



Australian Government

BSBMKG438 Implement and monitor advertising production

Release: 1

BSBMKG438 Implement and monitor advertising production

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

Application

This unit describes the skills and knowledge required to implement and monitor advertising production, including establishing the initial media requirements, booking advertising production and developing a monitoring report.

The unit applies to individuals in an entry-level position who are not expected to supervise the work of others but are required to have a broad knowledge of advertising media. These individuals may be responsible for media planning, media buying or advertising within an advertising team.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Technical Skills – Marketing

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. Prepare to implement advertising production	1.1 Confirm advertising and media requirements according to creative brief, organisational and legislative requirements 1.2 Develop media schedule 1.3 Analyse and select suppliers for production process 1.4 Seek approval from relevant stakeholders
2. Implement advertising production	2.1 Book advertising space and time 2.2 Negotiate pricing with supplier 2.3 Lodge advertisement 2.4 Report status of initial implementation to relevant stakeholders

ELEMENT	PERFORMANCE CRITERIA
3. Monitor advertising production	3.1 Establish and confirm post-production activities with required stakeholders 3.2 Identify and rectify issues with advertising production within scope of own responsibility 3.3 Develop monitoring report 3.4 Establish procedures for ongoing monitoring

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

Skill	Description
Numeracy	• Uses mathematical techniques to identify cost and schedule requirements within budgetary constraints
Reading	• Identifies and interprets textual information to determine and confirm advertising, media and procedural requirements
Writing	• Produces clear and legible reports in required format documenting key findings
Teamwork	• Applies negotiation skills to establish understanding and reach agreement • Uses a range of strategies to establish connections when communicating with relevant personnel to seek and share information
Self-management	• Systematically gathers and analyses all relevant information and evaluates options to decide on appropriate research strategy
Planning and organising	• Determines job sequence and works logically and systematically to undertake clearly defined tasks to deadlines • Uses scheduling experiences to suggest adjustment or improvement to organisational procedures
Problem solving	• Recognises and takes responsibility for addressing unforeseen problems in complex work contexts
Technology	• Uses digital technologies and systems to locate information, and enter data accurately • Uses familiar digital technologies and systems to locate, organise and present information

Unit Mapping Information

Supersedes and is equivalent to:

- BSBADV404 Schedule advertisements
- BSBADV408 Review advertising media options.

Supersedes but is not equivalent to:

- BSBADV402 Conduct pre-campaign testing
- BSBADV403 Monitor advertising production
- BSBADV405 Perform media calculations
- BSBADV406 Buy and monitor media
- BSBADV407 Apply media analysis and processing tools.

Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>

Assessment Requirements for BSBMKG438 Implement and monitor advertising production

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Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- implement and monitor the production of at least two advertisements.

In the course of the above, the candidate must:

- confirm media and selected means to advertise according to the creative brief
- apply organisational policies and procedures relevant to advertising production
- use appropriate industry technology
- organise timing and distribution of advertisements and negotiate costs with media sellers.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- industry products and services including media types and media vehicles
- legal and ethical requirements for the advertising industry
- principles of advertising and marketing mix
- organisational policies and procedures for costing and scheduling advertisements.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- creative brief
- software required to implement and monitor advertising plans
- relevant organisational policies and procedures
- relevant organisational scheduling procedures.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

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