



Australian Government

Department of Education, Employment and Workplace Relations

BSB40107 Certificate IV in Advertising

Revision Number: 2

BSB40107 Certificate IV in Advertising

Modification History

Release	Comments
Release 2	<p>New release of this Qualification released with <i>version 6 of BSB07 Business Services Training Package</i>.</p> <p>Unit codes updated:</p> <ul style="list-style-type: none"> • BSBCUS401A now BSBCUS401B • BSBCUS402A now BSBCUS402B • BSBITS401A now BSBITS401B

Description

Descriptor

This qualification reflects the role of individuals who use well-developed advertising skills and a broad knowledge base in a wide variety of advertising contexts. They apply solutions to a defined range of unpredictable problems, and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others with some limited responsibility for the output of others, however they typically report to a more senior advertising practitioner.

Job roles

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- account coordinator
- assistant art director
- assistant account planner
- copywriter
- media assistant
- media buyer
- media planner.
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Pathways Information

Qualification pathways

Pathways into the qualification

Preferred pathways for candidates considering this qualification include:

- BSB30110 Certificate III in Business or other relevant qualification

or

- with vocational experience in assisting advertising team leaders, supervisors or managers to conduct advertising activities but without formal advertising qualifications.

Pathways from the qualification

- BSB50107 Diploma of Advertising or a range of other Diploma qualifications
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Licensing/Regulatory Information

There is no direct link between this qualification and licensing, legislative or regulatory requirements. However, where required, a unit of competency will specify relevant licensing, legislative or regulatory requirements that impact on the unit.

Entry Requirements

There are no entry requirements for this qualification.

Employability Skills Summary

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The following table contains a summary of the employability skills required by industry for this qualification. The employability skills facets described here are broad industry requirements that may vary depending on qualification packaging options.

Employability skill	Industry or enterprise requirements for this qualification include:
Communication	<ul style="list-style-type: none"> interpreting the needs of internal and external customers listening to and understanding workplace information
Teamwork	<ul style="list-style-type: none"> applying teamwork skills to a range of workplace situations seeking feedback from colleagues about work performance
Problem-solving	<ul style="list-style-type: none"> determining the effect of a delay in an aspect of production of an advertising campaign determining the target market for a product or service making changes to draft advertisements in response to pre-test information
Initiative and enterprise	<ul style="list-style-type: none"> adapting to new and emerging situations being creative in response to workplace problems, changes and challenges arising from advertising campaign testing
Planning and organising	<ul style="list-style-type: none"> collecting, analysing and organising workplace data scheduling production activities for advertising campaigns
Self-management	<ul style="list-style-type: none"> following workplace documentation, such as codes of practice and operating procedures monitoring and obtaining feedback on work performance and development
Learning	<ul style="list-style-type: none"> identifying new skills and professional development activities researching and acting on opportunities for improvement and sources of learning
Technology	<ul style="list-style-type: none"> monitoring technological developments and responding accordingly using business technology to record and analyse data

Packaging Rules

Total number of units = 10

5 core units *plus*

5 elective units

3 of the elective units must be selected from the elective units listed below.

2 elective units may be selected from elective units listed below, from this Training Package or from any current accredited course or endorsed Training Package. If not listed below, one unit may be selected from either a Certificate III or Diploma level.

Elective units must be relevant to the work outcome, local industry requirements and the qualification level.

Core units

BSBADV402B	Conduct pre-campaign testing
BSBADV403B	Monitor advertising production
BSBADV404B	Schedule advertisements
BSBMKG401B	Profile the market
BSBMKG402B	Analyse consumer behaviour for specific markets

Elective units

Advertising

BSBADV405A	Perform media calculations
BSBADV406A	Buy and monitor media
BSBADV407A	Apply media analysis and processing tools
BSBADV408A	Review advertising media options
BSBADV503B	Coordinate advertising research
BSBADV507B	Develop a media plan
BSBADV509A	Create mass print media advertisements
BSBADV510A	Create mass electronic media advertisements
BSBMKG523A	Design and develop an integrated marketing communication plan

Creative thinking

BSBCRT501A Originate and develop concepts

Customer service

BSBCUS401B Coordinate implementation of customer service strategies

BSBCUS402B Address customer needs

Financial administration

BSBFIA402A Report on financial activity

General administration

BSBADM409A Coordinate business resources

Interpersonal communication

BSBCMM401A Make a presentation

IT support

BSBITS401B Maintain business technology

Marketing

BSBMKG408B Conduct market research

BSBMKG409A Design direct response offers

BSBMKG412A Conduct e-marketing communications

BSBMKG413A Promote products and services

BSBMKG414B Undertake marketing activities

Occupational health and safety

BSBOHS407A Monitor a safe workplace

Public relations

BSBPUB401A Develop and apply knowledge of public relations industry

BSBPUB402A Develop public relations campaigns

BSBPUB403A Develop public relations documents**Product skills and advice**

BSBPRO401A Develop product knowledge

Relationship management

BSBREL401A Establish networks

BSBREL402A Build client relationships and business networks

Research

BSBRES401A Analyse and present research information

Risk management

BSBRISK401A Identify risk and apply risk management processes

Sustainability

BSBSUS301A Implement and monitor environmentally sustainable work practices

Writing

BSBWRT401A Write complex documents

BSBWRT501A Write persuasive copy

Imported units

CUFWRT401A Edit text

CUFWRT402A Write extended stories