



**Australian Government**

**Assessment Requirements for BSBPUB401  
Develop and apply knowledge of public  
relations industry**

**Release: 1**

# Assessment Requirements for BSBPUB401 Develop and apply knowledge of public relations industry

## Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

## Performance Evidence

Evidence of the ability to:

- report on the public relations industry structure, its role in society and within particular organisations
- develop a stakeholder analysis relevant to particular organisations
- report on the current issues affecting the public relations industry.

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:

- discuss current issues and trends which affect the public relations industry
- categorise industry structures and networks
- describe organisational and client operating environments, structures and business and marketing plans
- outline principles and practices of marketing communications and media strategies.

## Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the public relations field of work and includes access to office equipment and resources.

Assessors must satisfy NVR/AQTF assessor requirements.

## Links

Companion Volume implementation guides are found in VETNet -

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

