



Australian Government

Assessment Requirements for BSBADV605 Evaluate campaign effectiveness

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 and implement an evaluation strategy for an advertising campaign, ensuring the campaign:
 - defines standards and measurements
 - adheres to legal and ethical standards
 - adheres to budget requirements
- analyse evaluation data to develop and document recommendations for improvement in future campaigns.

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:

- describe organisational budget planning process
- describe and explain techniques for evaluating advertising effectiveness and managing campaign contingencies
- identify key provisions of relevant legislation, codes of practice and national standards affecting advertising
- identify specifications in advertising, creative and media briefs.

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 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>