



Australian Government

Assessment Requirements for BSBADV402 Conduct pre-campaign testing

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Performance Evidence

Evidence of the ability to:

- plan steps required to test an advertising campaign including:
 - appropriate measurement tools
 - documenting outcomes and targets according to advertising brief
 - adhering to budgetary and financial requirements
- document and analyse pilot-test data
- make changes to data as required.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- explain principles of advertising relating to marketing mix
- describe organisational advertising objectives, and contents of advertising, creative and media briefs
- explain key provisions of relevant legislation, codes of practice and national standards for advertising industry
- describe types of media available for advertisements
- explain application of ethical principles in advertising
- describe techniques for evaluating advertising effectiveness.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the business development – advertising field of work and include access to:

- office equipment
- business technology
- advertising brief
- relevant legislation, codes of practice and national standards for advertising industry
- measurement tools – traditional and/or internet based
- organisational policies and procedures.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>