



Australian Government

BSBADV404 Schedule advertisements

Release: 1

BSBADV404 Schedule advertisements

Modification History

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

Application

This unit describes skills and knowledge required to prepare and cost media schedules, book advertising time and space, and lodge advertisements.

It applies to individuals in an entry-level position in media planning, media buying, account management or advertising within an advertising team or media organisation, who schedule advertisements.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Business Development – Advertising

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1 Confirm advertising and media requirements	1.1 Confirm availability of completed advertisement 1.2 Identify and confirm chosen media and media vehicle/s from the media plan 1.3 Confirm timing for public release of advertisement 1.4 Confirm budget allocation per-medium per-advertising period
2 Prepare and cost media schedule	2.1 Confirm that duration and timing of media schedule meet requirements of the media plan 2.2 Ensure distribution of messages over duration of schedule meets requirements of the media plan 2.3 Ensure number, size/length and placement/timing of

ELEMENT	PERFORMANCE CRITERIA
	advertisements in media schedule is in accordance with the media plan 2.4 Negotiate costs with media vehicles, report any variations from budget in costs per-medium per-advertising period, and gain approvals to proceed 2.5 Negotiate and gain approvals for changes to schedule required by unforeseen problems with media vehicle/s from supervisors/account managers in accordance with organisational policies and procedures 2.6 Cost overall media schedule to meet budgetary requirements
3 Book advertising time/space and lodge advertisements	3.1 Follow booking procedures in accordance with organisational policy and practice using appropriate technology 3.2 Lodge advertisements to meet deadline requirements of media vehicle/s in accordance with organisational procedures 3.3 Suggest changes or improvements to organisational scheduling procedures to supervisors or managers

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.2, 2.1-2.3, 3.1, 3.2	Recognises and interprets textual information to determine and confirm advertising, media and procedural requirements
Writing	1.1, 1.3, 1.4, 2.1, 2.3-2.5, 3.2, 3.3	- Uses clear, persuasive and specific language to document arguments to obtain approval for changes - Prepares detailed and factual information required to lodge advertisements, and confirm and report on variations
Oral Communication	1.1-1.4, 2.4, 2.5, 3.3	Uses clear questioning and active listening to establish requirements and confirm understanding
Numeracy	1.3, 1.4, 2.3, 2.4, 2.6	Uses mathematical techniques to identify cost and schedule requirements within budgetary constraints
Navigate the	2.4, 2.5, 3.1-3.3	Takes responsibility for providing quality advertising scheduling services complying with organisational

world of work		policies and procedures • Uses scheduling experiences to suggest adjustment or improvement to organisational procedures
Interact with others	2.4, 2.5, 3.3	• Selects and uses appropriate conventions and protocols when conferring with internal and external stakeholders on financial and scheduling matters • Applies negotiation skills to establish understanding and reach agreement
Get the work done	1.1, 1.3, 1.4, 2.1, 2.2, 2.5 3.1-3.3	• Determines job sequence and works logically and systematically to undertake clearly defined tasks to deadlines • Recognises and takes responsibility for addressing unforeseen problems in complex work contexts • Uses digital technologies and systems to locate information, and enter data accurately

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBADV404 Schedule advertisements	BSBADV404B Schedule advertisements	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for BSBADV404 Schedule advertisements

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Performance Evidence

Evidence of the ability to:

- identify and confirm media and the chosen means to advertise in accordance with the media plan for an advertisement
- locate and analyse organisational policies and procedures relevant to media schedules
- use appropriate industry technology
- organise timing and distribution of advertisements and negotiate costs with media sellers for an advertisement.

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 industry products/services such as media types and media vehicles
- outline legal and ethical requirements for the advertising industry
- describe principle of advertising as it relates to marketing mix
- outline organisational policies and procedures for scheduling advertisements.

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 and office equipment
- media plan
- organisational policies and procedures

- organisational scheduling procedures.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

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