



Australian Government

Assessment Requirements for BSBMKG627

Execute 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.

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:

- execute at least two advertising campaigns.

In the course of the above, the candidate must:

- establish processes required to implement advertising campaign.

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:

- media pricing policies and contractual considerations
- campaign contingencies
- organisational budget, products and services
- principles of advertising
- print, television, film, video production processes
- legal and ethical requirements, code of practice and national standards relating to executing advertising campaigns
- specifications in advertising briefs.

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 executing an advertising campaign
- organisational policies and procedures for execution of advertising campaigns
- advertising brief

- technology and software for execution of advertising campaigns.

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>