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| STUDENT ASSESSMENT BOOKLETBSBADV602Develop an advertising campaign |

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| Assessment Overview  |

1. This Student Assessment Booklet includes all your tasks for assessment of this unit.

About your assessments

1. This unit requires that you complete  assessment tasks.
2. You must complete all tasks to achieve Competency for this unit.

| Assessment Task | About this task |
| --- | --- |
| 1. Assessment Task 1: Written questions
 | 1. You must correctly answer all 13 questions to show that you understand the knowledge required of this unit.
 |
| 1. Assessment Task 2: Advertising campaign
 | 1.
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Supporting resources

1. You may like to look at the following websites, books and documents for more information about the topics related to this unit:
* Add websites, textbooks etc as relevant to the course or unit
1. This will be done in house.

How to submit your assessments

1. When you have completed each assessment task you will need to submit it to your assessor.
2. Instructions about submission can be found at the beginning of each assessment task.
3. Make sure you photocopy your written activities before you submit them – your assessor will put the documents you submit into your student file. These will not be returned to you.

Assessment Task Cover Sheet

1. At the beginning of each task in this booklet, you will find an Assessment Task Cover Sheet. Please fill it in for each task, making sure you sign the student declaration.
2. Your assessor will give you feedback about how well you went in each task, and will write this on the back of the Task Cover Sheet.

Assessment appeals

1. You can make an appeal about an assessment decision by putting it in writing and sending it to us. Refer to your Student Handbook for more information about our appeals process.

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| Assessment Plan |

1. The following outlines the requirements of your final assessment for this unit. You are required to complete all tasks to demonstrate competency for this unit.
2. Your assessor will provide you with the due dates for each assessment task. Write them in the table below.

| 1. **Assessment Requirements**
 | 1. **Due date**
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| --- | --- |
| 1. Written questions
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| 1. Advertising campaign
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| Agreement by the student  |
| 1. Read through the assessments in this booklet before you fill out and sign the agreement below. Make sure you sign this before you start any of your assessments.
 |
| 1. Have you read and understood what is required of you in terms of assessment?
 | 1. 🞎 Yes
 | 1. 🞎 No
 |
| 1. Do you understand the requirements of this assessment?
 | 1. 🞎 Yes
 | 1. 🞎 No
 |
| 1. Do you agree to the way in which you are being assessed?
 | 1. 🞎 Yes
 | 1. 🞎 No
 |
| 1. Do you have any special needs or considerations to be made for this assessment? If yes, what are they?
2.
 | 1. 🞎 Yes
 | 1. 🞎 No
 |
| 1. Do you understand your rights to appeal the decisions made in an assessment?
 | 1. 🞎 Yes
 | 1. 🞎 No
 |

1. Student name:
2. Student signature: Date:
3. Assessor name:
4. Assessor signature: Date:

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| Assessment Task Cover Sheet – Assessment Task 1 |

1. Students: Please fill out this cover sheet clearly and accurately. Make sure you have kept a copy of your work.

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| --- |
| 1. **Name:**
 |
| 1. **Date of submission:**
 |
| 1. **Unit:**
* BSBADV602 Develop an advertising campaign
 |
| Assessor to complete |  |
| Assessment Task | Satisfactory/Not Satisfactory | Date | Was this a re-submission? Y/N |
| Written questions |  |  |  |

1. **STUDENT DECLARATION**
2. I declare that these tasks are my own work.
* None of this work has been completed by any other person.
* I have not cheated or plagiarised the work or colluded with any other student/s.
* I have correctly referenced all resources and reference texts throughout these assessment tasks.
* I understand that if I am found to be in breach of policy, disciplinary action may be taken against me.
1. Student signature:
2. Student name:
3. **ASSESSOR FEEDBACK**
4. Assessors: Please return this cover sheet to the student with assessment results and feedback.
5. A copy must be supplied to the office and kept in the student’s file with the evidence.
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22. Assessor signature:
23. Assessor name:
24. Date:

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| Assessment Task 1: Written Questions |

Task summary:

1. You are to answer all the questions in this task.

Resources and equipment required to complete this task

* Access to textbooks and other learning materials.
* Access to a computer and the Internet (if you prefer to type your answers).

When and where do I complete this task?

* This task may be done in your own time as homework or you may be given time to do this task in class (if applicable). Your assessor will advise.

Write in the due date as advised by your assessor:

what do I need to submit?

1. Your answers to all the questions.

What happens if I get something wrong?

1. If your assessor marks any of your answers as incorrect, they will talk to you about resubmission. You will need to do one of the following:
* Answer the questions that were incorrect in writing.
* Answer the questions that were incorrect verbally.

Instructions:

* This is an open book test – you can use your learning materials as reference.
* You need to answer all 13 questions correctly.
* You must answer the questions by writing in the space provided.
* If you need more space, you can use extra paper. Make sure you write on each extra piece of paper your name and the question number/s you are answering.
* You may prefer to use your computer to type your answers. Your assessor will let you know if you can email your answers as a Word file, or if you must print and submit hard copies.

Question

1. Explain each of the key functions of advertising.

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Question

1. Explain the hierarchy of effects model and its implications for advertising.

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Question

1. **Explain the implications of the theory Encoding Variability Hypothesis for advertising effectiveness.**

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Question

1. Explain the key features of the unique selling proposition strategy for advertising.

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Question

1. Explain resonance strategy for effective advertising.

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Question

1. Explain why an advertiser may choose to adopt an emotional strategy in advertising.

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Question

1. Explain the means end chain framework and is implications for relationships between consumers and advertisers.

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Question

1. List and outline three key factors influencing consumer buying behaviour

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Question

1. Explain the four types of consumer buying behaviour.

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Question

1. Discuss the advertising implications of Maslow’s theory and provide examples of how consumer’s needs may lead consumers to make purchases.

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Question

1. Discuss the importance of abiding by Australian National Association of Advertisers Code of Ethics.

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Question

1. Explain the importance of transparency in marketing as per the AANA Best Practice Guideline for marketing communication in the digital space.

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Question

1. Describe at least five different contents of an advertising brief and their purpose.

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| 1. **What do I need to hand in for this task?**
 | 1. **Have I completed this?**
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| 1. Your answers to each question
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| Assessment Task Cover Sheet – Assessment Task 2 |

1. Students: Please fill out this cover sheet clearly and accurately. Make sure you have kept a copy of your work.

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| 1. **Name:**
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| 1. **Date of submission:**
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| 1. **Unit:**
* BSBADV602 Develop an advertising campaign
 |
| Assessor to complete |  |
| Assessment Task | Satisfactory/Not Satisfactory | Date | Was this a re-submission? Y/N |
| Advertising campaign |  |  |  |

1. **STUDENT DECLARATION**
2. I declare that these tasks are my own work.
* None of this work has been completed by any other person.
* I have not cheated or plagiarised the work or colluded with any other student/s.
* I have correctly referenced all resources and reference texts throughout these assessment tasks.
* I understand that if I am found to be in breach of policy, disciplinary action may be taken against me.
1. Student signature:
2. Student name:
3. **ASSESSOR FEEDBACK**
4. Assessors: Please return this cover sheet to the student with assessment results and feedback.
5. A copy must be supplied to the office and kept in the student’s file with the evidence.
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22. Assessor signature:
23. Assessor name:
24. Date:

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| Assessment Task 2:  |

Task summary:

1. This assessment task requires you, in the role of Advertising Manager of Green Cat Advertising, to meet with a client, Boutique Build Australia, to discuss their requirements for advertising.
2. You will develop and document an advertising campaign in the form of a Creative Brief based on the client’s advertising brief.

Resources and equipment required to complete this assessment

* Computer and Microsoft Office
* Access to the internet for research and access to example creative briefs such as at:
* Client (role-played by your assessor)
* Meeting space
* Boutique Build Australia Strategic Plan
* Green Cat Advertising Guidelines
* Green Cat Advertising Policy and Procedure
* Creative Brief template

When and where do I complete this task?

* This task may be done in your own time as homework or you may be given time to do this task in class (if applicable). Your assessor will advise.

Write in the due date as advised by your assessor:

What do I need to submit?

* List of potential service providers
* Communication to service providers
* Creative brief

What happens if I get something wrong?

1. If your assessor sees that you have not completed all parts of the task satisfactorily, you will be provided with feedback and you will need to redo the parts that are incorrect, and then resubmit the entire assessment. Timeframes and details of resubmission will be discussed with you directly by your assessor.

Instructions:

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| 1. *You are the Advertising Manager for Green Cat Advertising. The company provides marketing and advertising services to a wide range of clients, from small to large companies.*
2. *You have just been allocated a new client to work with, Boutique Build Australia. The company has advised that it would like your assistance in developing an advertising campaign.*
3. *Boutique Build Australia was established in 2013 and is based in Sydney. It specialises in the design and building of high quality designer homes for the Sydney metropolitan and surrounding areas.*
4. *The company is in a period of expansion and is about to enter the Brisbane and Sunshine Coast area, as well at the environmentally friendly building market.*
5. *One of the company’s strategic objectives, as documented in its Strategic Plan, is to build awareness of its brand. As the company is in a period of growth, this objective is considered to be of key importance.*
6. *You are required to meet with the client to discuss their advertising needs and develop an advertising campaign based on these needs.*
 |

* 1. Prepare for a meeting with your client to discuss the brief for advertising

Review the scenario information and the Boutique Build Australia's Strategic Plan that has been provided to you in preparation for the meeting. Note down questions you will ask to confirm information from the scenario and the Strategic Plan. At the meeting you will need to collect all of the information you need to develop the creative brief for the advertising campaign.

* 1. Participate in the meeting to discuss the advertising brief

During the meeting, you will be required to demonstrate effective communication skills, including asking and responding to questions and active listening techniques, consultation and negotiation skills.

Use the questions you have prepared to ensure you get all the information you need to prepare the creative brief.

You will also be required to take notes to inform your creative brief to be developed in activity 3.

* 1. Prepare to develop creative brief

As part of developing the creative brief that includes information on the campaign objectives, an advertising budget and a schedule for the proposed advertising activities, you will need to conduct further research to inform the development of the brief.

This should include:

* Identification of legal and ethical requirements to ensure that campaign objectives meet requirements.
* Costs of media options as discussed at the meeting and associated creative and production services.
* Identification of service providers who can provide the required media/creative/production services as discussed at the meeting with the client. For each service required, identify at least two service providers. Develop a list of each service required and potential service providers and submit this to your assessor. Assume that the provider's time is required in the next two weeks.
* Consider best practice methods for monitoring the progress of the campaign, as well as metrics that can be used for evaluating the campaign

When you have identified the service providers, you need to develop a communication (memo or email) to send to the selected service providers to find out about their services (this will be your assessor), including their costs and availability, as well as explaining the services you require without breaching confidentiality.

Ensure that you review the Green Cat Advertising Campaign Procedure in order to complete this task.

Submit the communication to your assessor who will respond to you (in the role of the service providers) and will provide you with information that you will use to select an appropriate service provider in accordance with the advertising brief requirements. You will need to review the information provided and then explain your choice of service provider in your brief in activity 4. The service providers you select should be chosen based on merit, value for money and legal and ethical considerations.

* 1. Develop a creative Brief.

Develop the creative brief based on client’s advertising requirements as discussed at the meeting and your research. You are required to review the Green Cat Creative Brief Guidelines and develop your brief accordingly.

Develop your creative brief using the template provided to you, which must address the following:

Overview

* Provide an overview of the company.
* Outline the history of advertising for this company leading up to this plan.
* Explain key opportunities based on market trends.
* Explain the role that the proposed advertising campaign will play and key challenges, including the competitive environment

Campaign objectives:

* Detailed description of campaign objectives to identify the purpose and scope of the advertising campaign. Your campaign objectives must be SMART objectives.
* A discussion of campaign objectives including an explanation of:
* Why the campaign objectives be achieved given the time, budget and general product and market factors.
* How campaign objectives ensure that legal and ethical requirements are met.
* An outline of the market research that will be conducted to find out more about the target group specific needs to inform the advertising campaign and/or pre-testing campaign market research.

Target audience

* Overview of target audience for the campaign, including who they are, where they are located and how to best communicate with them.
* Key messages for target group and how the campaign objectives take into account factors that may affect target consumer responses to the campaign, for example, age, gender, lifestyle and values.
* Outline of recommended advertising activities.

Advertising budget:

Produce a completed advertising budget including costs of:

* Market research i.e. pre-campaign testing
* Costs of the agreed media options and associated creative and production services as discussed at the meeting with the client.

This section of your creative brief should also provide a clear rationale to show that the allocated budget will be sufficient to meet campaign objectives.

The budget should be developed using the table in the creative brief template.

Schedule:

Develop a schedule to meet the requirements of the advertising brief. This should include:

* Duration of the campaign and the timing of each component.
* Activities to be completed in the lead up to the campaign, service providers to be involved and their role. This part of the creative brief should also include an explanation of the criteria used to select identified service providers as per the Green Cat Creative Brief Guidelines.
* Progress monitoring – explain when and how progress will be checked to ensure that the advertising campaign is running to schedule and budget.
* Evaluation - Identify appropriate mechanisms for evaluating the campaign.

Service Providers

* Provide a list of your chosen service providers an explanation as to why you have selected them.
1. When you have completed the creative brief, submit the final version to your assessor for marking.

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| 1. **What do I need to hand in for this task?**
 | 1. **Have I completed this?**
 |
| 1. List of potential service providers
 | 1. 🞏
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| 1. Communication to service providers
 | 1. 🞏
 |
| 1. Creative brief
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