



Australian Government

Assessment Requirements for BSBMKG441 Develop public relations documents

Release: 1

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Modification History

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

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:

- develop a minimum of two public relations documents.

In the course of the above, the candidate must:

- research content, format and processes for public relations document and confirm with relevant personnel
- develop and modify a draft public relations document according to task requirements and feedback from relevant personnel
- monitor and evaluate feedback to identify future improvements to public relations documents
- record and file results according to organisational policy and procedures.

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:

- principles and practices of public relations
- content of public relations documents including:
 - communication objectives
 - communication messages
 - communication processes
- methods to assess effectiveness of public relations documents in fulfilling task objectives, including stakeholder feedback
- organisational requirements relevant to public relations documents
- key media and media distribution channels
- current issues and trends which affect the public relations industry
- key provisions of relevant legislation, codes of practice and national standards that affect public relations campaigns.

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:

- examples of public relations documents.

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

Links

Companion Volume Implementation Guide is found on VETNet -

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