



Australian Government

Department of Education, Employment and Workplace Relations

BSBADV401A Profile a target audience

Release: 1

BSBADV401A Profile a target audience

Modification History

Not applicable.

Unit Descriptor

This unit covers segmenting the market and profiling a target audience to enable targeting of products/services.

This unit is related to BSBADV503A Coordinate advertising research.

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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

Elements and Performance Criteria

Element	Performance Criteria
1 Identify the target market	1.1 Approaches to determining and describing the total market for a product or service are evaluated and chosen 1.2 The target market is defined in terms of the consumers to be included as prospective users of a product or service 1.3 Descriptions of the target market use the same terms as those used to describe media audiences
2 Segment the market	2.1 Criteria to use in segmenting the market are evaluated and chosen in accordance with the advertising brief 2.2 Sources of information for segmenting and profiling markets are identified and accessed in accordance with the advertising brief 2.3 The market is segmented in accordance with the selected criteria 2.4 Market segments are evaluated for their usefulness in terms of size, potential, distinctive needs, easy identification of members, and/or distinctive media use patterns 2.5 Market segment/s are selected to meet the requirements of the advertising brief or new segmentation criteria are chosen and applied
3 Profile target audience	3.1 The total market and the selected market segment/s are described in the form of a consumer profile that identifies consumer characteristics in standard statistical terms and/or the descriptive terms used in media selection 3.2 Demographic and/or psychographic descriptions are used in the consumer profile in accordance with the requirements of the advertising brief 3.3 The profile meets organisational requirements in terms of language, format, content and level of

detail

Required Skills and Knowledge

Not applicable.

Evidence Guide

The Evidence Guide identifies the critical aspects, knowledge and skills to be demonstrated to confirm competency for this unit. This is an integral part of the assessment of competency and should be read in conjunction with the Range Statement.

Critical Aspects of Evidence

Integrated demonstration of all elements of competency and their performance criteria

Rationale for choosing approach to describing the market and segmentation criteria

Underpinning Knowledge*

* At this level the learner must demonstrate understanding of a broad knowledge base incorporating some theoretical concepts.

Relevant legislation from all levels of government that affects business operation, especially in regard to Occupational Health and Safety and environmental issues, equal opportunity, industrial relations and anti-discrimination

Advertising brief

Purposes of advertising

Advertising objectives

Underpinning Skills

Literacy skills to identify demographic and other information, to write descriptive

Communication including clarifying and reporting

Numeracy skills for collecting and analysing quantitative information

Ability to relate to people from a range of social, cultural and ethnic backgrounds and physical and mental abilities

Resource Implications

The learner and trainer should have access to appropriate documentation and resources normally used in the workplace

Consistency of Performance

In order to achieve consistency of performance, evidence should be collected over a set period of time which is sufficient to include dealings with an appropriate range and variety of situations

Context/s of Assessment

Competency is demonstrated by performance of all stated criteria, including paying particular attention to the critical aspects and the knowledge and skills elaborated in the Evidence Guide, and within the scope as defined by the Range Statement

Assessment must take account of the endorsed assessment guidelines in the Business Services Training Package

Assessment of performance requirements in this unit should be undertaken in an actual workplace or simulated environment

Assessment should reinforce the integration of the key competencies and the business services common competencies for the particular AQF level. Refer to the Key Competency Levels at the end of this unit

Key Competency Levels

Collecting, analysing and organising information (Level 2) - to evaluate market segments

Communicating ideas and information (Level 2) - through the development of a consumer profile

Planning and organising activities (Level 2) - to choose approaches and criteria to segment the market

Working with teams and others (Level 2) - to identify and access sources of information for segmenting and profiling

Using mathematical ideas and techniques (Level 2) - to analyse data and draw conclusions

Solving problems (Level 3) - by evaluating segments and re-doing the process if necessary

Using technology (Level 1) - to apply segmentation criteria and analyse data if required

Please refer to the Assessment Guidelines for advice on how to use the Key Competencies

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Range Statement

The Range Statement provides advice to interpret the scope and context of this unit of competency, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment. The following variables may be present for this particular unit:

Legislation, codes and national standards relevant to the workplace may include:

- award and enterprise agreements and relevant industrial instruments
- relevant legislation from all levels of government that affects business operation, especially in regard to Occupational Health and Safety and environmental issues, equal opportunity, industrial relations and anti-discrimination
- relevant industry codes of practice

Approaches to determining the total market may include:

- identifying consumers with relevant needs
- identifying current users of a product or service
- identifying people with related characteristics

Terms used to describe media audiences may include:

demographics:

- age
- sex
- education
- marital status
- occupation
- nationality
- first language
- children
- income

Market segmentation is

the process of dividing a market into consumer subgroups, each of which has different needs

Criteria to use in market segmentation may include:

- consumer needs
- benefits desired
- product/service usage
- attitude
- demographics
- lifestyle
- social and cultural factors
- business characteristics

Sources of information for segmenting and profiling markets may include:

- industry sources
- existing research data
- original a priori research (where the market segments are assumed at the beginning and research is used to confirm them)
- original response based research

Consumers may include:

- individuals
- businesses
- households

Standard statistical terms

are those categories used by the Australian Bureau of statistics in collecting and reporting census data

Demographic descriptions may include:

date and place of birth

sex

nationality

indigenous Australian

education

occupation

marital status

first language

other languages spoken at home

number and age of children

income level

disability

Psychographic descriptions may include:

activities

interests

opinions

values

attitudes

lifestyle

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Legislation, codes and national standards relevant to the workplace may include:

award and enterprise agreements and relevant industrial instruments

relevant legislation from all levels of government that affects business operation, especially in regard to Occupational Health and Safety and environmental issues, equal opportunity,

industrial relations and anti-discrimination

relevant industry codes of practice

Approaches to determining the total market may include:

identifying consumers with relevant needs

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Terms used to describe media audiences may include:

demographics:

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Unit Sector(s)

Not applicable.