



**Australian Government**

**Assessment Requirements for BSBMKG438  
Implement and monitor advertising  
production**

**Release: 1**

# Assessment Requirements for BSBMKG438 Implement and monitor advertising production

## Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

## Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- implement and monitor the production of at least two advertisements.

In the course of the above, the candidate must:

- confirm media and selected means to advertise according to the creative brief
- apply organisational policies and procedures relevant to advertising production
- use appropriate industry technology
- organise timing and distribution of advertisements and negotiate costs with media sellers.

## Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- industry products and services including media types and media vehicles
- legal and ethical requirements for the advertising industry
- principles of advertising and marketing mix
- organisational policies and procedures for costing and scheduling advertisements.

## Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- creative brief
- software required to implement and monitor advertising plans
- relevant organisational policies and procedures
- relevant organisational scheduling procedures.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

## **Links**

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>