



Australian Government

Department of Education, Employment and Workplace Relations

BSBPUB401A Develop and apply knowledge of public relations industry

Revision Number: 1

BSBPUB401A Develop and apply knowledge of public relations industry

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to research, analyse and apply knowledge of the various components of the public relations industry, including legal and ethical constraints and strategic communications management planning.</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

Application of the unit	<p>This unit applies to individuals working in entry level public relations positions who need to apply knowledge of the structure, organisation and functioning of the public relations industry in order to effectively conduct strategic communications.</p>
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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. Apply knowledge of the public relations industry	1.1. Seek information on the <i>structure and operation</i> of the public relations industry 1.2. Identify and access sources of information on the public relations industry 1.3. Obtain information on <i>public relations industry sectors, associations, networks and societal role</i> 1.4. Identify and access information on <i>key stakeholders</i> 1.5. Apply industry information appropriately in everyday activities related to typical work roles
2. Identify industry employment obligations and opportunities	2.1. Obtain information on employment obligations and opportunities in relation to the public relations industry 2.2. Apply information on employment opportunities and obligations in everyday activities related to typical work roles
3. Conduct strategic communications management planning	3.1. Establish purpose and processes for <i>setting objectives</i> in the workplace 3.2. Identify and apply appropriate <i>planning and measurement tools</i> to workplace objectives 3.3. Develop critical success factors for the communications
4. Update industry knowledge	4.1. Conduct formal and informal research to update general knowledge of the industry continuously 4.2. Monitor current issues of concern to the industry 4.3. Share updated knowledge with client and colleagues 4.4. Incorporate updated knowledge into everyday activities related to typical work roles

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- communication skills such as questioning, active listening, clarifying and asking open questions
- culturally appropriate communication and interpersonal skills to relate to people from diverse backgrounds and people with diverse abilities
- literacy skills to read and interpret business and market data and write reports in a range of styles and for a range of audiences
- numeracy skills to analyse quantitative data
- research and evaluation skills to gather and record information about clients, organisations, target audiences, and the media
- technology skills to use a range of office equipment and information systems.

Required knowledge

- current issues and trends which affect the public relations industry
- overview knowledge of key provisions of relevant legislation from all levels of government, codes of practice and national standards that affect business operations such as:
 - anti-discrimination legislation and the principles of equal opportunity, equity, and diversity
 - copyright
 - defamation and libel
 - ethical principles
 - Australian Direct Marketing Association Limited (ADMA) Direct Marketing Code of Practice
 - FACTS (Federation of Australian Commercial Television Stations) codes
 - privacy laws
 - TradePracticesAct1974 (Cth)
- industry structures and networks
- organisational and client operating environments, structures and business and marketing plans
- principles and practices of marketing communications and media strategies.

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	<p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> reporting on the public relations industry structure and its role in society and in a particular organisation developing a stakeholder analysis relevant to a particular organisation reporting on the current issues affecting the public relations industry.
Context of and specific resources for assessment	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> access to office equipment and resources.
Method of assessment	<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"> assessment of written reports about the public relations industry, structure, function and role in society assessment of a stakeholder analysis conducted by the candidate direct questioning with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate observation of presentations by the candidate about the public relations industry oral or written questioning review of authenticated documents from the workplace or training environment review of testimony from team members, colleagues, supervisors or managers tests of knowledge on the structure and functioning of the public relations industry.
Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:</p> <ul style="list-style-type: none"> BSBPUB402A Develop public relations campaigns

EVIDENCE GUIDE

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| | <ul style="list-style-type: none">• BSBPUB403A Develop public relations documents• other marketing or public relations units. |
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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>Structure and operation</i> of the public relations industry may include:</p>	<ul style="list-style-type: none"> • public relations practitioners in the following sectors: <ul style="list-style-type: none"> • corporate • government • not-for-profit • public relations consultancies
<p><i>Public relations industry sectors, associations, networks and societal role</i> may include:</p>	<ul style="list-style-type: none"> • business associations • client networks • distribution channels • industry markets • industry relationships • local or regional characteristics • major industry bodies and associations • role and significance of an industry or sector
<p><i>Key stakeholders</i> may include:</p>	<ul style="list-style-type: none"> • community groups • contractors • general public • government departments • industry associations • investors • management • media • organisations • politicians • public service • staff • unions
<p><i>Setting objectives</i> may include:</p>	<ul style="list-style-type: none"> • developing 'SMART' objectives • using key performance indicators
<p><i>Planning and measurement tools</i> may include:</p>	<ul style="list-style-type: none"> • action plans • flow charts • four-step PR planning process

RANGE STATEMENT

	<ul style="list-style-type: none"> • Gantt charts • key performance indicators • PERT • reviews of action plans • risk management plans • SMART objectives
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Unit Sector(s)

Unit sector	
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Competency field

Competency field	Business Development - Public Relations
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Co-requisite units

Co-requisite units		