



Australian Government

Assessment Requirements for BSBMKG626

Develop advertising campaigns

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.

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 two advertising campaigns.

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:

- principles of effective advertising for different markets
- contents of advertising briefs
- ethical requirements relevant to the advertising industry
- organisational products or services
- principles and purposes of advertising, consumer behaviour, and influences on buyer behaviour
- provisions of relevant legislation, codes of practice and national standards affecting business operations.

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:

- legislation and codes of practice for advertising campaigns
- organisational policies and procedures on advertising campaigns
- business technology for developing advertising campaigns.

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>