



Australian Government

Assessment Requirements for BSBADV407 Apply media analysis and processing tools

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:

- evaluate and apply relevant media software options to perform media analysis tasks for advertising campaigns
- analyse, present and evaluate media performance results for an advertising campaign.

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:

- outline and explain data processing methods and analysis techniques
- list industry products/services
- identify organisational structure/s, roles and responsibilities
- outline and explain principles, advantages, disadvantages and applications of specific software to perform media tasks
- identify and explain key provisions of relevant legislation, codes of practice and national standards affecting advertising
- outline ethical principles relating 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:

- industry software for complex analysis
- relevant legislation and codes of practice
- organisational policies and procedures

- appropriate survey data
- office equipment
- business technology.

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>