



Australian Government

Department of Education, Employment and Workplace Relations

BSBPUB402A Develop public relations campaigns

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 develop and conduct a public relations campaign, to evaluate its effectiveness and to present the findings to stakeholders. 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 entry level or junior public relations roles who are required to develop public relations campaigns. As such they would undertake the majority of work in creating and implementing the campaign with advice from more senior public relations specialists in their organisation.
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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. Research public relations campaigns	1.1. Analyse strategic and operational plans to determine the scope, theme and objectives of a <i>campaign</i> 1.2. Conduct research into current practice and recent developments in relation to the campaign planning 1.3. Identify <i>the campaign's audience</i> and their attributes 1.4. Develop and present options to other members of the public relations team and relevant <i>stakeholders</i> for consideration
2. Prepare to implement public relations campaigns	2.1. Define and agree upon campaign objectives and <i>campaign</i> plan with client and other key <i>stakeholders</i> 2.2. Schedule and cost <i>campaign</i> accurately, and include in plans 2.3. Comply with <i>legal and ethical constraints</i> 2.4. Confirm roles and responsibilities with other members of the public relations team
3. Implement public relations campaigns	3.1. Implement public relations <i>campaign</i> in accordance with the plan 3.2. Evaluate the potential effectiveness of and use appropriate <i>media</i> to improve campaign publicity 3.3. Implement campaign in accordance with <i>legal and ethical constraints</i> 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

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- communication, interpersonal and negotiation skills to run public relations campaigns effectively
- culturally appropriate communication skills to relate to people from diverse backgrounds and people with diverse abilities
- literacy skills to read and interpret a range of complex material and write reports and strategic materials in a range of styles
- numeracy skills to cost relevant items such as use of media and printing schedules
- organisational and time-management skills to organise workload and write, print and distribute public relations material within required timelines
- presentation skills to convey a professional image in all communications
- research skills to obtain necessary background information about clients, campaign objectives and issues affecting public relations campaigns
- technology skills to use a range of office equipment and software to produce high quality public relations materials and presentations.

Required knowledge

- current issues/trends which affect the public relations industry
- computer software applications
- overview knowledge of key provisions of relevant legislation from all levels of government, codes of practice and national standards that affect business operations such as:
 - anti-discrimination legislation and principles of equal opportunity, equity, and diversity
 - copyright
 - defamation and libel laws
 - ethical principles such as those outlined in the Public Relations Institute of Australia Code of Ethics and the Australian Journalists Association Code of Ethics
 - marketing codes of practice and codes of conduct such as the Australian Direct Marketing Association (ADMA) Code of Practice
 - privacy laws
 - sweepstakes regulations
 - Trade Practices Act 1974 (Cth)
- industry structures and networks
- organisational and client operating environments, structures and business and marketing plans
- principles, practices and theories of marketing, media, public relations and project

REQUIRED SKILLS AND KNOWLEDGE

management.

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:

- developing and reporting or presenting on a public relations campaign for a target public about a product or service.

Context of and specific resources for assessment

Assessment must ensure:

- access to an actual workplace or simulated work 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 a public relations campaign
- assessment of examples of promotional materials developed for the public relations campaign
- demonstration of capacity to implement a public relations campaign in a workplace
- direct questioning with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate
- observation of presentations prior to, during and after campaign completion
- oral or written questioning
- review of authenticated documents from the workplace or training environment
- review of testimony from team members, colleagues, supervisors or managers.

Guidance information for assessment

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

- other marketing or public relations units

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>Campaigns</i> may include:	• anniversaries of opening • campaigns to improve organisational image • centenary events • graduation ceremonies • milestone customer numbers • opening ceremonies • organisational communication activities • product launches • season launches
<i>The campaign's audience</i> may include:	• customers • employees • government • managers • specified target public group • the media
<i>Stakeholders</i> may include:	• personnel internal to an organisation • clients of an organisation • community groups • contractors • general public • government departments • industry associations • investors • management • media • organisations • politicians • public service • staff • unions
<i>Legal and ethical constraints</i> may include:	• codes of practice • cultural expectations and influences

RANGE STATEMENT	
	• ethical principles • relevant legislation • policies and guidelines • regulations • social responsibilities such as: • protection of children • environmental issues • societal expectations
Media may include:	• direct mail • external promotional material • internal communication materials • press • promotional material • radio • television • the Internet

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Business Development - Public Relations
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Co-requisite units

Co-requisite units		