



Australian Government

Assessment Requirements for BSBADV405 Perform media calculations

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:

- use mathematical techniques to calculate and present media costings and electronic media ratings to advertise a product or service
- use appropriate technology.

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:

- identify sources of media and comparative data
- explain media calculation principles and practices
- explain functions used in software packages to perform media calculations
- identify and explain key provisions of relevant legislation, codes of practice and national standards affecting advertising
- describe ethical principles that apply to advertising.

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:

- advertising brief
- office equipment
- business technology
- industry software for complex calculations
- relevant legislation

- media calculation research data

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>