



**Australian Government**

**Assessment Requirements for BSBMKG530  
Create distributed multiplatform digital  
advertisements**

**Release: 1**

# Assessment Requirements for BSBMKG530 Create distributed multiplatform digital advertisements

## Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 2.0.

## Performance Evidence

Evidence of the ability to:

- produce a multiplatform digital advertisement in accordance with an advertising and creative brief
- incorporate time, schedule and budget requirements
- identify and adhere to relevant ethical and legal constraints
- select and assess capability of demand-side advertisement service providers
- determine target characteristics of recipients for advertisement served
- monitor and adjust advertisements in response to real-time server metrics.

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 key features of industry, services, products and organisation
- explain principles and purposes of advertising
- outline and explain principles of consumer behaviour and influences on buyer behaviour in the digital space
- identify principles and elements of design in digital advertisements
- list and compare the service provided by alternative providers in the demand-side digital advertisement space
- identify and explain key provisions of relevant legislation, codes of practice and national standards affecting business operations
- explain key ethical principles relevant to the advertising industry
- identify requirements for advertising timelines, budget, central idea and resources as specified in the advertising brief.

## Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the marketing communications field of work and include access to:

- relevant legislation and regulations
- communications equipment and technology
- relevant workplace documentation and resources
- case studies or, where possible, real situations
- industry software packages and apps (where applicable).

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 guides are found in VETNet -

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