



Australian Government

BSBMKG553 Develop public relations campaigns

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.

Application

This unit describes the skills and knowledge required to develop multifaceted and potentially ongoing public relations campaigns.

The unit applies to individuals working in senior roles, who possess sound theoretical business skills and knowledge and who often have substantial experience. These individuals are also seeking to further develop their skills across a wide range of business functions.

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. Interpret a complex public relations campaign brief	1.1 Identify objective of a complex public relations campaign brief 1.2 Identify campaign's messages, strategies, roles and responsibilities, resource requirements, and client requirements 1.3 Identify legal and ethical constraints in the brief
2. Identify and evaluate options for a complex public relations campaign	2.1 Analyse information about the target public and their attributes, and the public relations environment 2.2 Identify and evaluate a range of options for message concepts 2.3 Identify and select media according to target public and campaign objectives 2.4 Consult media directories and confirm suitable journalists and personnel are selected for campaign

ELEMENT	PERFORMANCE CRITERIA
	2.5 Identify requirements for external suppliers and contract resources according to task requirements
3. Prepare public relations campaign plans	3.1 Plan and document a complex public relations campaign and its approach according to client requirements 3.2 Identify and incorporate budget, timing and schedules 3.3 Identify potential sources of risk 3.4 Develop and document control mechanisms 3.5 Finalise plan and present document to relevant stakeholders

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, analyses and synthesises complex information from various sources
Writing	Uses clear, engaging and persuasive language to produce documentation in a range of styles for different audiences and contexts
Oral Communication	- Clearly articulates instructions and information using appropriate language and features for various audiences - Employs listening and questioning techniques to confirm understanding
Numeracy	Uses mathematical formula to calculate whole numbers and decimals to determine work schedules and budgetary requirements
Self-management	Complies with organisational, legal and ethical requirements relevant to own role
Teamwork	- Selects the appropriate form, channel and mode of communication for a specific purpose relevant to own role - Collaborates with others to negotiate agreement on plans
Planning and organising	- Prioritises and sequences work plans to ensure work deadlines are met - Analyses options to make decisions related to campaign - Anticipates potential risks and formulates contingency plans to deal with them
Technology	Uses digital applications to record, store, retrieve and share documents

Unit Mapping Information

Supersedes and is equivalent to BSBPUB502 Develop and manage complex public relations campaigns.

Supersedes but is not equivalent to:

- BSBPUB503 Manage fundraising and sponsorship activities
- BSBPUB504 Develop and implement crisis management plans.

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 BSBMKG553 Develop public relations campaigns

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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 at least one public relations campaign.

In the course of the above, the candidate must:

- evaluate complex public relations campaign brief
- analyse target audience and develop range of options for message concepts
- identify and contract external suppliers according to task requirements.

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:

- key provisions of relevant legislation, codes of practice and national standards that affect public relations
- techniques for evaluating options for message concepts
- public relations campaign budget requirements
- timing and schedule requirements according to task
- ethical and legal frameworks relevant to task
- resource requirements, including:
 - budget
 - timing
 - evaluation measures
- task requirements for:
 - media reach and frequency
 - media operational requirements
- range of media vehicles and factors for consideration prior to use
- techniques for managing complex public relations projects

- techniques used to identify and manage risks.

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 communication 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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