



Australian Government

BSBADV408 Review advertising media options

Release: 1

BSBADV408 Review advertising media options

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 recommend advertising media options suitable for a particular product or service. Individuals undertake research, review policy and procedure frameworks, and make final recommendations to relevant personnel.

It applies to individuals requiring a broad knowledge of advertising media, particularly people new to advertising. It is not assumed individuals at this level have responsibility for supervising the work of others. However, it is assumed their work supports effective work practices across the organisation.

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 Research advertising media options	1.1 Clarify advertising media options for review, and record scope of review 1.2 Identify local, state or territory, national and international networks for advertising professionals 1.3 Identify other sources of information about advertising media options 1.4 Select research strategy suitable to the topic 1.5 Consult with relevant personnel 1.6 Undertake research into a range of advertising media options

ELEMENT	PERFORMANCE CRITERIA
	for product or service 1.7 Critically analyse strengths and weaknesses of each option
2 Review policy and procedures frameworks	2.1 Locate and review policies and procedures relevant to advertising media options being researched 2.2 Review legislation, regulations, standards and ethical requirements that apply to advertising media options
3 Report research outcomes	3.1 Collate, analyse and record key findings of review as they relate to advertising 3.2 Compile report on research outcomes 3.3 Develop recommendations for advertising media options suitable for product or service 3.4 Present report in agreed format to relevant personnel

Foundation Skills

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

Reading	1.1-1.3, 1.6, 1.7, 2.1, 2.2	Reviews range of information for research purposes and to inform recommendations about advertising media options
Writing	1.1, 3.1-3.3	Produces clear and legible reports in required format documenting key findings
Oral Communication	1.5, 3.4	Participates in verbal exchange of ideas and elicits views and opinions of others by listening and questioning
Navigate the world of work	1.2, 2.1, 2.2, 3.4	- Ensures legislative regulatory and ethical requirements, and relevant media policy and procedures is kept up-to-date to provide accurate information - Follows organisational requirements for presentation of information
Interact with others	1.5	Uses a range of strategies to establish connections when communicating with relevant personnel to seek and share information
Get the work done	1.3, 1.4, 1.6, 1.7, 2.1, 3.1, 3.3	Plans, organises and implements tasks to achieve research and review objectives in consultation with others

		• Systematically gathers and analyses all relevant information and evaluates options to decide on appropriate research strategy • Uses critical and analytical thinking to assess media options, review related policy frameworks and develop recommendations • Uses familiar digital technologies and systems to locate, organise and present information
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Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBADV408 Review advertising media options	BSBADV408A Review advertising media options	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 BSBADV408 Review advertising media options

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Performance Evidence

Evidence of the ability to:

- produce a research report reviewing a range of advertising media options, including:
 - research methodology and information sources
 - descriptions of chosen advertising media options
 - strengths and weaknesses of each option
 - recommendation for use of selected advertising media options for a particular product or service
- compile a report on research outcomes and present to relevant personnel.

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 relevant legal and ethical requirements in media advertising industry
- identify and explain range of advertising media options
- identify and explain full range of research strategies and their suitability for different purposes
- locate and list advertising media networking communities.

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 report writing
- relevant legislation and codes of practice

- organisational policies and procedures
- media option information data
- office equipment
- business technology.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

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