



Australian Government

Assessment Requirements for BSBMG551 Create multiplatform advertisements for mass media

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:

- create at least three advertisements for multi-platform advertising.

In the course of the above, the candidate must:

- adhere to time, schedule, budget and legal requirements
- evaluate multiplatform advertisements and identify and document areas for improvement.

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, services, products and organisation
- purposes and principles of advertising
- principles of consumer behaviour
- content and development requirements for specific advertising platform
- provisions of legislation, codes of practice and standards affecting advertising
- legal and ethical principles relevant to advertising industry timelines, budget and resources requirements.

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:

- legislation and codes of practice relevant to creating multiplatform advertisements
- organisational policies and procedures for developing advertisements
- industry software and technology for developing advertisements

- creative briefs.

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>