



Australian Government

Department of Education, Employment and Workplace Relations

BSBADV408A Review advertising media options

Revision Number: 1

BSBADV408A Review advertising media options

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to undertake research that supports work with a range of advertising media.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
------------------------	--

Application of the Unit

Application of the unit	<p>This unit applies to individuals requiring a broad knowledge of advertising media, particularly people new to the advertising field. It is not assumed that individuals at this level would have responsibility for supervising the work of others. However, it is assumed that their work will support effective work practices across the organisation.</p>
--------------------------------	--

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
-----------------------------	--

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.
---	--

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Research advertising media options	1.1. Clarify <i>advertising media options</i> for review, and record scope of review 1.2. Identify local, state or territory, national and international networks for advertising professionals 1.3. Identify other sources of information about advertising media options 1.4. Select <i>research strategy</i> suitable to the topic 1.5. Consult with <i>relevant personnel</i> 1.6. Undertake research into a range of advertising media options for a particular product or service 1.7. Critically analyse strengths and weaknesses of each option
2. Review policy and procedures frameworks	2.1. Locate and review policies and procedures relevant to the advertising media options being researched 2.2. Review <i>legislation, regulations, standards and ethical requirements</i> that apply to the advertising media options
3. Report on research outcomes	3.1. Collate, analyse and record key findings of the review as they relate to advertising 3.2. Compile a report on research outcomes 3.3. Develop recommendations for advertising media options suitable for a particular product or service 3.4. Present report in agreed format to relevant personnel

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- initiative and enterprise skills to select and use a range of research strategies
- judgement and decision-making skills to review ethical and policy frameworks and recommend suitable advertising media options
- learning skills to select and use an appropriate research strategy
- literacy skills to research an issue and produce a clear and legible report that documents key issues

Required knowledge

- legal and ethical requirements for working with advertising media
- range of advertising media options
- range of research strategies and their suitability for different purposes
- sources of information and networks on advertising media

Evidence Guide

EVIDENCE GUIDE	
<p>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.</p>	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	<p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> • research report that reviews a range of advertising media options and which includes: <ul style="list-style-type: none"> • research methodology and sources of information used • description of chosen advertising media options • strengths and weaknesses of each option • recommendations for use of selected advertising media options for a particular product or service.
Context of and specific resources for assessment	<p>Assessment must ensure access to:</p> <ul style="list-style-type: none"> • a workplace or simulated work environment • relevant workplace documents and personnel • office equipment and research resources.
Method of assessment	<p>The following assessment methods are appropriate for this unit:</p> <ul style="list-style-type: none"> • assessment of report on outcomes of research • evaluation of research undertaken • oral or written questioning to assess knowledge of a range of advertising media options, and their strengths and weaknesses • review of portfolio of evidence showing the research process and the information gathered about advertising media options.
Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.</p>

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.

<p><i>Advertising media options</i> could include:</p>	<ul style="list-style-type: none"> • aerial advertising • billboards and posters • cable and satellite television • cinema • digital video discs • direct mail • direct response • email marketing • free to air television • internet • magazines • new media, including multimedia and hypermedia • newspapers • outdoor • personal selling • podcasting • point of sale • radio • sponsorship • telemarketing • transit media • video • video games • videotext.
<p><i>Research strategy</i> may include:</p>	<ul style="list-style-type: none"> • interviews • literature searches of print and online resources • statistical analyses • surveys • websites.
<p><i>Relevant personnel</i> may include:</p>	<ul style="list-style-type: none"> • experienced marketing and advertising practitioners • industry experts and spokespersons • managers and team leaders

RANGE STATEMENT	
	<ul style="list-style-type: none"> • training and development staff.
<p><i>Legislation, regulations, standards and ethical requirements</i> may include:</p>	<ul style="list-style-type: none"> • legislation, including: <ul style="list-style-type: none"> • anti-discrimination legislation • consumer protection laws • copyright legislation • fair trading laws • OHS legislation • privacy laws • Trade Practices Act • codes of practice, such as those issued by: <ul style="list-style-type: none"> • Advertising Federation of Australia • Australian Communications and Media Authority • Australian Competition and Consumer Commission • Australasian Performing Right Association • Commercial Radio Australia • Free TV Australia • cultural expectations and influences • ethical principles • social responsibilities, such as protection of children and environmentally sustainable practices • societal expectations.

Research re

Unit Sector(s)

Unit sector	
--------------------	--

Competency field

Competency field	Business development - advertising
-------------------------	------------------------------------

Co-requisite units

Co-requisite units		