



Australian Government

BSBADV407 Apply media analysis and processing tools

Release: 1

BSBADV407 Apply media analysis and processing tools

Modification History

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

Application

This unit describes the skills and knowledge required to compare and contrast characteristics of media analysis tools to choose the most appropriate software tool to perform media tasks and evaluate their outcomes.

It applies to individuals in an entry-level position in media planning or buying within an advertising team or media organisation, who use specialised media software in conducting their activities.

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 media software tool options	1.1 Compare and contrast characteristics and specific functions of media software tools when developing a media plan 1.2 Evaluate advantages and disadvantages of media software tools that could be used to perform media tasks 1.3 Contrast and evaluate functions of media software tools to perform media analysis and processing tasks 1.4 Generate media recommendations which meet advertiser's requirements
2 Use media software tools to perform media	2.1 Use media software to segment target audience

ELEMENT	PERFORMANCE CRITERIA
tasks	2.2 Ensure program demographics match marketing objectives 2.3 Analyse radio and television survey data and logs to determine most appropriate media placements
3 Analyse campaign performance	3.1 Evaluate media performance results by channel, program and day of the week to determine performance against desired marketing objectives 3.2 Compare media performance against expected demographics by program and time slot 3.3 Present campaign performance results to advertiser

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, 1.3, 2.2, 2.3, 3.1, 3.2	Recognises and interprets textual information to determine and compare media software functions and media performance against marketing objectives
Writing	1.4, 3.3	Develops material using clear and detailed language to convey explicit information and campaign results
Oral Communication	3.3	Uses clear and specific language suitable to audience to convey outcomes of performance analysis
Numeracy	2.2, 2.3, 3.1, 3.2	Collects, organises and statistically analyses data using averages, percentiles, and measures of spread, and draws conclusions from trends
Interact with others	3.3	Uses a range of strategies to establish a connection with others to establish an understanding of needs and communicate results
Get the work done	1.1-1.4, 2.1, 2.3, 3.1	- Systematically gathers and analyses all relevant information and evaluates options to make recommendations that meet advertisers requirements - Fully utilises features of digital tools and systems to organise, analyse, match and process information - Uses analytical and evaluation processes to compare project objectives with performance outcomes

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBADV407 Apply media analysis and processing tools	BSBADV407A Apply media analysis and processing tools	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 BSBADV407 Apply media analysis and processing tools

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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.

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