



Australian Government

BSBPUB402 Develop public relations campaigns

Release: 1

BSBPUB402 Develop public relations campaigns

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 develop and conduct a public relations campaign, to evaluate its effectiveness and to present the findings to stakeholders.

It applies to individuals in entry level or junior public relations roles who undertake the majority of work in creating and implementing the campaign with advice from more senior public relations specialists in their organisation.

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. Research public relations campaigns	1.1 Analyse strategic and operational plans to determine the scope, theme and objectives of a campaign 1.2 Conduct research into current practice and recent developments in relation to the campaign planning 1.3 Identify the campaign's audience and their attributes 1.4 Develop and present options to other members of the public relations team and relevant stakeholders for consideration
2. Prepare to implement public relations campaigns	2.1 Define and agree upon campaign objectives and campaign plan with client and other key stakeholders 2.2 Schedule and cost campaign accurately and include in plans

ELEMENT	PERFORMANCE CRITERIA
	2.3 Comply with legal and ethical constraints 2.4 Confirm roles and responsibilities with other members of the public relations team
3. Implement public relations campaigns	3.1 Implement public relations campaign in accordance with the plan 3.2 Evaluate the potential effectiveness and use of appropriate media to improve campaign publicity 3.3 Implement campaign in accordance with legal and ethical constraints and organisational requirements 3.4 Monitor campaign progress against scheduling and costing requirements and report likely variations for approval in accordance with organisational procedures 3.5 Gain agreement from stakeholders to any changes that need to be made to campaign
4. Review and evaluate public relations programs	4.1 Ensure campaign plans contain methods to monitor, review and evaluate their effectiveness 4.2 Report on the outcomes of the campaign to relevant internal and/or external stakeholders 4.3 Consult relevant internal or external stakeholders as to the campaign effectiveness, and document any recommended improvements

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
Reading	1.1-1.3, 2.3, 3.1-3.4, 4.1	Interprets complex information from relevant sources to develop and conduct a public relations campaign that complies with all legislative and regulatory requirements
Writing	1.4, 2.1, 2.2, 2.4, 3.5, 4.1-4.3	Uses clear, accurate and relevant language to develop reports and strategic material using style, language and format relevant to audience and context
Oral	1.4, 2.1, 2.4, 3.5,	Communicates verbally using clear language to

Communication	4.2, 4.3	disseminate information to a variety of individuals • Uses active listening and questioning techniques to convey and clarify information
Numeracy	2.2, 3.4	• Interprets numerical information and performs simple calculations to cost a campaign within predetermined schedules
Navigate the world of work	1.1, 2.3, 3.3, 3.4	• Appreciates the implications of ethical, legal and regulatory responsibilities related to own work • Adheres to organisational policies and procedures
Interact with others	1.4, 2.1, 2.4, 3.5, 4.2, 4.3	• Recognises the importance of taking audience, purpose and contextual factors into account when making decisions about what to communicate, with whom, why and how • Collaborates with others as part of familiar routine activities and contributes to specific activities requiring joint effort
Get the work done	1.3, 2.2, 3.1-3.4, 4.1	• Plans, organises and implements tasks required to meet required outcomes • Makes routine decisions by implementing standard procedures • Recognises and takes responsibility for addressing predictable problems in familiar work contexts

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBPUB402 Develop public relations campaigns	BSBPUB402A Develop public relations campaigns	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 BSBPUB402 Develop public relations campaigns

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Performance Evidence

Evidence of the ability to:

- research and present options for a public relations campaign for a target audience
- develop, implement, review and evaluate a public relations campaign about a product or service.

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:

- outline principles, practices and theories of marketing, media, and public relations.
- summarise current issues and trends which affect the public relations industry
- outline current practice and recent developments in campaign planning
- explain the relevance of the campaign's audience to campaign planning
- outline key provisions of relevant legislation, codes of practice and national standards that affect public relations campaigns.

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 include access to:

- office equipment and resources
- case studies and, where possible, real situations.
- interaction with others.

Assessors must satisfy NVR/AQTF assessor requirements

Links

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