



Australian Government

Assessment Requirements for BSBADV604

Execute an advertising campaign

Release: 1

Assessment Requirements for BSBADV604 Execute an advertising campaign

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:

- develop an advertising campaign implementation strategy
- negotiate with media representatives to get price and positions for an advertising campaign
- evaluate media performance against contractual obligations for an advertising campaign.

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 principles of media pricing policies, guarantees and campaign contingencies
- describe media vehicles and media options
- outline organisational budget, product and/or services
- explain principles of advertising, creative briefs and media plans
- describe print, television, film and video production processes
- explain ethical requirements of the advertising industry
- identify and give an overview of key provisions of relevant legislation, codes of practice and national standards affecting advertising.

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
- office equipment
- business technology
- media plans and creative brief.

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>