



Australian Government

BSBADV604 Execute an advertising campaign

Release: 1

BSBADV604 Execute an advertising campaign

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 coordinate and monitor an advertising campaign, including developing an implementation strategy, negotiating media contracts and monitoring the campaign

It applies to individuals working in a senior advertising management or account management role within an advertising 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 Develop an implementation strategy	1.1 Analyse creative brief and media plan, and determine factors affecting implementation of campaign 1.2 Ensure strategy outlines implementation tasks and timelines, and includes a contingency plan for dealing with omissions and errors
2 Negotiate media contracts	2.1 Confirm media plan and budget for implementation with client 2.2 Negotiate advertisement positions and price with each media vehicle in accordance with client's requirements 2.3 Negotiate and agree on contingency factors and solutions with media representative

ELEMENT	PERFORMANCE CRITERIA
	2.4 Establish media contracts that meet legal and ethical requirements, and requirements of the advertising campaign brief and schedule
3 Monitor advertising campaign	3.1 Evaluate media performance against conditions of the contract, and identify and analyse any variations 3.2 Apply provisions of media guarantees and make adjustments to media schedules if necessary 3.3 Execute advertising campaign so it complies with the advertising schedule and budget and meets legal and ethical requirements

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, 1.2, 2.4, 3.1-3.3	- Evaluates and analyses textual information to determine requirements according to media plans and creative brief - Analyses and interprets a range of familiar industry information and complex legal texts
Writing	1.1, 1.2, 2.1, 2.4, 3.1, 3.2	- Accurately records information according to organisational requirements - Composes and edits texts, selecting appropriate vocabulary and structure for audience and purpose
Oral Communication	2.1-2.3	Participates effectively in spoken interactions using clear and detailed language
Numeracy	1.2, 2.2, 3.3	Develops budget and schedules according to requirements of the advertising campaign
Navigate the world of work	2.4, 3.3	Takes full responsibility for adherence to legal and ethical requirements in coordination and monitoring of advertising campaigns
Interact with others	2.1-2.3	- Establishes and uses appropriate conventions and protocols when communicating with stakeholders to confirm campaign requirements - Uses collaborative techniques to negotiate necessary

		contractual arrangements and contingency plans
Get the work done	1.1, 1.2, 2.3, 3.1-3.3	- Sequences and schedules complex activities and tasks, and monitors implementation - Systematically gathers and analyses all relevant information to make decisions about campaign delivery and performance evaluation - Accepts responsibility for contingency management and negotiation to determine solutions

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBADV604 Execute an advertising campaign	BSBADV604B Execute an advertising campaign	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 BSBADV604 Execute an advertising campaign

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 implementation strategy
- negotiate with media representatives to get price and positions for an advertising campaign
- evaluate media performance against contractual obligations for an advertising campaign.

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 principles of media pricing policies, guarantees and campaign contingencies
- describe media vehicles and media options
- outline organisational budget, product and/or services
- explain principles of advertising, creative briefs and media plans
- describe print, television, film and video production processes
- explain ethical requirements of the advertising industry
- identify and give an overview of key provisions of relevant legislation, codes of practice and national standards affecting advertising.

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
- media plans 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>