



Australian Government

Department of Education, Employment and Workplace Relations

BSBADV511A Evaluate and recommend advertising media options

Release: 1

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Modification History

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to identify and evaluate the range of advertising and promotional media to recommend single and multiple media strategies.

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

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Application of the Unit

This unit applies to individuals in a media assistant role within an advertising team or media organisation. Individuals undertaking this unit are responsible for comparing the advantages and disadvantages of various advertising and promotional media to determine and make recommendations on the most appropriate combination to deliver marketing communications objectives.

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Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Employability Skills Information

This unit contains employability skills.

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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

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Elements and Performance Criteria

Elements and Performance Criteria

Element	Performance Criteria
1 Evaluate the use of media for advertising	1.1 Critically analyse the advantages and disadvantages of each marketing communications media variable and advertising media options for a product or service 1.2 Determine media characteristics that match the requirements of the advertising brief for the product or service 1.3 Analyse media consumption habits for primary and supplementary advertising media among target audiences 1.4 Select advertising media options that match the requirements of the advertising brief for the product or service
2 Evaluate single and multiple media strategies	2.1 Evaluate media styles as they relate to brand character of product/service being advertised 2.2 Compare the advantages and disadvantages of selecting multiple media in a media plan 2.3 Develop and apply criteria for multiple media combination selection

- 3 Select and recommend advertising media
 - 3.1 Recommend a **primary advertising media** which meets target audience preferences
 - 3.2 Select and recommend **supplementary media** to complement the primary medium
 - 3.3 Ensure recommended media meet the advertising brief and advertiser's requirements and **legal and ethical constraints**

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

literacy skills sufficient to read and interpret advertising briefs and to write reports with complex concepts and ideas

organisational and time management skills to sequence tasks and to meet timelines

research and data collection skills to evaluate the suitability of media to the product/service, brand and advertising objectives.

Required knowledge

economic, social and industry trends relevant to the choice of appropriate media options

industry products/services - to recommend appropriate media options

identification and overview knowledge of key provisions of relevant legislation from all levels of government that affects business operations, codes of practice and national standards, such as:

anti-discrimination legislation

consumer protection laws

copyright legislation

ethical principles

fair trading laws

privacy laws

Trades Practices Act.

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

selection of primary and supplementary media to implement single and multiple media strategies for a product/service in an advertising campaign which are consistent with the brand personality and meet the advertiser's requirements for at least one advertisement.

Context of and specific resources for assessment

Assessment must ensure:

access to an actual workplace or simulated environment

access to an advertising brief

access to office equipment and resources.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

analysis of responses to case studies and scenarios

assessment of written reports or proposals on media evaluation and selection activities

review of how advertising space and time were obtained

direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate

oral or written questioning to assess knowledge of economic, social and industry trends relevant to the choice of appropriate media options

review of criteria developed for multiple

media combination selection.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

other advertising units.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Advertising media options may include:	aerial advertising billboards and posters cable and satellite television cinema digital video discs direct mail direct response email marketing free-to-air television internet magazines newspapers outdoor personal selling podcasting point-of-sale radio sponsorship telemarketing transit media video video games videotext
Media characteristics may include:	level of audience involvement level of audience receptiveness motion effects

	proximity to purchase
	sound effects
	visual effects
	whether the target audience responds actively
	whether the target audience responds passively
Primary advertising media may include:	magazines
	newspapers
	radio
	television
Supplementary advertising media may include:	outdoor
	point-of-sale
	transit media such as:
	bus sides
	taxi backs
Advantages of selecting multiple media may include:	increasing the frequency of the advertising message
	increasing the reach of the advertising message
Disadvantages of selecting multiple media may include:	duplication of impact
	duplication of resources
	fail to increase frequency
	fail to increase reach
	may increase the cost of advertising
Criteria for multiple media combination may include:	whether frequency will be increased
	whether reach will be increased
	cost
	avoidance of 'zipping and zapping'
Legal and ethical constraints may include:	codes of practice such as those issued by:
	Advertising Federation of Australia
	Australian Communications and Media Authority

Australian Competition and Consumer
Commission

Australian Performing Right Association

Commercial Radio Australia

Free TV Australia

cultural expectations and influences

ethical principles

legislation, including occupational health and
safety legislation

policies and guidelines

regulations

social responsibilities such as protection of
children, environmental issues

societal expectations

Unit Sector(s)

empty

empt

Competency field

Business Development - Advertising

Business Development - Advertising