



Australian Government

BSBMKG441 Develop public relations documents

Release: 1

BSBMKG441 Develop public relations documents

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 design, produce and edit public relations documents for various target audiences and to evaluate their effectiveness in the marketplace.

The unit applies to individuals who usually work as part of a public relations campaign team and who analyse and evaluate information from a variety of sources. In this role, individuals use well-developed advertising skills and a broad knowledge base.

No licensing, legislative, regulatory 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 develop public relations documents	1.1 Identify task objectives and relevant legal and ethical frameworks 1.2 Research previous organisational public relations documents, distribution channel information and evaluation data 1.3 Confirm document objectives, message and process with relevant personnel 1.4 Identify resources, timelines and costs in consultation with relevant personnel
2. Establish final public relations documents	2.1 Draft documents according to task and organisational requirements 2.2 Seek feedback from relevant personnel on public relations

ELEMENT	PERFORMANCE CRITERIA
	documents 2.3 Agree upon modifications and incorporate into final draft
3. Review finalised documents	3.1 Distribute documents according to timelines, task and organisational requirements 3.2 Monitor and collate feedback on the effectiveness of distributed documents 3.3 Evaluate feedback results against task objectives 3.4 Record and file evaluation results and recommendations for future improvements according to organisational policy and procedure

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
Reading	- Interprets and analyses information from a range of sources - Checks workplace documentation for clarity, accuracy, compliance with house style and legislative, regulatory and ethical requirements
Writing	- Uses clear, accurate and relevant language to record information - Develops and completes documents in a range of styles and tones suitable to different audiences and contexts
Oral Communication	- Articulates information clearly using language and features appropriate to the audience - Employs active listening and questioning techniques to clarify information and confirm understanding
Numeracy	Interprets numerical information and makes basic calculations to determine outsourcing expenditure and workplace scheduling
Initiative and enterprise	Monitors outcomes, considering results from a range of perspectives, and identifies key concepts and principles that could be improved in future situations
Self-management	Adheres to implicit and explicit organisation policies and procedures
Teamwork	Collaborates with others as part of familiar routine activities
Planning and organising	Takes responsibility for planning, sequencing and prioritising tasks and own workload to meet timelines and achieve outcomes
Technology	Uses digital applications to record, store, retrieve and share documents

Unit Mapping Information

Supersedes and is equivalent to BSBPUB403 Develop public relations documents.

Supersedes but is not equivalent to BSBPUB402 Develop public relations campaigns.

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 BSBMKG441 Develop public relations documents

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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:

- 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

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