BSBADV401A Profile a target audience
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Modification History
Not applicable.

Unit Descriptor
This unit covers segmenting the market and profiling a target audience to enable targeting of products/services.
This unit is related to BSBADV503A Coordinate advertising research.
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Application of the Unit
Not applicable.

Licensing/Regulatory Information
Not applicable.

Pre-Requisites
Not applicable.

Employability Skills Information
Not applicable.

Elements and Performance Criteria Pre-Content
Not applicable.
### Elements and Performance Criteria

<table>
<thead>
<tr>
<th>Element</th>
<th>Performance Criteria</th>
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| 1 Identify the target market | 1.1 Approaches to determining and describing the total market for a product or service are evaluated and chosen  
1.2 The target market is defined in terms of the consumers to be included as prospective users of a product or service  
1.3 Descriptions of the target market use the same terms as those used to describe media audiences |
| 2 Segment the market | 2.1 Criteria to use in segmenting the market are evaluated and chosen in accordance with the advertising brief  
2.2 Sources of information for segmenting and profiling markets are identified and accessed in accordance with the advertising brief  
2.3 The market is segmented in accordance with the selected criteria  
2.4 Market segments are evaluated for their usefulness in terms of size, potential, distinctive needs, easy identification of members, and/or distinctive media use patterns  
2.5 Market segment/s are selected to meet the requirements of the advertising brief or new segmentation criteria are chosen and applied |
| 3 Profile target audience | 3.1 The total market and the selected market segment/s are described in the form of a consumer profile that identifies consumer characteristics in standard statistical terms and/or the descriptive terms used in media selection  
3.2 Demographic and/or psychographic descriptions are used in the consumer profile in accordance with the requirements of the advertising brief  
3.3 The profile meets organisational requirements in terms of language, format, content and level of |
Required Skills and Knowledge

Not applicable.
Evidence Guide

The Evidence Guide identifies the critical aspects, knowledge and skills to be demonstrated to confirm competency for this unit. This is an integral part of the assessment of competency and should be read in conjunction with the Range Statement.

Critical Aspects of Evidence
Integrated demonstration of all elements of competency and their performance criteria
Rationale for choosing approach to describing the market and segmentation criteria

Underpinning Knowledge*
* At this level the learner must demonstrate understanding of a broad knowledge base incorporating some theoretical concepts.
Relevant legislation from all levels of government that affects business operation, especially in regard to Occupational Health and Safety and environmental issues, equal opportunity, industrial relations and anti-discrimination

Advertising brief
Purposes of advertising
Advertising objectives

Underpinning Skills
Literacy skills to identify demographic and other information, to write descriptive
Communication including clarifying and reporting
Numeracy skills for collecting and analysing quantitative information
Ability to relate to people from a range of social, cultural and ethnic backgrounds and physical and mental abilities

Resource Implications
The learner and trainer should have access to appropriate documentation and resources normally used in the workplace

Consistency of Performance
In order to achieve consistency of performance, evidence should be collected over a set period of time which is sufficient to include dealings with an appropriate range and variety of situations

Context/s of Assessment
Competency is demonstrated by performance of all stated criteria, including paying particular attention to the critical aspects and the knowledge and skills elaborated in the Evidence Guide, and within the scope as defined by the Range Statement
Assessment must take account of the endorsed assessment guidelines in the Business Services Training Package
Assessment of performance requirements in this unit should be undertaken in an actual workplace or simulated environment
Assessment should reinforce the integration of the key competencies and the business services common competencies for the particular AQF level. Refer to the Key Competency Levels at the end of this unit

Key Competency Levels
Collecting, analysing and organising information (Level 2) - to evaluate market segments
Communicating ideas and information (Level 2) - through the development of a consumer profile
Planning and organising activities (Level 2) - to choose approaches and criteria to segment the market
Working with teams and others (Level 2) - to identify and access sources of information for segmenting and profiling

Using mathematical ideas and techniques (Level 2) - to analyse data and draw conclusions

Solving problems (Level 3) - by evaluating segments and re-doing the process if necessary

Using technology (Level 1) - to apply segmentation criteria and analyse data if required

Please refer to the Assessment Guidelines for advice on how to use the Key Competencies

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Range Statement

The Range Statement provides advice to interpret the scope and context of this unit of competency, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment. The following variables may be present for this particular unit:

**Legislation, codes and national standards relevant to the workplace may include:**
- award and enterprise agreements and relevant industrial instruments
- relevant legislation from all levels of government that affects business operation, especially in regard to Occupational Health and Safety and environmental issues, equal opportunity, industrial relations and anti-discrimination
- relevant industry codes of practice

**Approaches to determining the total market may include:**
- identifying consumers with relevant needs
- identifying current users of a product or service
- identifying people with related characteristics

**Terms used to describe media audiences may include:**
- demographics:
  - age
  - sex
  - education
  - marital status
  - occupation
  - nationality
  - first language
  - children
  - income

**Market segmentation is**
the process of dividing a market into consumer subgroups, each of which has different needs

**Criteria to use in market segmentation may include:**
- consumer needs
- benefits desired
- product/service usage
- attitude
- demographics
- lifestyle
- social and cultural factors
- business characteristics

**Sources of information for segmenting and profiling markets may include:**
- industry sources
- existing research data
- original a priori research (where the market segments are assumed at the beginning and research is used to confirm them)
- original response based research

**Consumers may include:**
- individuals
- businesses
- households
Standard statistical terms
are those categories used by the Australian Bureau of statistics in collecting and reporting census data

Demographic descriptions may include:
- date and place of birth
- sex
- nationality
- indigenous Australian
- education
- occupation
- marital status
- first language
- other languages spoken at home
- number and age of children
- income level
- disability

Psychographic descriptions may include:
- activities
- interests
- opinions
- values
- attitudes
- lifestyle

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Unit Sector(s)

Not applicable.