



Australian Government

BSBADV405 Perform media calculations

Release: 1

BSBADV405 Perform media calculations

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 calculate media costings, perform media ratings using mathematical techniques, and present findings.

It applies to individuals in an entry-level position in a media buying within an advertising team or media organisation, who conduct media calculations to provide quantitative analysis of the effectiveness of 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 Evaluate advertising media budget	1.1 Research and define media terminology 1.2 Categorise media costs 1.3 Calculate costings for selected media 1.4 Investigate and calculate agency service fees
2 Calculate electronic media rating points	2.1 Determine reach and effective reach for each advertising media 2.2 Determine and present identified qualitative and quantitative attributes of media
3 Apply mathematical functions to advertising	3.1 Calculate percentage shares and variations 3.2 Apply index numbers to a media situation

ELEMENT	PERFORMANCE CRITERIA
media tasks and problems	3.3 Perform calculations on simple index numbers 3.4 Calculate international currency conversions 3.5 Calculate the mean, average and weighted average of selected media data
4 Present media calculations	4.1 Use electronic spreadsheets to perform media calculations 4.2 Clearly present data on selected media

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	1.1, 1.2, 1.4	Evaluates and compares textual information and data to determine options and costs
Writing	2.2, 4.2	Develops material using clear and detailed language to convey explicit information and research results
Oral Communication	2.2, 4.2	Presents results of findings choosing language appropriate to context and needs of audience
Numeracy	1.3, 1.4, 2.1, 2.2, 3.1-3.5, 4.1	Collects and interprets a range of numerical data and applies mathematical calculations relating to media budgetary information
Get the work done	1.1, 1.2, 1.4, 2.1, 2.2, 4.1, 4.2	- Determines job sequence and works logically and systematically to undertake clearly defined tasks for efficiency and effective outcomes - Uses digital technologies and systems to locate information, calculate, enter and present data.

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBADV405 Perform media	BSBADV405A Perform media	Updated to meet Standards for	Equivalent unit

Code and title current version	Code and title previous version	Comments	Equivalence status
calculations	calculations	Training Packages	

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 BSBADV405 Perform media calculations

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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

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