



Australian Government

BSBMKG626 Develop advertising 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 advertising campaigns in response to an advertising brief. This includes clarifying and defining campaign objectives, preparing the advertising budget, and scheduling.

The unit applies to individuals working in a senior advertising management or account management role within an advertising or media organisation.

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. Define campaign objectives	1.1 Identify advertiser's purpose and objectives according to advertising brief 1.2 Identify campaign objectives according to time, budget, product and market factors 1.3 Verify with relevant stakeholders campaign objectives taking into consideration factors which may affect consumer responses and legal and ethical requirements
2. Prepare advertising budget	2.1 Assess and identify research resource requirements for the advertising campaign 2.2 Assess and identify resource requirements for range of media options, creative and production services 2.3 Allocate relevant resources to each component of advertising

ELEMENT	PERFORMANCE CRITERIA
	campaign 2.4 Verify overall budget meets advertising brief requirements
3. Develop schedule for proposed advertising activities	3.1 Confirm campaign length and timing from the advertising brief 3.2 Identify service providers with required expertise and negotiate their costs and availability 3.3 Base the choice of service providers on merit and value for money according to organisational requirements 3.4 Confirm time allowed in schedule will meet creative, media and production requirements and achieve advertising objectives

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	Identifies, analyses and evaluates complex texts to determine requirements of the brief, and relevant legal and ethical requirements
Writing	Develops material for a specific audience using clear and detailed language to convey explicit information
Oral Communication	Interacts effectively to question and clarify objectives with the advertiser using appropriate listening and questioning
Numeracy	Develops budget and schedules according to requirements of the advertising brief
Self-management	Accepts responsibility for analysis of campaign requirements and management of related tasks and workload
Teamwork	Uses collaborative techniques to engage external suppliers in consultation and negotiation
Planning and organising	Uses systematic, analytical processes in relatively complex situations; setting goals, gathering relevant information, and identifying and evaluating options against agreed criteria
Technology	Uses main features and functions of digital technologies and tools to complete work tasks efficiently and effectively

Unit Mapping Information

Supersedes and is equivalent to BSBADV602 Develop an advertising campaign.

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 BSBMKG626 Develop advertising 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 two advertising campaigns.

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 of effective advertising for different markets
- contents of advertising briefs
- ethical requirements relevant to the advertising industry
- organisational products or services
- principles and purposes of advertising, consumer behaviour, and influences on buyer behaviour
- provisions of relevant legislation, codes of practice and national standards affecting business operations.

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 for advertising campaigns
- organisational policies and procedures on advertising campaigns
- business technology for developing advertising campaigns.

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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