



Australian Government

Department of Education, Employment and Workplace Relations

BSBADV404B Schedule advertisements

Revision Number: 1

BSBADV404B Schedule advertisements

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to prepare and cost media schedules, to book advertising time/space and to lodge advertisements. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
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Application of the Unit

Application of the unit	This unit applies to individuals in an entry level position in media planning, media buying, account management or advertising roles within an advertising team or media organisation who schedule advertisements.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	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

ELEMENT	PERFORMANCE CRITERIA
1. Confirm advertising and media requirements	1.1. Confirm the availability of the completed advertisement 1.2. Identify and confirm the chosen media and media vehicle/s from the media plan 1.3. Confirm the timing for public release of the advertisement 1.4. Confirm the budget allocation per medium per advertising period
2. Prepare and cost the media schedule	2.1. Confirm that the duration and timing of the media schedule meet the requirements of the media plan 2.2. Ensure the distribution of messages over the duration of the schedule meets the requirements of the media plan 2.3. Identify in the media schedule the number, size/length and placement/timing of advertisements in accordance with the media plan 2.4. Negotiate costs with media vehicles, report any variations from the budget in costs per medium per advertising period, and gain approvals to proceed 2.5. Negotiate and gain approvals for changes from supervisors/account managers to the schedule required by unforeseen problems with media vehicle/s in accordance with organisational policies and procedures 2.6. Cost overall media schedule to meet budgetary requirements
3. Book advertising time/space and lodge advertisements	3.1. Follow booking procedures in accordance with organisational policy and practice using appropriate technology 3.2. Lodge advertisements to meet the deadline requirements of the media vehicle/s in accordance with organisational procedures 3.3. Suggest changes or improvements to organisational scheduling procedures to supervisors or managers

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- communication skills to question, clarify and gain approvals and to book advertising space
- literacy skills to identify information from a media plan and to prepare a media schedule
- negotiation skills to obtain desired advertising time or space
- numeracy skills to budget, cost and schedule advertisements
- organisational and time management skills to meet deadlines.

Required knowledge

- industry products/services such as media types and media vehicles
- legal and ethical requirements for the advertising industry
- principles of advertising as it relates to the marketing mix
- organisational policies and procedures for scheduling advertisements.

Evidence Guide

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:

- identification and confirmation of media and media vehicles to be used in accordance with the media plan for at least one advertisement
- organising the timing and distribution of advertisements and negotiating the costs with media sellers 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 media plans
- 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/examples of costing documentation
- 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 media, media vehicle options and availability.

Guidance information for assessment

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

- BSBADV406A Buy and monitor media.

Range Statement

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.

<i>Media</i> may include:	• aerial advertising • billboards • cable and satellite television • cinema • direct mail • direct response • exhibitions and trade fairs • point-of-sale • radio • sales literature • sales promotion • short message service (SMS) • sponsorship • television • the press • video • video games • videotext
<i>Media vehicle/s</i> may include:	• aerial advertising • cable and satellite television • cinema • direct marketing • direct response • digital video discs • exhibitions and trade fairs • free-to-air television • internet • magazines • magazines • newspapers • outdoor advertising • podcasting • point-of-sale marketing

RANGE STATEMENT	
	• promotional marketing • radio • sales literature • sales promotions • video • videotext
Timing may include:	• continuous advertising throughout the year • mindset at point of impact • pre-launch advertising • pre-sale advertising • seasonal advertising
Distribution may include:	• evenly spreading advertisements over the allocated time schedule • advertising in waves, with heavy advertising followed by light or no advertising

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Business Development - Advertising
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Co-requisite units

Co-requisite units		