BSBMKG555 Write persuasive copy

Release: 1

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Modification History

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

Application

This unit describes the skills and knowledge required to interpret a creative brief and evaluate a range of innovative options to write persuasive copy.

The unit applies to individuals who use well-developed advertising skills and a broad knowledge base to communicate messages in a wide range of contexts. In this role, individuals may develop copy individually or may work in a supervisory, management or freelancing capacity coordinating a team of writers.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.

Unit Sector

Technical Skills – Marketing

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Establish content purpose	1.1 Identify objectives, timelines and budget according to creative brief 1.2 Assess and select writing techniques according to creative brief
2. Prepare content	2.1 Evaluate design and copy options according to creative brief 2.2 Select option/s for communicating required information and images within time and budgetary requirements 2.3 Develop persuasive content according to creative brief
3. Finalise content	3.1 Consult with relevant stakeholders for feedback 3.2 Evaluate feedback and produce final persuasive content 3.3 Seek approval for persuasive content from relevant personnel

ELEMENT	PERFORMANCE CRITERIA
	prior to release

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

Skill	Description
Reading	• Recognises and interprets textual information to establish job requirements from relevant information • Proofreads content to ensure accuracy and completeness
Writing	• Creates documents to ensure clarity of meaning, accuracy, and consistency of information using specific and detailed language to convey explicit information and requirements.
Numeracy	• Interprets numerical information to confirm budget constraints and job deadlines
Self-management	• Takes full responsibility for following policies, procedures and legislative requirements
Planning and organising	• Accepts responsibility for planning, prioritising and sequencing complex tasks and workload • Uses systematic, analytical processes in complex, non-routine situations, designing, gathering relevant information and evaluating options • Develops new and innovative ideas through exploration and analysis
Technology	• Identifies purposes, specific functions and key features of common digital systems and tools and operates them effectively to complete routine tasks

Unit Mapping Information

Supersedes and is equivalent to BSBWRT501 Write persuasive copy.

Links

Companion Volume Implementation Guide is found on VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10

Future Skills Organisation