



Australian Government

Assessment Requirements for BSBADV603 Manage advertising production

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:

- manage production of at least TWO advertisements, including:
 - electronic
 - print
- plan production schedules in association with others
- select appropriate suppliers
- evaluate final advertisements.

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:

- identify organisational budget, product and/or services
- explain contents of advertising and creative briefs, and media plans
- describe printing, television, film and video production processes
- outline ethical requirements of the advertising industry
- identify and give an overview of key provisions of relevant legislation, codes of practice and national standards affecting business operations
- explain how to use software and operate equipment used in advertising production processes.

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>