



Australian Government

Assessment Requirements for BSBADV403 Monitor advertising production

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:

- confirm specifications for production activities and monitor from pre-production through post-production
- produce reports on pre-production, production and post-production monitoring activities
- prepare recommendations to re-schedule activities in the event of production delays.

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:

- describe legal and ethical requirements of advertising industry
- explain principles of advertising related to marketing mix
- explain key provisions of relevant legislation, codes of practice and national standards affecting business operations
- describe ethical principles for advertising
- explain role/s of production personnel
- identify techniques and production processes for radio, television and cinema, print, and websites.

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:

- workplace information systems
- business technology, office equipment

- computer resources
- organisational policies and procedures
- relevant legislation and codes of practice
- pre-production and post-production schedules.

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>