



Australian Government

Department of Education, Employment and Workplace Relations

BSBADV406A Buy and monitor media

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to confirm the requirements specified in a media plan, to conduct negotiations when buying media and to compare actual media performance against media plan objectives. 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 a media planning or buying role within an advertising team or media organisation who are responsible for planning, buying and evaluating media selected to convey advertising communication messages.
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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. Plan the purchasing of media	1.1. Confirm the requirements of the advertising brief 1.2. Establish the causal relationship between marketing communications and media objectives 1.3. Determine how the creative strategy and execution will impact on the proposed media strategy 1.4. Identify how consumer insights relate to media consumption 1.5. Compare and contrast scheduling alternatives
2. Buy media	2.1. Investigate and evaluate media market conditions 2.2. Conduct negotiations between suppliers for advertisement/commercial placements/spots 2.3. Obtain performance guarantees from media suppliers 2.4. Leverage placement value 2.5. Review proposed media plan against advertising objectives, schedules and budgets
3. Evaluate media performance	3.1. Investigate pre- and post-media performance/ratings and make any necessary changes to the media plan as required 3.2. Evaluate media costing data to determine effectiveness in relation to return on investment 3.3. Compare actual media performance against media plan objectives 3.4. Compare direct and indirect response rates 3.5. Determine problems/opportunities in the planning and buying process from differences between planned and actual accomplishments 3.6. Modify existing, or investigate alternative, media strategies based on media performance data

Required Skills and Knowledge

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
- negotiation skills to obtain advertisement/commercial placements/spots
- organisational and time management skills to sequence tasks and to meet timelines
- research and evaluation skills to determine the effectiveness of media performance.

Required knowledge

- economic, social and industry trends
- industry products/services
- organisational structure/s and roles and responsibilities
- 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

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:

- planning, purchasing and evaluating the performance of media used in communicating marketing objectives in at least one advertising campaign.

Context of and specific resources for assessment

Assessment must ensure:

- access to advertising brief and media plan
- access to an actual workplace or simulated environment
- 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 on media performance
- 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 relevant legislation, codes of practice and national standards that impact on business operations
- reports containing an evaluation of media market conditions
- reports containing evaluation of media costing data.

Guidance information for assessment

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

- BSBADV405A Perform media calculations.

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.

Marketing communications may include:

- direct marketing
- media
- personal selling
- promotional marketing
- public relations

Media objectives may include:

- high frequency
- high reach
- product launch

Media market conditions may include:

- clutter
- competition
- editorial environment
- political environment
- technological advances

Media costing data may include:

- cost per Target Audience Rating Points (TARPS)
- Cost Per Thousand (CPM)
- day parts
- opportunity to see
- responses
- run of station
- zones

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		