



Australian Government

BSBPUB401 Develop and apply knowledge of public relations industry

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to research, analyse and apply knowledge within public relations frameworks with due consideration to legal and ethical constraints and strategic communications management planning.

It applies to individuals who work in entry level positions with a general knowledge of the structure, organisation and function of the public relations industry. Individuals in this role may provide limited leadership and guidance to others.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.

Unit Sector

Business Development – Public Relations

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. Apply knowledge of the public relations industry	1.1 Seek information on the structure and operation of the public relations industry 1.2 Identify and access sources of information on the public relations industry 1.3 Obtain information on public relations industry sectors, associations, networks and societal role 1.4 Identify and access information on key stakeholders 1.5 Apply industry information appropriately in everyday activities related to typical work roles

ELEMENT	PERFORMANCE CRITERIA
2. Identify industry employment obligations and opportunities	2.1 Obtain information regarding employment obligations and opportunities relevant to the public relations industry 2.2 Apply information on employment opportunities and obligations in everyday activities related to typical work roles
3. Conduct strategic communications management planning	3.1 Establish purpose and processes for setting organisation objectives 3.2 Identify and apply appropriate planning and measurement tools to organisation objectives 3.3 Develop critical success factors for the communications
4. Update industry knowledge	4.1 Conduct formal and informal research to update general knowledge of the industry continuously 4.2 Monitor current issues of concern to the industry 4.3 Share updated knowledge with client and colleagues 4.4 Incorporate updated knowledge into everyday activities related to typical work roles

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Learning	4.1	Identifies and evaluates information from external sources to assist in clarifying and extending knowledge
Reading	1.2-1.4, 2.1, 3.1, 3.2, 4.2	Interprets business and market data from relevant sources to determine and adhere to requirements and procedures
Writing	3.1-3.3, 4.3	Uses clear, accurate and relevant language to develop measurement tools and complete documentation in a range of styles for a range of audiences
Oral Communication	1.1, 1.3, 1.4, 2.1, 4.3	- Clearly articulates instructions and information using relevant language suitable to diverse audiences - Employs listening and questioning techniques to clarify information and confirm understanding
Navigate the	1.1, 1.2, 4.2	Develops relevant skills and knowledge to remain

world of work		up-to-date with current trends
Interact with others	4.3	Fosters positive relationships with others and maintains open communication
Get the work done	1.5, 2.2, 3.1, 3.3, 4.4	- Prioritises and completes tasks within a set timeline - Recognises and applies new knowledge to the decision-making process

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBPUB401 Develop and apply knowledge of public relations industry	BSBPUB401A Develop and apply knowledge of public relations industry	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>

Assessment Requirements for BSBPUB401 Develop and apply knowledge of public relations industry

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Performance Evidence

Evidence of the ability to:

- report on the public relations industry structure, its role in society and within particular organisations
- develop a stakeholder analysis relevant to particular organisations
- report on the current issues affecting the public relations industry.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- discuss current issues and trends which affect the public relations industry
- categorise industry structures and networks
- describe organisational and client operating environments, structures and business and marketing plans
- outline principles and practices of marketing communications and media strategies.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the public relations field of work and includes access to office equipment and resources.

Assessors must satisfy NVR/AQTF assessor requirements.

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