



Australian Government

BSBADV503 Coordinate advertising research

Release: 1

BSBADV503 Coordinate advertising research

Modification History

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

Application

This unit covers the skills and knowledge required to conduct primary and secondary advertising research to test advertising themes and ideas. It includes assessment of research requirements, selection of research methods, and use of findings.

It applies to individuals working in a supervisory or management advertising role within an advertising team or media 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 Assess advertising research requirements	1.1 Analyse information about consumer, product and market environment to identify and justify need for further research 1.2 Assess creative concepts to determine and justify need for concept testing 1.3 Assess media options and scheduling to determine and substantiate need for media research 1.4 Identify and assess legal, ethical and cultural considerations for advertising research to determine their impact on research methods
2 Select research method/s	2.1 Confirm research budget and timeframe in selecting appropriate research method/s

ELEMENT	PERFORMANCE CRITERIA
	2.2 Assess capacity of primary and secondary research methods to provide required information 2.3 Select pre-test advertising method/s most likely to provide required information on time and within budget 2.4 Prepare research brief specifying research objectives and method/s, budget, time, schedule and reporting requirements
3 Utilise advertising research findings	3.1 Analyse research results using appropriate techniques to identify findings and impact on advertising strategies, budgets and timelines 3.2 Adjust advertising strategies, budgets and timelines to reflect research findings 3.3 Revise advertising strategies to meet legal and ethical requirements, and requirements of 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	1.1-1.4, 2.1, 2.2, 3.1, 3.3	Interprets range of complex information including legal and ethical requirements, primary and secondary research, and advertising brief
Writing	2.4, 3.2, 3.3	Prepares specific and specialised information based on analysis and organises content to support the purpose and needs of advertiser, incorporating revisions as required
Numeracy	1.1, 2.1, 2.3, 3.1, 3.2	Collects and interprets a range of numerical data and applies mathematical calculations relating to timelines and budgetary information
Navigate the world of work	1.4, 3.3	- Applies knowledge of codes of practice, cultural and ethical criteria to research methodology - Ensures advertising strategies meet legal and ethical requirements
Get the work done	1.1-1.3, 2.2-2.4, 3.1-3.3	- Accepts responsibility for planning and sequencing relatively complex tasks and workload - Systematically analyses all relevant information and evaluates options to make informed decisions about

		advertising research requirements and methodologies suitable for product or service and within budget and time constraints • Performs analytical processes to establish findings, identify and makes necessary adjustments to advertising strategies, budget, and timelines • Uses familiar digital technologies and systems to locate, organise and present information
--	--	---

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBADV503 Coordinate advertising research	BSBADV503B Coordinate advertising research	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 BSBADV503 Coordinate advertising research

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>