



Australian Government

Assessment Requirements for DEFDPA005 Develop and implement media plans

Release: 1

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Modification History

Release 1. This is the first release of this unit of competency in the DEF Defence Training Package.

Performance Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all of the requirements of the elements and performance criteria on at least one occasion and include:

- applying communication ethics relevant to the audience and organisation
- applying organisational policies and procedures
- developing and implementing media plans
- evaluating, comparing and weighing advantages of one medium over another, and matching characteristics with media requirements
- interpreting the characteristics of different media and matching them to the requirements of the advertising brief
- producing a media plan that:
 - defines the media requirements of the brief
 - details contingency provisions
 - specifies the rationale for the media vehicle/s chosen
 - includes budgetary allocation for each chosen medium
 - evaluates the media plan
- using communication skills to consult on the media schedule.

Knowledge Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all of the requirements of the elements and performance criteria and include knowledge of:

- data analysis and matching techniques
- contingency activities
- ethical principles
- legal or voluntary constraints and ethical requirements relating to the media industry
- media plan and requirements
- media vehicles including:
 - cable and satellite television
 - direct mail
 - direct response

- exhibitions and trade fairs
- Internet and intranet
- radio
- social media
- sponsorship
- television
- the press
- Videos
- DVDs
- organisational budget and resource constraints
- organisational products and services offered
- principles and characteristics of media strategies
- relevant legislation and regulations
- relevant media terminology
- relevant organisational policies and procedures.

Assessment Conditions

As a minimum, assessors must satisfy applicable regulatory requirements, which include requirements in the Standards for Registered Training Organisations current at the time of assessment.

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Assessment processes and techniques must be appropriate to the language, literacy and numeracy requirements of the work being performed and the needs of the candidate.

Assessment must occur in workplace operational situations, where it is appropriate to do so; where this is not appropriate, assessment must occur in simulated workplace operational situations that replicate workplace conditions.

Resources for assessment must include access to:

- a range of relevant exercises, case studies and/or other simulations
- relevant and appropriate materials, tools, equipment and personal protective equipment currently used in industry
- an advertising brief, relevant standards, policy and instructions related to public affairs
- applicable documentation including operational procedures, regulations, codes of practice and operation manuals.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=6bdbab1e-11ed-4bc9-9cba-9e1a55d4e4a9>

