



Australian Government

Assessment Requirements for BSBADV510

Create mass electronic media advertisements

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:

- produce at least THREE mass electronic advertisements in accordance with an advertising and creative brief, including for:
 - radio
 - television or cinema
 - web or podcast
- confirm accuracy of creative brief
- incorporate time, schedule and budget requirements
- ensure adherence to appropriate legal and ethical constraints.

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 key features of industry, services, products and organisation
- explain principles and purposes of advertising
- outline and explain principles of consumer behaviour and influences on buyer behaviour
- identify principles and elements of design in electronic advertisements
- list a range of available advertising approaches for different markets
- identify and explain key provisions of relevant legislation, codes of practice and national standards affecting business operations
- explain key ethical principles relevant to the advertising industry
- identify requirements for advertising timelines, budget, central idea and resources as specified in the advertising brief.

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 design software
- relevant legislation and codes of practice
- organisational policies and procedures
- office equipment
- business technology
- advertising copy and creative briefs.

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>