



**Australian Government**

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

# **BSBADV503B Coordinate advertising research**

**Revision Number: 1**

## BSBADV503B Coordinate advertising research

### Modification History

Not applicable.

### Unit Descriptor

<b>Unit descriptor</b>	This unit covers the performance outcomes, skills and knowledge required to conduct primary and secondary advertising research to test advertising themes and ideas.  No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
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### Application of the Unit

<b>Application of the unit</b>	This unit applies to individuals working in a supervisory or management advertising role within an advertising team or media organisation.
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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. Assess advertising research requirements	1.1. Analyse <i>information about the consumer, the product and the market environment</i> to identify and justify the need for further research 1.2. Assess creative concepts to determine and justify the need for <i>concept testing</i> 1.3. Assess media options and scheduling to determine and substantiate the need for media research 1.4. Identify and assess <i>legal, ethical and cultural considerations</i> for advertising research to determine their impact on research methods
2. Select research method/s	2.1. Confirm research budget and timeframe in selecting appropriate research method/s 2.2. Assess the capacity of <i>primary and secondary research</i> methods to provide the required information 2.3. Select pre-test advertising method/s which are the most likely to provide the required information on time and within budget 2.4. Prepare a research brief that specifies research objectives and method/s, budget, time, schedule and reporting requirements
3. Utilise advertising research findings	3.1. Analyse research results using <i>appropriate techniques</i> to identify <i>findings</i> and their impact on <i>advertising strategies</i> , budgets and time lines 3.2. Adjust advertising strategies, budgets and time lines to reflect research findings 3.3. Revise advertising strategies to meet <i>legal and ethical requirements</i> , and the requirements of the advertiser

## Required Skills and Knowledge

### REQUIRED SKILLS AND KNOWLEDGE

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

#### Required skills

- analytical skills to interpret data and to evaluate how the data may be used
- literacy skills to interpret legal and ethical requirements, and to prepare research briefs and reports
- numeracy skills to collate and analyse data
- research and data collection skills to collect market research.

#### Required knowledge

- legal and ethical requirements affecting market research
- organisational policy and procedures for conducting market research
- 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
- requirements for time, cost, scope as determined in the advertising brief
- range of available market research and data analysis techniques
- statistical and research methods and techniques.

## Evidence Guide

<b>EVIDENCE GUIDE</b>	
<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>	
<b>Overview of assessment</b>	
<b>Critical aspects for assessment and evidence required to demonstrate competency in this unit</b>	<p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> <li>• demonstration of assessment and selection of appropriate techniques to identify advertising research requirements for at least one product or service</li> <li>• preparation of a research brief specifying objectives, methods, budget, time, schedule, reporting and human resource requirements for at least one advertising campaign.</li> </ul>
<b>Context of and specific resources for assessment</b>	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> <li>• access to an actual workplace or simulated environment</li> <li>• access to office equipment and resources</li> <li>• access to primary and secondary research information.</li> </ul>
<b>Method of assessment</b>	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> <li>• analysis of responses to case studies and scenarios</li> <li>• assessment of written reports/examples of research briefs</li> <li>• demonstration of market research selection techniques</li> <li>• direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate</li> <li>• observation of presentations of market research conducted</li> <li>• oral or written questioning to assess knowledge of organisational policy and procedures for conducting market research</li> <li>• review of adjustments to advertising strategies, budgets and time lines to reflect research findings.</li> </ul>
<b>Guidance information for</b>	Holistic assessment with other units relevant to the

**EVIDENCE GUIDE****assessment**

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.

<p><b><i>Information about the consumer, the product and the market environment</i></b> may include:</p>	<ul style="list-style-type: none"> <li>• buyer behaviour</li> <li>• competitive advantage</li> <li>• competitive factors</li> <li>• demographics</li> <li>• distribution channels</li> <li>• economic, social and cultural factors</li> <li>• existing customers and their product usage</li> <li>• pricing</li> <li>• problems and opportunities facing the product</li> <li>• product and brand image</li> <li>• product brand</li> <li>• product characteristics</li> <li>• product packaging</li> <li>• results of past advertising for the product</li> <li>• target market</li> <li>• values or attitude factors</li> </ul>
<p><b><i>Concept testing</i></b> may include presenting material to evaluate consumer reaction, such as:</p>	<ul style="list-style-type: none"> <li>• a short product description</li> <li>• drawing</li> <li>• dummy advertisement</li> </ul>
<p><b><i>Legal, ethical and cultural considerations</i></b> may include:</p>	<ul style="list-style-type: none"> <li>• codes of practice such as those issued by:             <ul style="list-style-type: none"> <li>• Advertising Federation of Australia</li> <li>• Australian Communications and Media Authority</li> <li>• Australian Competition and Consumer Commission</li> <li>• Australian Performing Right Association</li> <li>• Commercial Radio Australia</li> <li>• Free TV Australia</li> </ul> </li> <li>• confidentiality</li> <li>• cultural sensitivity</li> <li>• privacy</li> </ul>
<p><b><i>Primary research</i></b> may include</p>	<ul style="list-style-type: none"> <li>• attitude surveys</li> </ul>



<b>RANGE STATEMENT</b>	
carrying out original research to gather information for a specific purpose such as:	<ul style="list-style-type: none"> <li>• experiments or market testing on a segment of the market</li> <li>• group interviews</li> <li>• indirect research such as depth or focus group interviews, projective questioning, association tests</li> <li>• interviews (face-to-face and telephone)</li> <li>• observation</li> <li>• panel research</li> <li>• questionnaires</li> <li>• quota sampling</li> <li>• retail audits to determine brand share</li> <li>• sampling</li> <li>• specialised research e.g. 'mystery shoppers'</li> <li>• surveys</li> </ul>
<i>Secondary research</i> may include:	<ul style="list-style-type: none"> <li>• data that has already been collected by external sources such as: <ul style="list-style-type: none"> <li>• published government statistics</li> <li>• polls published by advertising and media companies</li> <li>• chamber of commerce data</li> <li>• university databases</li> <li>• data held by research organisations</li> </ul> </li> <li>• data that has been collected by internal company sources such as: <ul style="list-style-type: none"> <li>• sales or distribution figures</li> <li>• financial information</li> <li>• cost analyses</li> </ul> </li> </ul>
<i>Appropriate techniques</i> may include:	<ul style="list-style-type: none"> <li>• application of statistical methods</li> <li>• critical analysis</li> <li>• mathematical calculations</li> </ul>
<i>Findings</i> may include:	<ul style="list-style-type: none"> <li>• facts</li> <li>• interrelationships</li> <li>• issues</li> <li>• patterns</li> <li>• trends</li> </ul>
<i>Advertising strategies</i> may include:	<ul style="list-style-type: none"> <li>• communication objectives</li> <li>• creative and media strategies</li> <li>• identification of advertising purpose and objectives</li> </ul>

<b>RANGE STATEMENT</b>	
	<ul style="list-style-type: none"> <li>• target audience strategies</li> </ul>
<i>Legal and ethical requirements</i> may include:	<ul style="list-style-type: none"> <li>• codes of practice</li> <li>• cultural expectations and influences</li> <li>• ethical principles</li> <li>• legislation</li> <li>• policies and guidelines</li> <li>• regulations</li> <li>• social responsibilities such as protection of children, environmental issues</li> <li>• societal expectations</li> </ul>

### Unit Sector(s)

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

<b>Competency field</b>	Business Development - Advertising
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### Co-requisite units

<b>Co-requisite units</b>		