



Australian Government

Department of Education, Employment and Workplace Relations

BSBADV604B Execute an advertising campaign

Revision Number: 1

BSBADV604B Execute an advertising campaign

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to coordinate and monitor the implementation of an advertising campaign. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
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Application of the Unit

Application of the unit	This unit applies to individuals working in a senior advertising management or account management role within an advertising or media organisation.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	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. Develop an implementation strategy	<p>1.1. Analyse the creative brief and media plan, and determine factors affecting implementation of the campaign</p> <p>1.2. Ensure the strategy outlines implementation tasks and timelines, and includes a contingency plan for dealing with omissions and errors</p>
2. Negotiate media contracts	<p>2.1. Confirm the media plan and budget for implementation with the client</p> <p>2.2. Negotiate advertisement positions and price with each media vehicle in accordance with the client's requirements</p> <p>2.3. Negotiate and agree on contingency factors and solutions with the media representative</p> <p>2.4. Establish media contracts that meet legal and ethical requirements, and the requirements of the advertising campaign brief and schedule</p>
3. Monitor the advertising campaign	<p>3.1. Evaluate media performance against the conditions of the contract, and identify and analyse any variations</p> <p>3.2. Apply the provisions of media guarantees and make adjustments to media schedules if necessary</p> <p>3.3. Execute the advertising campaign so that it complies with the advertising schedule and budget and meets legal and ethical requirements</p>

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 media requirements and contracts
- negotiation skills to agree on advertising price and positions
- numeracy skills to develop budgets and schedules
- project management skills to manage and monitor contracts
- communication skills to question, clarify and report when implementing an advertising campaign.

Required knowledge

- principles of media pricing policies, guarantees and campaign contingencies
- media vehicles and media options
- organisational budget, product and/or services
- principles of advertising, creative briefs and media plans
- printing, television, film and video production processes
- legal and ethical requirements relating to the advertising industry
- 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:

- development of at least one advertising campaign implementation strategy
- negotiations with media representatives to get price and positions for at least one advertising campaign
- evaluation of media performance against contractual obligations for at least one advertising campaign.

Context of and specific resources for assessment

Assessment must ensure:

- access to an actual or simulated workplace environment
- access to office equipment and resources
- access to media and advertising plans, campaign contracts, creative briefs, campaign briefs.

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 reports detailing campaign execution activities
- demonstration of negotiation and monitoring techniques for an advertising campaign
- direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate
- observation of presentations of campaign performance
- oral or written questioning to assess knowledge of principles of advertising, creative briefs and media plans
- review of media contracts negotiated.

Guidance information for assessment

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

EVIDENCE GUIDE

- BSBADV605B Evaluate campaign effectiveness.

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.

<i>Advertisement positions</i> may include:	<ul style="list-style-type: none"> • above or below the fold • EGN • evenly spread during the time schedule • fixed position each week in a radio/television or other program • left or right page • page number • scatter plan which places an advertisement in different programs or positions each week
<i>Price</i> may include:	<ul style="list-style-type: none"> • buying incentives • concessions • discounts • guarantees • negotiation
<i>Contingency factors</i> may include:	<ul style="list-style-type: none"> • programming errors • technical errors
<i>Guarantees</i> may include:	<ul style="list-style-type: none"> • frequency • position • price
<i>Legal and ethical requirements</i> may include:	<ul style="list-style-type: none"> • 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 • Australian Performing Right Association • Commercial Radio Australia • Free TV Australia • cultural expectations and influences • ethical principles • legislation • policies and guidelines

RANGE STATEMENT

	<ul style="list-style-type: none">• regulations• social responsibilities such as protection of children, environmental issues• societal expectations
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Unit Sector(s)

Unit sector	
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Competency field

Competency field	Business Development - Advertising
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Co-requisite units

Co-requisite units		