



**Australian Government**

# **Assessment Requirements for BSBPUB502 Develop and manage complex public relations campaigns**

**Release: 1**

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## 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:

- prepare a complex public relations campaign plan containing the organisation's objectives, messages and strategies, risk assessment, roles and responsibilities, scheduling, budgetary and resource requirements
- engage external suppliers where appropriate
- implement a complex public relations campaign effectively
- monitor the success of campaign.

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:

- summarise key provisions of relevant legislation, codes of practice and national standards that affect public relations
- outline a range of media vehicles and explain the factors to consider before using them
- describe techniques for managing complex public relations projects
- explain techniques used to identify and manage risks.

## 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 public relations communication documents
- case studies and, where possible, real situations

- 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>