



Australian Government

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.

Application

This unit describes the skills and knowledge required to execute an advertising campaign including preparing, implementing and monitoring an advertising campaign.

The unit applies to individuals who work in senior advertising roles 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. Prepare advertising campaign	1.1 Identify task requirements from advertising brief 1.2 Develop plan for advertising campaign according to organisational, legal and ethical requirements 1.3 Negotiate media contracts
2. Implement advertising campaign	2.1 Organise and brief required resources for implementation of advertising campaign according to legal requirements 2.2 Communicate task requirements to relevant stakeholders according to advertising campaign plan 2.3 Develop processes to support relevant personnel to fulfil implementation requirements
3. Monitor advertising campaign	3.1 Review performance of campaign at allocated campaign points according to task requirements, legal and ethical requirements

ELEMENT	PERFORMANCE CRITERIA
	3.2 Identify and address variations in performance between expected and actual performance 3.3 Identify areas of improvement in future execution of advertising campaigns

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	Evaluates outcomes of decisions to identify opportunities for improvement
Numeracy	Develop budget and schedules according to requirements of the advertising campaign
Reading	- Evaluates and analyses textual information to determine requirements according to media plans and creative brief - Analyses and interprets a range of familiar industry information and complex legal texts
Writing	- Records information according to organisational requirements - Composes and edits texts, selecting appropriate vocabulary and structure for audience and purpose
Self-management	Takes responsibility for adherence to legal and ethical requirements in coordination and monitoring of advertising campaigns
Planning and organising	- Sequences and schedules complex activities and tasks, and monitors implementation - Systematically gathers and analyses all relevant information to makes decisions about campaign delivery and performance evaluation
Technology	Selects and uses appropriate digital tools and measurement systems to perform complex analytical tasks

Unit Mapping Information

Supersedes and is equivalent to BSBADV604 Execute an advertising campaign.

Supersedes but is not equivalent to BSBADV605 Evaluate campaign effectiveness.

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 BSBMKG627 Execute 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:

- 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

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