



Australian Government

Assessment Requirements for BSBADV602 Develop an advertising campaign

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:

- develop an advertising campaign which meets the advertiser's purpose and objectives as specified in the advertising brief, including:
 - specified timelines for task completion
 - resource requirements
 - budgetary allocations and justifications.

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 principles of effective advertising for different markets
- describe contents of advertising briefs
- define what is meant by industry, services, products and organisation
- outline and describe ethical requirements relevant to the advertising industry
- identify organisational products or services
- explain principles and purposes of advertising, consumer behaviour, and influences on buyer behaviour
- identify and give an overview of key provisions of relevant legislation, codes of practice and national standards affecting business operations.

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
- office equipment
- business technology
- advertising copy and creative brief.

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>