



Australian Government

DEFDPA005 Develop and implement media plans

Release 2

DEFDPA005 Develop and implement media plans

Modification History

Release 2. Punctuation errors corrected. Assessment conditions clarified.

Release 1. This is the first release of this unit of competency in the DEF Defence Training Package.

Application

This unit specifies the skills and knowledge required to develop and implement media plans.

It includes defining the media requirements, selecting and scheduling the appropriate media, and evaluating the planned outcomes.

This unit applies to Defence public affairs personnel, but it could apply to any personnel who work in this field.

The skills and knowledge described in this unit must be applied within the legislative, regulatory and policy environment in which they are carried out. Organisational policies and procedures must be consulted and adhered to.

Persons undertaking this unit work independently or as part of a team and perform specific tasks in familiar contexts.

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

Pre-requisite Unit

Not applicable

Competency Field

Defence Public Affairs

Unit Sector

Not applicable

Elements and Performance Criteria

ELEMENTS

PERFORMANCE CRITERIA

Elements describe the essential outcomes.

Performance criteria describe the performance needed to demonstrate achievement of the element.

1 Define media requirements

- 1.1** Identify target audience from the task brief
- 1.2** Analyse environment to determine the reach and frequency requirements of media selected
- 1.3** Analyse creative requirements of the message and determine media implications
- 1.4** Confirm media budget, and identify legal and voluntary constraints in accordance with operational procedures

2 Select media vehicles

- 2.1** Evaluate media vehicle options, considering past performance and appropriateness of using new or alternative media vehicles to meet brief requirements
- 2.2** Select media vehicles that target the specified audience and meet media budget requirements
- 2.3** Select media vehicles that meet the creative, reach and frequency requirements of the message to be achieved within the assigned budget
- 2.4** Assess selected media vehicles to meet legal and ethical requirements

3 Determine a media schedule

- 3.1** Ensure the duration and timing of the media schedule meets the brief requirements
- 3.2** Create a media schedule to the satisfaction of the event coordinator
- 3.3** Develop alternative media schedules within budget for the event coordinator
- 3.4** Develop testing schedule for the media plan and modify it in accordance with results obtained

4 Produce a media plan

- 4.1** Create a media plan that defines the media requirements of the brief and provide evidence to support each requirement
- 4.2** Specify the recommended media and vehicle/s and the rationale for their selection in the media plan
- 4.3** Ensure media plan contains a budget allocation per

		medium per advertising period
	4.4	Develop performance measures to ensure effectiveness of media plan
5	Implement a media plan	5.1 Allocate resources and approve plans in accordance with operational procedures
	5.2	Brief and coordinate personnel to be involved as required
	5.3	Coordinate events and activities in accordance with media plan
	5.4	Handle contingencies in accordance with organisational risk management arrangements identified in the planning for events/activities
6	Evaluate a media plan	6.1 Evaluate and analyse the coordination of media events and activities within the plan, to improve future planning
	6.2	Evaluate events and activities in terms of their effectiveness in achieving desired outcomes

Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Range of Conditions

Range is restricted to essential operating conditions and any other variables essential to the work environment.

Non-essential conditions may be found in the Companion Volume Implementation Guide.

Unit Mapping Information

This unit supersedes and is equivalent to DEFPA005 Develop and implement media plans.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=6bdbab1e-11ed-4bc9-9cba-9e1a55d4e4a9>

Assessment Requirements for DEFDPA005 Develop and implement media plans

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Performance Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all the requirements of the elements and performance criteria on at least one occasion and include:

- applying communication ethics relevant to the audience and organisation
- applying organisational policies and procedures
- developing and implementing media plans
- evaluating, comparing and weighing advantages of one medium over another, and matching characteristics with media requirements
- interpreting the characteristics of different media and matching them to the requirements of the advertising brief
- producing a media plan that:
 - defines the media requirements of the brief
 - details contingency provisions
 - specifies the rationale for the media vehicle/s chosen
 - includes budgetary allocation for each chosen media
 - evaluates the media plan
- using communication skills to consult on the media schedule.

Knowledge Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all the requirements of the elements and performance criteria and include knowledge of:

- data analysis and matching techniques
- contingency activities
- ethical principles
- legal or voluntary constraints and ethical requirements relating to the media industry
- media plan and requirements
- media vehicles, including:
 - cable and satellite television

- direct mail
- direct response
- exhibitions and trade fairs
- internet and intranet
- radio
- social media
- sponsorship
- television
- the press
- videos
- DVDs
- organisational budget and resource constraints
- organisational products and services offered
- principles and characteristics of media strategies
- relevant legislation and regulations
- relevant media terminology
- relevant organisational policies and procedures.

Assessment Conditions

Assessors must satisfy relevant vocational education and training legislation, frameworks and/or standards.

Assessment must occur in workplace operational situations. Where this is not appropriate, assessment must occur in simulated workplace operational situations that replicate workplace conditions.

Assessment processes and techniques must be appropriate to the language, literacy, numeracy and digital skills requirements of the work being performed and the needs of the candidate.

Resources for assessment must include access to:

- a range of relevant exercises, case studies and/or simulations
- acceptable means of simulation assessment
- relevant and appropriate materials, tools, equipment and personal protective equipment currently used in industry
- relevant standards, policy and instructions related to public affairs
- applicable documentation, including operational procedures, regulations, codes of practice and operation manuals.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=6bdbab1e-11ed-4bc9-9cba-9e1a55d4e4a9>