



Australian Government

BSBMKG551 Create multiplatform advertisements for mass media

Release: 1

BSBMKG551 Create multiplatform advertisements for mass media

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 create multiplatform advertisements for the communication of a product, service or idea to consumers.

The unit applies to individuals who work in supervisory management roles within an advertising team or media organisation and are primarily responsible for the development of advertisements.

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. Identify requirements for multiplatform advertising	1.1 Identify and Confirm task objectives and requirements with client 1.2 Establish timeline, target audience and budget for multiplatform advertisements for mass media
2. Develop multiplatform advertisement	2.1 Select advertising platforms according to task objectives 2.2 Prepare multiplatform advertisements for mass media according to task objectives, client and platform specifications 2.3 Present advertisement to client for confirmation 2.4 Implement advertisement on platform according to platform specifications in consultation with client

ELEMENT	PERFORMANCE CRITERIA
3. Review multiplatform advertisement	3.1 Seek feedback on advertisement from client 3.2 Analyse feedback to identify areas for improvement 3.3 Document key learnings according to organisational policies and procedures

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
Learning	Identify and interpret a range of textual information to ensure client requirements and legal and ethical requirements are met
Numeracy	Interprets budgetary and scheduling information
Writing	Records explicit information and develops effective messages for a variety of audiences and purposes
Self-management	Takes full responsibility for adherence to legislative and ethical requirements
Planning and organising	Works independently and collectively to make range of aesthetic and technical decisions meeting creative, legislative and ethical requirements
Technology	Identifies purposes, specific functions and key features of common digital systems and tools, and operates them effectively to produce digital media

Unit Mapping Information

No equivalent unit. Supersedes but is not equivalent to:

- BSBADV503 Coordinate advertising research
- BSBADV509 Create mass print media advertisements
- BSBADV510 Create mass electronic media advertisements
- BSBADV603 Manage advertising production
- BSBMKG530 Create distributed multiplatform digital advertisements.

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 BSBMKG551 Create multiplatform advertisements for mass media

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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:

- 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

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