



**Australian Government**

# **Assessment Requirements for BSBMKG554 Plan and develop public relations publications**

**Release: 1**

# Assessment Requirements for BSBMKG554 Plan and develop public relations publications

## 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:

- develop at least one public relations document.

In the course of the above, the candidate must:

- identify and obtain agreements for team members budgets, schedules and good and services suppliers to prepare publication assessment criteria
- develop, test and evaluate the public relations documents.

## 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:

- contents of public relations brief including:
  - target audience segmentation
  - research objectives
  - methodology
  - time schedule
  - budget
  - internal and external factors that impact effectiveness of publications
- internal and external factors that may impact publication requirements
- primary and secondary research methods and use in public relations
- criteria used to select team members
- suppliers who may be required to complete publication production processes
- key provisions of relevant legislation, codes of practice and national standards that affect public relations
- relevance of ethics to public relations.

## 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:

- examples of previous public relations documents
- workplace documentation and resources relevant to performance evidence.

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>