



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **BSBADV405A Perform media calculations**

**Revision Number: 1**

## BSBADV405A Perform media calculations

### Modification History

Not applicable.

### Unit Descriptor

<b>Unit descriptor</b>	<p>This unit describes the performance outcomes, skills and knowledge required to calculate media costings, to perform media ratings using mathematical techniques and to present resultant findings.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
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### Application of the Unit

<b>Application of the unit</b>	<p>This unit applies to individuals in an entry level position in a media buying role within an advertising team or media organisation who conduct media calculations to provide quantitative analysis of the effectiveness of advertisements.</p>
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### Licensing/Regulatory Information

Not applicable.

### Pre-Requisites

<b>Prerequisite units</b>		

## Employability Skills Information

<b>Employability skills</b>	This unit contains employability skills.
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## Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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## Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Evaluate advertising media budget	1.1. Research and define media terminology 1.2. Categorise media costs 1.3. Calculate costings for selected media 1.4. Investigate and calculate <b><i>agency service fees</i></b>
2. Calculate electronic media rating points	2.1. Determine reach and effective reach for each <b><i>advertising media</i></b> 2.2. Determine and present identified <b><i>qualitative</i></b> and <b><i>quantitative attributes</i></b> of media
3. Apply mathematical functions to advertising media tasks and problems	3.1. Calculate percentage shares and variations 3.2. Apply index numbers to a media situation 3.3. Perform calculations on simple index numbers 3.4. Calculate international currency conversions 3.5. Calculate the mean, average and weighted average of selected media data
4. Present media calculations	4.1. Use electronic spreadsheets to perform media calculations 4.2. Clearly present data on selected media

## Required Skills and Knowledge

### REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

#### Required skills

- literacy skills to interpret and evaluate requirements, and to document reports
- numeracy skills to analyse numerical and other data and to perform media calculations
- problem solving skills to manage contingencies
- technology skills to perform calculations and to create complex spreadsheets.

#### Required knowledge

- sources of media and comparative data
- media calculation principles and practices including;
  - Average Quarter Hour (AQH)
  - Cost per TARP
  - Cost per Thousand (CPM)
  - Cumulated Audience Reach (CUMES)
  - effective frequency
  - effective reach
  - frequency
  - Gross Rating Points (GRPs)
  - number of responses
  - reach
  - Target Audience Rating Points (TARPS)
- principles of software packages used when performing media calculations
- identification and overview knowledge of key provisions of relevant legislation from all levels of government that affects business operations, codes of practice and national standards, such as:
  - anti-discrimination legislation
  - consumer protection laws
  - copyright legislation
- ethical principles
- fair trading laws
  - privacy laws
  - Trades Practices Act.

## Evidence Guide

### EVIDENCE GUIDE

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

#### Overview of assessment

#### Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- calculation and presentation of media costings and electronic media ratings using mathematical techniques for media selected to advertise at least one product or service
- knowledge of media calculation principles and practices.

#### Context of and specific resources for assessment

Assessment must ensure:

- access to an actual workplace or simulated environment
- access to office equipment and resources
- access to an advertising brief.

#### Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- analysis of responses to case studies and scenarios
- assessment of written reports on media calculations
- demonstration of media rating and mathematical techniques
- direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate
- observation of demonstrated techniques in calculating media ratings and advertising media problems
- oral or written questioning to assess knowledge of software packages for media calculations
- review of media calculations spreadsheets.

#### Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- other advertising units.

## Range Statement

### RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

<b><i>Agency service fees</i></b> may include:	<ul style="list-style-type: none"> <li>• flat fee</li> <li>• head hours</li> <li>• percentage fee</li> <li>• performance incentives</li> </ul>
<b><i>Advertising media</i></b> may include:	<ul style="list-style-type: none"> <li>• electronic mass</li> <li>• new media</li> <li>• print mass</li> <li>• point-of-sale</li> <li>• transit</li> </ul>
<b><i>Media rating measurements</i></b> may include:	<ul style="list-style-type: none"> <li>• reach</li> <li>• unduplicated reach</li> <li>• frequency</li> <li>• effective frequency</li> <li>• target audience coverage per media</li> <li>• target audience rating points (TARPS)</li> <li>• gross rating points (GRPs)</li> </ul>
<b><i>Qualitative attributes</i></b> may include:	<ul style="list-style-type: none"> <li>• editorial environment</li> <li>• media involvement</li> <li>• message receptiveness</li> <li>• proximity to purchase</li> </ul>
<b><i>Quantitative attributes</i></b> may include:	<ul style="list-style-type: none"> <li>• cost efficiency</li> <li>• production costs</li> </ul>

## Unit Sector(s)

<b>Unit sector</b>	
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## Competency field

Competency field	Business Development - Advertising
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## Co-requisite units

Co-requisite units		