



Australian Government

Department of Education, Employment and Workplace Relations

BSBADV603A Manage advertising production

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit covers planning, directing, monitoring and evaluating the production of electronic and print advertising. This unit is related to BSBADV403A Monitor advertising production. This unit covers planning, directing, monitoring and evaluating the production of electronic and print advertising. This unit is related to BSBADV403A Monitor advertising production

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

Elements and Performance Criteria

Element	Performance Criteria
1 Plan the production process for advertisements	1.1 Timing and budgetary requirements for creative and production work are confirmed 1.2 The creative brief is assessed and factors that

- influence the production process are identified
- 1.3 Production processes are investigated and determined to suit both the creative work and the advertising medium
 - 1.4 Specifications are determined to suit both the advertisement and the production process
 - 1.5 Pre-production work is scheduled to meet production requirements
 - 1.6 A production schedule is planned to meet the requirements of the advertising brief and the media plan
- 2 Evaluate and select suppliers
- 2.1 Suppliers are identified for each element in the production process
 - 2.2 Suppliers are assessed in terms of their expertise and capacity to meet production, budget and schedule requirements
 - 2.3 Choice of suppliers is based on merit and value for money and meets legal and ethical requirements
 - 2.4 Suppliers are briefed and their agreement to meet production, schedule and price requirements gained
 - 2.5 Market segment/s are selected to meet the requirements of the advertising brief or new segmentation criteria are chosen and applied
- 3 Direct the advertising production process
- 3.1 Management of all aspects of the production process is integrated to meet the requirements of the advertising brief and schedule
 - 3.2 Creative specialists are involved in the production process to solve creative problems and advise on creative changes to ensure the resulting advertisement is consistent with the objectives and positioning for the product or service
 - 3.3 The outputs from the production process meet the requirements of the production schedule, creative brief and media plan

- 4 Evaluate advertising production
 - 4.1 The quality and cost-effectiveness of the production processes are evaluated and reported against the requirements of the creative brief
 - 4.2 Evaluation processes are valid and measure quality against the standards established in the creative brief
 - 4.3 The final advertisement is evaluated in relation to the requirements of the creative brief

Required Skills and Knowledge

Not applicable.

Evidence Guide

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

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.