



CATAPULT

BSBADV404

Schedule advertisements

Table of Contents (Extract)

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This Table of Contents extract is taken from Catapult Smallprint's full hardcopy Trainer/Assessor Guide for the unit BSBADV404.

For more information, including using our enhanced online version of this unit in Catapult LMS, or to purchase the Learner or Trainer printed books, please see this unit on our website by clicking this link:

<https://catapultlearning.com.au/product/BSBADV404/>

Trainer/assessor guide

BSBADV404

Schedule advertisements

Welcome to this unit of study

This unit describes skills and knowledge required to prepare and cost media schedules, book advertising time and space, and lodge advertisements.

It applies to individuals in an entry-level position in media planning, media buying, account management or advertising within an advertising team or media organisation, who schedule advertisements.

It may be undertaken as:

- » part of a formal qualification nationally recognised through the Australian Qualifications Framework (AQF)
- » a stand alone unit
- » part of a formal skill set

Contents

About this trainer/assessor guide	4
Learning resource.....	5
Topic 1: Confirm advertising and media requirements.....	5
Confirm availability of completed advertisement	5
Media vehicles.....	8
Timing for release and budget allocation	10
Check your understanding	15
Topic 2: Prepare and cost media schedule	17
Media schedule	17
Check your understanding	23
Topic 3: Book advertising time/space and lodge advertisements.....	25
Promotion.....	25
Methods	27
Booking advertising.....	29
Check your understanding	31
References.....	33
Assessment workbook	35
Unit information	37
What is competency-based assessment?.....	38
How will my competency be assessed?.....	39
Assessment agreement	40
Foundation skills checklist.....	41
Skills recognition.....	42
Topic 1: Confirm advertising and media requirements.....	43
Topic 2: Prepare and cost media schedule	44
Topic 3: Book advertising time/space and lodge advertisements.....	45
Knowledge questions	46
Topic 1: Confirm advertising and media requirements.....	47
Topic 2: Prepare and cost media schedule	53
Topic 3: Book advertising time/space and lodge advertisements.....	57
Topic 4: Specific knowledge evidence	61
Performance tasks.....	63
Third party evidence collection agreement	64
Topic 1: Confirm advertising and media requirements.....	65
Topic 2: Prepare and cost media schedule	66
Topic 3: Book advertising time/space and lodge advertisements.....	68
Completion record.....	69
Unit mapping and assessment checklist	70
Trainer/ assessor user instructions.....	72

About this trainer/assessor guide

Learning resource

The learning resource is divided into the following topics:

- » Confirm advertising and media requirements
- » Prepare and cost media schedule
- » Book advertising time/space and lodge advertisements

Each topic provides information to help you gain the skills and knowledge required to perform the work tasks to which they refer. Read the information and practise the skills described. You should also take the opportunity to undertake additional independent research. Your trainer/assessor may also provide supplementary information including interpretation of the contents of this resource.

At the end of each topic is:

- » a set of true or false questions
- » a set of multiple choice questions

These questions provide an opportunity to check your understanding and progress. They are self-marking and do not form part of the assessment for the unit.

Assessment workbook

To have this unit recognised as a formal qualification you need to have your skills and knowledge assessed. The assessment workbook provides:

- » information on competency-based assessment
- » instructions on how you will be assessed
- » assessment tools to assess your competence
- » instructions on how to complete the assessment tasks within each assessment tool

To be assessed as competent you need to provide evidence that you have the skills and knowledge to undertake the requirements of this unit. This assessment of competency is made by a qualified trainer/assessor from a registered training organisation. You must complete all the assessments as directed by your trainer/assessor to the required standard. It is not necessary to work through the guide in the order in which it is written. However this is at the discretion of your trainer/assessor.

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