



Australian Government

BSBADV603 Manage advertising production

Release: 1

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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 manage advertising production of electronic and print advertising. It includes planning and directing the advertising production process, evaluating and selecting suppliers, and evaluating the final production of the advertisement according to the creative brief.

This unit applies to individuals working in a senior advertising management, advertising production 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 Plan production process for advertisements	<p>1.1 Confirm timing and budgetary requirements for creative and production work</p> <p>1.2 Assess creative brief and identify factors that influence the production process</p> <p>1.3 Investigate and determine production processes to suit the advertising brief, creative work and advertising medium</p> <p>1.4 Determine specifications to suit both the advertisement and production process</p> <p>1.5 Schedule pre-production work to meet production and post-production requirements</p>

ELEMENT	PERFORMANCE CRITERIA
	1.6 Plan a production schedule to meet requirements of advertising brief and media plan
2 Evaluate and select suppliers	2.1 Identify suppliers for each element in production process 2.2 Assess suppliers in terms of their expertise and capacity to meet production, budget and schedule requirements 2.3 Base choice of suppliers on merit and value for money and their capacity to meet legal and ethical requirements 2.4 Brief and gain agreement from suppliers on production, schedule and process requirements
3 Direct advertising production process	3.1 Integrate management of all aspects of production process to meet requirements of the advertising brief and schedule 3.2 Involve creative specialists in production process to solve creative problems and to advise on creative changes to ensure resulting advertisement is consistent with objectives and positioning for the product or service 3.3 Ensure outputs from production process meet requirements of the production schedule, creative brief and media plan and meet legal and ethical requirements
4 Evaluate advertising production	4.1 Evaluate quality and cost-effectiveness of production processes and report against requirements of the creative brief 4.2 Ensure evaluation processes are valid and measure quality against standards established in the creative brief 4.3 Evaluate final advertisement in relation to requirements of the creative brief

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, 2.2, 3.3, 4.1, 4.3	<ul style="list-style-type: none"> Evaluates and compares textual information to determine requirements Integrates information from a variety of sources to produce an effective advertisement according to the brief

Writing	1.1, 1.3, 1.6, 2.2, 2.4, 4.1, 4.3	<ul style="list-style-type: none"> Develops material using clear and detailed language to clarify requirements of the advertising brief
Oral Communication	1.1, 2.4, 3.2	<ul style="list-style-type: none"> Participates effectively in verbal exchanges using clear and detailed language
Numeracy	1.1, 2.3, 4.1, 4.2	<ul style="list-style-type: none"> Collects and interprets numerical data relating to timelines and budgetary information Evaluates cost-effectiveness of suppliers and production processes to meet requirements of advertising brief
Navigate the world of work	2.3, 3.3	<ul style="list-style-type: none"> Ensures print and electronic production processes meet legislative and regulatory requirements
Interact with others	2.4, 3.2	<ul style="list-style-type: none"> Plays a lead role in collaborating and consulting with a range of stakeholders to achieve shared understanding of individual roles in meeting objectives
Get the work done	1.1-1.6, 2.1-2.3, 3.1-3.3, 4.1-4.3	<ul style="list-style-type: none"> Accepts responsibility for planning and sequencing complex tasks and workload Systematically gathers and analyses all relevant information to make decisions about coordination, scheduling and management of all production processes Selects reliable evaluation methods and processes to determine effectiveness of advertising production against requirements of the advertising brief Uses familiar digital technologies and systems to access organise and present information and communicate with others

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBADV603 Manage advertising production	BSBADV603B Manage advertising production	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>