



**Australian Government**

# **Assessment Requirements for BSBPUB501 Manage the public relations publication process**

**Release: 1**

# Assessment Requirements for BSBPUB501 Manage the public relations publication process

## 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:

- research, develop, implement and evaluate at least ONE complex public relations publication for a specific audience in accordance with organisational requirements

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 internal and external factors that may impact publication requirements
- explain what primary and secondary research methods are, and how they can be used in public relations
- explain the criteria used to select team members
- outline suppliers who may be required to complete publication production processes
- summarise key provisions of relevant legislation, codes of practice and national standards that affect public relations
- explain the relevance of ethics to public relations.

## 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 include access to:

- office equipment and resources
- examples of previous public relations documents
- case studies and, where possible, real situation
- interaction with others.

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>