



Australian Government

Assessment Requirements for BSBADV503 Coordinate advertising research

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:

- assess need for media research and testing
- select and assess appropriate techniques to identify advertising research requirements for a product or service
- prepare research brief specifying objectives, methods, budget, time, schedule, reporting and human resource requirements for an advertising campaign
- locate and analyse legal and ethical requirements.

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 legal and ethical requirements affecting market research
- identify and explain organisational policy and procedures for conducting market research
- identify and explain key provisions of relevant legislation, codes of practice and national standards affecting business operations
- determine ethical principles relevant to advertising
- outline requirements for time, cost and scope as determined in advertising brief
- explain range of available market research and data analysis techniques
- identify statistical and research methods and techniques.

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:

- relevant legal, cultural and ethical requirements
- organisational policies and procedures
- industry software for report writing
- 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>