



**Australian Government**

# **BSBADV507 Develop a media plan**

**Release: 1**

## BSBADV507 Develop a media plan

### 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 develop a media plan within a given budget, by defining requirements, selecting media vehicles and determining a schedule.

It applies to individuals working in a supervisory or management advertising role within an advertising team or media organisation. It may also apply to someone working within a direct marketing role, who is responsible for planning media requirements for direct marketing campaigns or offers.

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 Define media requirements                      | <p>1.1 Identify target audience characteristics from advertising brief and prepare a detailed consumer profile which uses the same terms as those used to describe media audiences</p> <p>1.2 Analyse product market factors to determine reach and frequency requirements of advertising media selected</p> <p>1.3 Analyse creative requirements of advertising message and determine media implications</p> <p>1.4 Identify media merchandising requirements from the advertising brief</p> <p>1.5 Confirm media budget and identify legal and voluntary</p> |

| ELEMENT                    | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                            | constraints                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 2 Select media vehicles    | <p>2.1 Weigh up relative merits of identified media vehicle alternatives, taking past media performance into account</p> <p>2.2 Evaluate and test new or alternative media vehicles with other advertisers and against proven vehicles</p> <p>2.3 Select media vehicles that target the required audience, meet media requirements and fulfil merchandising requirements within budget</p> <p>2.4 Select media vehicles that meet creative, reach and frequency requirements of the advertising message to be achieved within budget</p> <p>2.5 Ensure selected media vehicles meet legal and ethical requirements</p> |
| 3 Determine media schedule | <p>3.1 Ensure duration and timing of media schedule meet requirements of the advertising brief</p> <p>3.2 Determine distribution of messages over duration of schedule to meet requirements of the advertising brief</p> <p>3.3 Create a media schedule to satisfy advertiser</p> <p>3.4 Develop alternative media schedules for advertiser within budget</p> <p>3.5 Determine testing schedule for the media plan and continually modify media plan in accordance with results obtained</p>                                                                                                                           |
| 4 Produce media plan       | <p>4.1 Create media plan which defines media requirements of the advertising brief and provides evidence supporting each requirement</p> <p>4.2 Specify recommended media and vehicle/s, and rationale for their selection in the media plan</p> <p>4.3 Ensure media plan contains a budget allocation per medium per advertising period</p> <p>4.4 Identify anticipated impact of advertising and measures to assess its effectiveness in the media plan</p>                                                                                                                                                          |

## 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, 2.5, 3.1, 3.2              | <ul style="list-style-type: none"> <li>Identifies, analyses and evaluates complex texts to determine requirements of advertising brief, and legislative, regulatory and business requirements</li> </ul>                                                                                                                                                                                                                                                                                                      |
| Writing                    | 1.1, 3.1, 3.3-3.5, 4.1, 4.2         | <ul style="list-style-type: none"> <li>Writes in a range of styles to suit job requirements and different audiences</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                |
| Oral Communication         | 3.3                                 | <ul style="list-style-type: none"> <li>Uses appropriate techniques, including active listening and questioning, to convey and clarify information</li> </ul>                                                                                                                                                                                                                                                                                                                                                  |
| Numeracy                   | 1.1, 1.5, 2.3, 4.3, 4.4             | <ul style="list-style-type: none"> <li>Analyses and processes complex data to determine schedules and budget</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                       |
| Navigate the world of work | 1.5, 2.5                            | <ul style="list-style-type: none"> <li>Takes full responsibility for following implicit and explicit voluntary constraints related to budget, legal and ethical requirements in selection of media vehicles</li> </ul>                                                                                                                                                                                                                                                                                        |
| Get the work done          | 1.1-1.4, 2.1-2.4, 3.1-3.5, 4.1, 4.4 | <ul style="list-style-type: none"> <li>Takes responsibility for planning, sequencing and prioritising tasks and own workload for efficiency and effective outcomes</li> <li>Analyses relevant information to inform decisions about media requirements to conform to the brief</li> <li>Utilises continuous improvement and testing strategies to ensure effectiveness of final media plan</li> <li>Uses familiar digital technologies and systems to enter data, organise and present information</li> </ul> |

## Unit Mapping Information

| Code and title<br>current version | Code and title<br>previous version | Comments                                        | Equivalence status |
|-----------------------------------|------------------------------------|-------------------------------------------------|--------------------|
| BSBADV507<br>Develop a media plan | BSBADV507B<br>Develop a media plan | 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 BSBADV507 Develop a media plan

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### Performance Evidence

Evidence of the ability to:

- produce a media plan for an advertisement which:
  - defines media requirements of an advertising brief
  - specifies rationales for media vehicles chosen
  - ensures media schedule meets requirements of the brief
  - contains budgetary allocation for each advertising medium
- develop measures to assess effectiveness of media vehicles selected.

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 analysis and matching techniques
- list organisational products and services offered
- identify organisational budget and resource constraints
- identify principles and characteristics of advertising media, types of media and advertising strategies
- identify and explain key provisions of relevant legislation, codes of practice and national standards affecting business operations
- identify and explain ethical principles relating to advertising industry
- define terms for describing media audiences.

### 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 legislation and codes of practice
- organisational policies and procedures
- industry software
- office equipment
- business technology.

Assessors must satisfy NVR/AQTF assessor requirements.

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