



Australian Government

BSBMKG554 Plan and develop public relations publications

Release: 1

BSBMKG554 Plan and develop public relations publications

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 plan and develop the design, production, implementation and evaluation of public relations publications, in accordance with organisational requirements.

The unit applies to individuals who possess a sound theoretical knowledge base in public relations management and demonstrate a range of managerial skills to ensure that public relations functions are effectively conducted in an organisation or business area. In this role, individuals may either manage the publication process independently or coordinate the activities of people working under their supervision.

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 publications	1.1 Identify objectives, needs, and audience for public relations publications 1.2 Conduct research according to objectives and needs 1.3 Summarise findings to relevant stakeholders 1.4 Analyse and select criteria for segmenting audience according to research findings and objectives 1.5 Define target audience in terms of prospective readers of the publications 1.6 Develop target audience profile according to organisational

ELEMENT	PERFORMANCE CRITERIA
	requirements
2. Plan public relations publications	2.1 Document and obtain agreement on publication objectives and central message from relevant personnel according to legal and regulatory requirements 2.2 Select team members to assist with planning according to skill and knowledge requirements 2.3 Develop and obtain agreement on budgets and schedules from relevant stakeholders 2.4 Identify appropriate suppliers of products and services and obtain quotations, as required 2.5 Develop criteria to test and evaluate success of the publication
3. Develop and evaluate public relations publications	3.1 Design and write publication text according to communication objectives and house style 3.2 Test document with relevant stakeholders and incorporate findings in the final publication 3.3 Select and contract suppliers to complete publication production processes 3.4 Distribute publication according to public relations plan and legal and regulatory requirements 3.5 Evaluate publication in line with stakeholder feedback and against evaluation criteria

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	- Gathers and analyses textual information from a range of sources and identifies relevant and key information - Assesses workplace documentation for clarity and accuracy to comply with house style and agreed communication objectives
Writing	Uses clear, accurate and engaging language to develop research briefs and materials in a range of styles for various audiences
Oral Communication	- Employs listening and questioning techniques and negotiation skills to clarify information and confirm understanding - Articulates instructions and information using language and features suitable for diverse audiences
Numeracy	Uses basic mathematical formula to calculate whole numbers and decimals to determine suppliers' costs, project budgets and projected

Skill	Description
	schedules
Self-management	- Identifies organisational goals and adheres to implicit and explicit organisation policies and procedures - Identifies the implications of legal and regulatory responsibilities related to own work
Teamwork	- Actively identifies the requirements of important communication exchanges, selecting appropriate channels, format, tone and content to suit purpose and audience and monitoring impact - Collaborates with others to achieve joint outcomes, playing an active role in facilitating effective group interaction
Planning and organising	- Coordinates and sequences tasks to ensure timelines are met and work flows efficiently - Analyses relevant information to make decisions about staffing, contractors, market segments and target audiences - Evaluates results to identify whether objectives have been met
Technology	Uses digital applications to record, store, retrieve and share documents

Unit Mapping Information

Supersedes and is equivalent to BSBPUB501 Manage the public relations process.

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 BSBMKG554 Plan and develop public relations publications

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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 document.

In the course of the above, the candidate must:

- identify and obtain agreements for team members budgets, schedules and good and services suppliers to prepare publication assessment criteria
- develop, test and evaluate the public relations documents.

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:

- contents of public relations brief including:
 - target audience segmentation
 - research objectives
 - methodology
 - time schedule
 - budget
 - internal and external factors that impact effectiveness of publications
- internal and external factors that may impact publication requirements
- primary and secondary research methods and use in public relations
- criteria used to select team members
- suppliers who may be required to complete publication production processes
- key provisions of relevant legislation, codes of practice and national standards that affect public relations
- relevance of ethics to public relations.

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 previous public relations documents
- workplace documentation and resources relevant to performance evidence.

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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