and relevant legal and ethical requirements
Writing	1.1, 1.2, 1.4, 2.1, 2.2, 3.2, 3.4, 3.5	<ul style="list-style-type: none"> Develops material for a specific audience using clear and detailed language to convey explicit information
Oral Communication	1.1, 3.2	<ul style="list-style-type: none"> Interacts effectively to question and clarify objectives with the advertiser using appropriate listening and questioning

Numeracy	1.2, 2.1-2.4, 3.4, 3.5	<ul style="list-style-type: none"> Develops budget and schedules according to requirements of the advertising brief
Navigate the world of work	1.5. 3.3	<ul style="list-style-type: none"> Ensures campaign objectives and service provider selection process meet legal and ethical requirements
Interact with others	3.2	<ul style="list-style-type: none"> Uses collaborative techniques to engage external suppliers in consultation and negotiation
Get the work done	1.1,1.3, 1.4, 2.1-2.3, 3.2-3.5	<ul style="list-style-type: none"> Accepts responsibility for analysis of campaign requirements and management of related tasks and workload Uses systematic, analytical processes in relatively complex situations; setting goals, gathering relevant information, and identifying and evaluating options against agreed criteria Uses main features and functions of digital technologies and tools to complete work tasks efficiently and effectively

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBADV602 Develop an advertising campaign	BSBADV602B Develop an advertising campaign	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>