22284VIC Diploma of Business (Public Relations)
22283VIC Advanced Diploma of Business (Public Relations)

Accredited for the period: 1ˢᵗ January, 2015 to 30 June 2020 under
Parts 4.4 and 4.6 of the *Education and* Training *Reform Act 2006*

Course Documentation

Version 1	1/10/2014	Original Accreditation
	16/9/2019	Expiration date changed to 30 June 2020 from 31 December 2019

This qualification has been entered on the TGA (Training.gov.au) being the official National Register of Vocational Education and training in Australia: http://training.gov.au/

Table of Contents

Section A: Copyright and course classification information

1. **Copyright owner of the course**	Copyright of this document is held by the Department of Education and Early Childhood Development (DEECD) Victoria © State of Victoria 2015
2. **Address**	Department of Education and Early Childhood Development (DEECD) Higher Education and Skills Group Executive Director Training Participation and Facilitation Division PO Box 4367 Victoria, 3001 Day to day contact: Business Industries Curriculum Maintenance Manager Chisholm Institute PO Box 684, Dandenong, Victoria, 3175 Ph: (03) 9238 8501 Fax: (03) 9238 8504 Email: **alan.daniel@chisholm.vic.edu.au**
3. **Type of submission**	These courses are being submitted for re-accreditation. They replace and have equivalent outcomes to: 22038VIC Advanced Diploma of Business (Public Relations) and 22051VIC Diploma of Business (Public Relations)
4. **Copyright acknowledgement**	Copyright of this material is reserved to the Crown in the right of the State of Victoria. © State of Victoria (Department of Education and Early Childhood Development) 2015. The following units of competency: • BSBADV510A Create mass electronic media advertisements • BSBADV511A Evaluate and recommend advertising media options • BSBADV602B Develop an advertising campaign • BSBADV604B Execute an advertising campaign • BSBADV605B Evaluate campaign effectiveness • BSBCMM401A Make a presentation • BSBFIM501A Manage budgets and financial plans • BSBINN502A Build and sustain an innovative work environment • BSBIPR501A Manage intellectual property to protect and grow business

2	- BSBMGT617A Develop and implement a business plan - BSBMKG402B Analyse consumer behaviour for specific markets - BSBMKG408B Conduct market research - BSBMKG412A Conduct e-marketing communications - BSBMKG501B Identify and evaluate marketing opportunities - BSBMKG502B Establish and adjust the marketing mix - BSBMKG507A Interpret market trends and developments - BSBMKG508A Plan direct marketing activities - BSBMKG509A Implement and monitor direct marketing activities - BSBMKG510B Plan electronic marketing communications - BSBMKG608A Evaluate campaign effectiveness - BSBPMG522A Undertake project work - BSBPMG607ADirect communications management of a project program - BSBPUB401A Develop and apply knowledge of public relations industry - BSBPUB501A Manage the public relations process - BSBPUB502A Develop and manage complex public relations campaigns - BSBPUB503A Manage fundraising and sponsorship activities - BSBPUB504A Develop and implement crisis management plans - BSBREL402A Build client relationships and business networks - BSBRSK501B Manage risk - BSBSMB403A Market the small business - BSBSUS501A Develop workplace policy and procedures for sustainability - BSBWHS501AEnsure a safe workplace - BSBWOR502B Ensure team effectiveness - BSBWRT401A Write complex documents - BSBWRT501A Write persuasive copy are from the BSB07 Business Services Training Package administered by the Commonwealth of Australia. © Commonwealth of Australia. The following unit of competency: - CHCORG525D Recruit and coordinate volunteers

is from the CHC08 Community Services Training Package administered by the Commonwealth of Australia. © Commonwealth of Australia.

The following units of competency:

- CUFDIG402A Design user interfaces
- CUFDIG403A Create user interfaces
- CUFDIG502A Design web environments
- CUFPPM407A Coordinate continuity

are from the CUF07 Screen and Media Training Package administered by the Commonwealth of Australia. © Commonwealth of Australia.

The following unit of competency:

- CUVPUB501A Develop and manage public relations strategies

is from the CUV11 Visual Arts, Crafts and Design Training package administered by the Commonwealth of Australia. © Commonwealth of Australia.

The following units of competency:

- ICAICT308A Use advanced features of computer applications
- ICAWEB418A Use development software and IT tools to build a basic website

are from the ICA11 Information and Communications Technology Training Package administered by the Commonwealth of Australia. © Commonwealth of Australia.

The following units of competency:

- PSPGOV504B Undertake research and analysis
- PSPGOV601B Apply government systems
- PSPGOV605A Persuade and influence opinion

are from the PSP04 Public Sector Training Package administered by the Commonwealth of Australia. © Commonwealth of Australia.

The following unit of competency:

- PUACOM004B Manage organisational communication strategies

is from the PUA00 Public Safety Training package administered by the Commonwealth of Australia. © Commonwealth of Australia.

5. **Licensing and franchise**	
6. **Course accrediting body**	Victorian Registration and Qualifications Authority
7. **AVETMISS information**	*[Classification codes for AVETMISS data may be found on the NCVER website at www.ncver.edu.au*

ANZSCO *(Australian and New Zealand Standard Classification of Occupations)*	*225311 Public Relations Professional*
ASCED code *(Field of Education)*	*0805 Sales and Marketing*
National course code/s	22284VIC Diploma of Business (Public Relations) 22283VIC Advanced Diploma of Business (Public Relations)

8. **Period of accreditation**	1st January, 2015 to 31st December, 2019

Section B: Course information

1. Nomenclature	Standard 1 AQTF Standards for Accredited Courses
1.1. Name of the qualification/s	Advanced Diploma of Business (Public Relations) Diploma of Business (Public Relations)
1.2. Nominal duration of the course	22284VIC Diploma of Business (Public Relations) **525–665**
	22283VIC Advanced Diploma of Business (Public Relations) **815–955**
2. Vocational or educational outcomes	*Standard 1 AQTF Standards for Accredited Courses*
2.1. Purpose of the course	The Diploma of Business (Public Relations) aims to provide graduates with broad public relations knowledge and skills required to: • develop media and public relations campaigns and strategies • liaise with media and a range of clients and stakeholders • formulate and implement communication strategies and practices • manage projects, create mass media advertisements and materials • use media for public relations in roles such as public relations intern, public relations consultant and social media public relations officer. The Advanced Diploma of Business (Public Relations) will provide graduates with the specialised public relations knowledge and skills required for: • media liaison, monitoring and management • developing and managing publicity campaigns and preparing publications • managing public relations communications and fundraising and sponsorship activities • designing web environment for interactive media products and enhancing communications about products or services, • planning social media strategies, in roles such as public relations executive, senior advisor in public relations and public relations manager.

3. Development of the course	Standards 1 and 2 AQTF Standards for Accredited Courses

| 3.1. Industry / enterprise/ community needs | The course/s seeks to develop skills and knowledge required in the public relations industry at the Diploma and Advanced Diploma levels, and currently is not covered by any Training Package. The course has been running successfully for more than 16 years, and was first offered in 1993 as an Associate Diploma and in 1999 as an Advanced Diploma after extensive review and industry feedback. The courses have continued to evolve to meet the needs of industry most recently by replacing the Certificate IV in Business (Public Relations) with the Diploma of Business (Public Relations) in 2009.

The qualifications remain well sought after, with 1000 enrolments in the period 2010 to 2013. Enrolments for the existing accreditation period have been strong between the two major providers, indicating the continuing demand for the course. |

Figure 3.1: Enrolment data 2010 to 2014

Course Code	2010	2011	2012	2013	2014
22051VIC	24	188	204	177	223
22038VIC	209	124	153	154	164
Total:	**235**	**312**	**357**	**331**	**387**

Source: HESG Training Activity Accredited Course Enrolments 2011-2014

The key stakeholders have confirmed that research conducted into the industry need for people with public relations qualifications and experience, prior to and during the five years of the accreditation period of the existing course, remains accurate and current. The Australian Government Job Outlook website predicts very strong growth for job prospects in the public relations industry up to 2017.

During the recent research phase for the renewal of this course, the key stakeholders further stressed that the course continues to meet industry training needs however some updating such as the inclusion of social media to reflect its increasing use and influence in the public relations environment. They emphasised the importance of understanding social media and public relations in the context of the business environment. Further information on this research can be accessed from Graduate Careers Australia's Careers in Corporate and Social Responsibility including graduate profiles.

The content of this course has been determined and endorsed by the Steering Committee comprising a majority of industry

representatives through a range of consultative processes including:

- group comprising a range of stakeholders including industry representatives and content experts
- research by project team
- working party of content experts

See:

Appendix 1 Course content developed by stakeholders

1.1.1   Training Demand/Job Search

1.1.2   Skills and knowledge mapping

After mapping the vocational outcomes against national training packages and accredited courses, it was found that there is no qualification that provides training in the vocational outcomes (Section B 2. above) required for effective performance within the public relations sector.

Anticipated employment opportunities include:

- Public Relations /Public Affairs
- Public Relations intern
- Senior Advisor – Public Relations
- Public Relations communications specialist
- Public Relations consultant
- Social Media and Public Relations officer
- Public Relations strategist

The job search analysis, and the associated knowledge and skills requirements, has been ratified by members of the Steering Committee and matched to the course structure.

Industry support is confirmed through the endorsement and active participation of the Steering Committee.

Members of the steering committee

Chair - Anna Henderson: Executive Director, Business Skills Viability

- Alain Grossbard FPRIA, President, Victorian Division, Public Relations Institute of Australia
- Anna Kirby, Managing Director, Rover Communications
- Katrina Jones, Public Relations consultant
- John Donovan, Managing Director, AFM Investment Partners

	o Sally Parrott, Program Manager, Marketing, Advertising and Public Relations; RMIT University
	o Graeme Airey, Industry Group Manager PR , Logistics, and International Trade, RMIT University
	o Gage Rossiter, Senior Educator (Acting), Centre for Business, Design and ICT, Swinburne University of Technology
	In Attendance:
	o Alan Daniel: Curriculum Maintenance Manager – Business Industries, Chisholm
	o Madeleine Hayne, Administrative Coordinator, CMM Business Industries, Chisholm
3.2. Review for re-accreditation	*Standards 1 and 2 for Accredited Courses*
	Monitoring and evaluation of 22051VIC Diploma of Business (Public Relations) and 22038VIC Advanced Diploma of Business (Public Relations) has been conducted in accordance with Section B.9. Ongoing monitoring and evaluation, of the Course Documentation and ensuing feedback has been taken into account in the revised course. Surveys of industry, current and past students and providers were conducted as part of the mid-accreditation cycle review and confirmed the courses were meeting their intended outcome. The surveys further confirmed the impact of social media and technology in the industry and the need for its inclusion in the course.
	Learners currently enrolled in the existing course may convert to: 22284VIC Diploma of Business (Public Relations) and 22283VIC Advanced Diploma of Business (Public Relations) which replace and are equivalent to 22051VIC Diploma of Business (Public Relations) and 22038VIC Advanced Diploma of Business (Public Relations).
	Please refer to the following - 3.2.1: Transition Table - for transition arrangements.

Transition Table			

No new enrolments into 22051VIC Diploma of Business (Public Relations) are permitted after 30 June, 2015.

New Qualification Title:	22284VIC Diploma of Business (Public Relations)
Previous Qualification Title:	22051VIC Diploma of Business (Public Relations)

22284VIC Diploma of Business (Public Relations)

22284VIC Diploma of Business (Public Relations) replaces and is equivalent to 22051VIC Diploma of Business (Public Relations).

Units in new course	**Units from previous course**	**Relationship**
VU21662 Use digital media for public relations		New unit
BSBPUB401A Develop and apply knowledge of public relations industry	BSBPUB401A Develop and apply knowledge of public relations industry	No change
CUVPUB501A Develop and manage public relations strategies		New unit
BSBPUB501A Manage the public relations process	BSBPUB501A Manage the public relations process	No change
BSBMKG402B Analyse consumer behaviour for specific markets	BSBMKG402B Analyse consumer behaviour for specific markets	No change
BSBWRT501A Write persuasive copy	BSBWRT501A Write persuasive copy	No change
BSBCMM401A Make a presentation	BSBCMM401A Make a presentation	No change
ICAICT308A Use advanced features of computer applications	ICAU3126B Use advanced features of computer applications	Equivalent
BSBMKG408B Conduct market research	BSBMKG408B Conduct market research	No change

ICAWEB418A Use development software and IT tools to build a basic website	ICAB4169B Use development software and IT tools to build a basic website	Equivalent
BSBMKG501B Identify and evaluate marketing opportunities	BSBMKG501B Identify and evaluate marketing opportunities	No change
BSBINN502A Build and sustain an innovative work environment	BSBINN502A Build and sustain an innovative work environment	No change
BSBSMB403A Market the small business	BSBSMB403A Market the small business	No change
BSBMKG507A Interpret market trends and developments	BSBMKG507A Interpret market trends and developments	No change
BSBMKG514A Implement and monitor marketing activities	BSBMKG514A Implement and monitor marketing activities	No change
CHCORG525D Recruit and coordinate volunteers	CHCORG525C Recruit and coordinate volunteers	Equivalent
BSBMKG510B Plan electronic marketing communications	BSBMKG510A Plan electronic marketing communications	Equivalent
BSBADV510A Create mass electronic media advertisements	BSBADV510A Create mass electronic media advertisements	No change
BSBPMG522A Undertake project work	BSBPMG510A Manage projects	Equivalent
CUFPPM407A Coordinate continuity	CUFPPM407A Coordinate continuity	No change
BSBSUS501A Develop workplace policy and procedures for sustainability	BSBSUS501A Develop workplace policy and procedures for sustainability	No change
BSBIPR501A Manage intellectual property to protect and grow business	BSBIPR501A Manage intellectual property to protect and grow business	No change
BSBRSK501B Manage risk		New elective

Transition Table		
No new enrolments into 22038VIC Advanced Diploma of Business (Public Relations) are permitted after 30 June, 2015.		
22283VIC Advanced Diploma of Business (Public Relations) replaces and is equivalent to 22038VIC Advanced Diploma of Business (Public Relations)		
New Qualification Title:	22283VIC Advanced Diploma of Business (Public Relations)	
Previous Qualification Title	22038VIC Advanced Diploma of Business (Public Relations)	
Units in new course	**Units from previous course**	**Relationship**
VU21659 Develop and apply social media strategy		New unit
VU21660 Research and apply the public relations role in an industry context		New unit
VU21661 Apply corporate social responsibility to public relations		New unit
BSBPUB502A Develop and manage complex public relations campaigns	BSBPUB502A Develop and manage complex public relations campaigns	No change
PUACOM004B Manage organisational communication strategies	PUACOM004B Manage organisational communication strategies	No change
BSBREL402A Build client relationships and business networks	BSBREL402A Build client relationships and business networks	No change
BSBWRT401A Write complex documents	BSBWRT401A Write complex documents	No change
PSPGOV504B Undertake research and analysis	PSPGOV504B Undertake research and analysis	No change
CUFDIG402A Design user interfaces	CUFDIG402A Design user interfaces	No change

CUFDIG403A Create user interfaces	CUFDIG403A Create user interfaces	No change
BSBPUB504A Develop and implement crisis management plans	BSBPUB504A Develop and implement crisis management plans	No change
PSPGOV601B Apply government systems	PSPGOV601B Apply government systems	No change
BSBPUB503A Manage fundraising and sponsorship activities	BSBPUB503A Manage fundraising and sponsorship activities	No change
BSBMGT617A Develop and implement a business plan	BSBMGT617A Develop and implement a business plan	No change
BSBADV605B Evaluate campaign effectiveness	BSBADV605B Evaluate campaign effectiveness	No change
BSBWHS501A Ensure a safe workplace	BSBOHS509A Ensure a safe workplace	Equivalent
BSBFIM501A Manage budgets and financial plans	BSBFIM501A Manage budgets and financial plans	No change
BSBMKG508A Plan direct marketing activities	BSBMKG508A Plan direct marketing activities	No change
BSBMKG509A Implement and monitor direct marketing activities	BSBMKG509A Implement and monitor direct marketing activities	No change
BSBADV602B Develop an advertising campaign	BSBADV602B Develop an advertising campaign	No change
BSBADV604B Execute an advertising campaign	BSBADV604B Execute an advertising campaign	No change
BSBWOR502B Ensure team effectiveness	BSBWOR502A Ensure team effectiveness	Equivalent
BSBADV511A Evaluate and recommend advertising media options	BSBADV511A Evaluate and recommend advertising media options	No change

BSBMKG502B Establish and adjust the marketing mix	BSBMKG502B Establish and adjust the marketing mix	No change
BSBMKG608A Develop organisational marketing objectives	BSBMKG608A Develop organisational marketing objectives	No change
BSBPMG607A Direct communications management of a project program	BSBPM607A Direct communications management of multiple projects/programs	Equivalent
CUFDIG502A Design web environments	CUFDIG502A Design web environments	No change
BSBMKG412A Conduct e-marketing communications		New elective
PSPGOV605A Persuade and influence opinion		New elective

4. Course outcomes	*Standards 1, 2, 3 and 4 AQTF Standards for Accredited Courses*
4.1. Qualification level	*Standards 1, 2 and 3 AQTF Standards for Accredited Courses*

The 22284VIC Diploma of Business (Public Relations) is consistent with the *Qualification Framework 2nd Edition January 2013* ([AQF](#)) specification for Diploma (Level 5) as follows:

- **Knowledge:** Graduates at this level will have technical and theoretical knowledge in a specific area or a broad field of work and learning and be able to demonstrate understanding of a broad knowledge base incorporating theoretical concepts, with substantial depth in some areas such as applying knowledge of public relations principles, practices, processes and strategies to develop a public relations campaign

- **Skills:** Graduates at this level will have a broad range of cognitive, technical and communication skills to select and apply methods and technologies to:

  o analyse information to complete a range of activities to meet management requirements including current issues/trends which affect the public relations industry or plan strategies to manage reactive media across sensitive issues including the use of traditional and social media.

  o provide and transmit solutions to sometimes complex problems, for example, an analysis of consumer behaviour to target public relations to specific markets and specific needs, and to forecast future business needs.

  o transmit information and skills to others through creative and persuasive writing skills; using a range of statistical techniques to analyse market trends and developments, current public relations performance and comparative market information.

  o take limited responsibility for the achievement of group outcomes in organising others in public relations projects.

- **Application of knowledge and skills:** Graduates at this level will apply knowledge and skills to demonstrate autonomy, judgement and defined responsibility in known or changing contexts and within broad but established parameters such as:

  o developing and maintaining appropriate public relations strategies for utilising social media in public relations campaigns.

  o applying and developing an understanding of public relations in the context of a business environment

including a risk management approach to project management.

- **Volume of Learning:** The Diploma of Business (Public Relations) incorporates structured and unstructured learning.

- Structured learning activities develop the knowledge and skills to operate as a Public Relations professional with well-developed PR writing and presentation skills for appropriate markets using technology and social media.

- Unstructured learning activities are an integral part of the total training and include research, managing a variety of projects, self -directed learning activities and work experience to support course completion.

- The volume of learning will be in the range of 1 to 2 years.

The 22283VIC Advanced Diploma of Business (Public Relations) is consistent with the *Qualification Framework 2nd Edition January 2013* (AQF) specification for Advanced Diploma (Level 6) as follows:

- **Knowledge:** Graduates of an Advanced Diploma will have specialised and integrated technical and theoretical knowledge with depth within one or more fields of work and learning through a demonstrated understanding of public relations campaigns, communication strategies, project management, public relations practices, ethics, corporate social responsibility and governance. They will develop an in-depth understanding of the public relations industry in a business context and develop an understanding of client relationships and business networks.

- **Skills:** Graduates at this level will have a broad range of cognitive, technical and communication skills to select and apply methods and technologies to:

  o analyse information across a range of technical or management functions covering social media, strategy and planning and initiation of alternative approaches to skills or knowledge applications such as fund raising campaigns or government lobbying

  o interpret and transmit solutions to unpredictable and sometimes complex problems through the analysis of information and concepts at an abstract level in the application of design principles and theories of communications different markets

  o transmit information and skills to others, for example in relation to broad quantity and quality in team participation

	including teams concerned with planning and evaluating the effectiveness of public relations campaigns
	o demonstrate a command of wide-ranging, highly specialised technical, creative or conceptual skills in the design and development of user interfaces which form part of interactive media products based on visual communication principles
	o demonstrate accountability for personal outputs within broad parameters in participating in the development of fundraising or sponsorship campaign activities according to own responsibilities and according to the project brief
	o demonstrate accountability for personal and group outcomes within broad parameters in developing and coordinating the production of communications materials and corporate communication activities
	• **Application of knowledge and skills:** Graduates at this level will apply knowledge and skills to demonstrate autonomy, judgement and defined responsibility:
	o in contexts that are subject to change for example during the management of complex PR campaigns and multiple projects requiring a strategic planning and risk management approach.
	o within broad parameters to provide specialist advice and functions such as persuasive writing and design skills, applying concepts of communications to the use of traditional and social media and applying public relations theories and principles to achieve successful outcomes for clients.
	• **Volume of Learning:** The Advanced Diploma of Business (Public Relations) incorporates structured and unstructured learning.
	• Structured learning activities develop the knowledge and skills to operate as a Public Relations professional with the ability to undertake research, manage complex public relations campaigns, devise appropriate social media strategies, and build successful client relationships and business networks.
	• Unstructured learning activities are an integral part of the total training and include research, managing a variety of projects, self -directed learning activities and work experience to support course completion.
	• The volume of learning will be in the range of 1.5 to 2 years.
4.2. Employability skills	*Standard 4 AQTF Standards for Accredited Courses*

	This qualification has been mapped to national employability skills. Refer to the following Employability Skills Summary

Employability Skills Summary	
Qualification Code:	**22284VIC**
Qualification Title:	**Diploma of Business (Public Relations)**

The following table contains a summary of the employability skills required for this qualification. This table should be interpreted in conjunction with the detailed requirements of each unit of competency packaged in this qualification. The Employability Skills facets described here are broad industry requirements that may vary depending on the packaging options.

Employability Skill	Industry/enterprise requirements for this qualification include the following facets:
Communication that contributes to productive and harmonious relations across employees, employers, stakeholders and customers	• Use a range of writing skills to write clear creative briefs and persuasive copy • Consult with clients and stakeholders regarding product, service or idea requirements • Communicate central ideas of a message in an informative and engaging manner, and to utilise verbal and non-verbal techniques to sustain participant engagement in a presentation • Read and interpret business and market data and present information or write reports in a range of styles and for a range of audiences • Answer questions, check, clarify and acknowledge suggestions relating to work requirements
Teamwork that contributes to productive working relationships and outcomes	• Share public relations related information with colleagues and clients • Provide support for team members to ensure that the outcomes of the project and documented time lines • Contribute to and monitor team effectiveness to ensure staff achieve planning outcomes • Liaise or work with a range of stakeholders to gather further information on communications requirements in the public relations/media communications context • Work with a variety of stakeholders in order to achieve public relations project or activity objectives.

Problem solving that contributes to productive outcomes	• Devise solutions to resolve client's concerns • Assess and respond to challenges and risks around public relations campaigns at an operational management level • Evaluate and measure processes, plans and outcomes of projects
Initiative and enterprise that contribute to innovative outcomes	• Generate a range of options to develop products and services • Apply a range of innovative skills to generate creative communications materials
Planning and organising that contribute to long and short-term strategic planning	• Use workplace business information system to assist in developing an organisation's marketing plan and to determine the current or potential future success of marketing strategies • Research, collect, organise and understand information relating to the design and development of products and services • Develop timelines and action plan for project activities to maximise the efficiency and cost effectiveness of projects • Plan and organise to establish a campaign or equivalent within the public relations context
Self-management that contributes to employee and employer satisfaction and growth	• Take responsibility for planning and organising own work priorities and completing assigned tasks • Establish personal work goals and develop a personal work plan • Manage own time and priorities and deal with contingencies
Learning that contributes to ongoing improvement and expansion in employee and company operations and outcomes	• Develop knowledge of public relations industry products and services • Identify and take advantage of learning opportunities in the workplace • Use a range of medium to learn, e.g. mentoring, peer support and networking
Technology that contributes to the effective carrying out of tasks	• Use a range of office equipment and software to produce high quality public relations materials and presentations • Apply calculation and interpret data to compare time lines and campaign costs against budgets • Use software for developing public relations campaign tools • Use a range of computer equipment, the internet and multimedia applications.

Employability Skills Summary	
Qualification Code:	**22283VIC**
Qualification Title:	**Advanced Diploma of Business (Public Relations)**

The following table contains a summary of the employability skills required for this qualification. This table should be interpreted in conjunction with the detailed requirements of each unit of competency packaged in this qualification. The Employability Skills facets described here are broad industry requirements that may vary depending on the packaging options.

Employability Skill	Industry/enterprise requirements for this qualification include the following facets:
Communication that contributes to productive and harmonious relations across employees, employers, stakeholders and the public	• Prepare briefs, integrated marketing communications and media plan • Consult with stakeholders regarding the products and service requirements • Write in a range of styles to suit different audiences • Consult, question, clarify and evaluate information to ensure • Research, analyse and present information in written report requiring precision of expression and language and structures suited to the intended audience • Answer questions, check, clarify and acknowledge suggestions relating to work requirements
Teamwork that contributes to productive working relationships and outcomes	• Work with a range of internal and external stakeholders to achieve project objectives • Support the team in identifying and resolving work performance problems • Apply teamwork in a range of situations, particularly in safe work practices context
Problem solving that contributes to productive outcomes	• Evaluate and take necessary corrective action regarding unresolved issues, concerns and problems raised by internal or external stakeholders • Monitor the effectiveness of public relations campaigns against performance measures and take appropriate action to resolve problems • Negotiate and mediate to resolve problems of a difficult nature within organisational protocols

Initiative and enterprise that contribute to innovative outcomes	• Develop creative briefs • Generate a range of options in response to clients' requirements • Research, design and develop system and procedures to meet requirements of the project brief
Planning and organising that contribute to long and short-term strategic planning	• Develop schedule for public relations campaign activities • Plan and manage projects in respect to timeline, cost, quality and resource management • Identify and allocate resource requirements within budgetary constraints
Self-management that contributes to employee and employer satisfaction and growth	• Take responsibility for planning and organising own work priorities and completing assigned tasks • Establish realistic goals and targets for self-development • Work within organisational policies and procedures and legislative requirements
Learning that contributes to ongoing improvement and expansion in employee and company operations and outcomes	• Maintain current knowledge of products and services • Identify and take advantage of learning opportunities in the workplace
Technology that contributes to the effective carrying out of tasks	• Monitor progress of public relations and advertising campaigns • Use online technologies for research and public relations purposes • Use electronic communication devices and processes such as internet, intranet, email to produce written correspondence and reports • Use digital social media responsibly in line with workplace policies, strategies and procedures.

4.3. Recognition given to the course	*Standard 5 AQTF Standards for Accredited Courses* Not applicable.
4.4. Licensing/ regulatory requirements	*Standard 5 AQTF Standards for Accredited Courses* Not applicable.

5. Course rules	*Standards 2, 6,7 and 9 AQTF Standards for Accredited Courses*

5.1. Course structure

22284VIC Diploma of Business (Public Relations) comprises 12 units as follows:

- 8 core units; plus

- 4 elective units selected from the list below. Up to 2 elective units may be selected from any current accredited course or endorsed Training Package first packaged at this qualification level, Certificate IV or Advanced Diploma level.

A Statement of Attainment will be issued for any unit of competency completed if the full qualification is not completed.

22284VIC Diploma of Business (Public Relations)

Unit of competency/ module code	Field of Education code (six-digit)	Unit of competency/module title	Pre-requisite	Nominal hours
Complete 8 core units:				
VU21662	080509	Use digital media for public relations	Nil	60
BSBPUB401A		Develop and apply knowledge of public relations industry	Nil	80
CUVPUB501A		Develop and manage public relations strategies	Nil	40
BSBPUB501A		Manage the public relations process	Nil	45
BSBMKG402B		Analyse consumer behaviour for specific markets	Nil	60
BSBWRT501A		Write persuasive copy	Nil	50
BSBCMM401A		Make a presentation	Nil	30
ICAICT308A		Use advanced features of computer applications	Nil	40
Diploma Core hours				**405**

Electives:

Complete 4 units of competency from the list below. Up to 2 elective units may be selected from any current accredited course or endorsed Training Package first packaged at this qualification level, Certificate IV level or Advanced Diploma level.

BSBMKG408B		Conduct market research	Nil	60
ICAWEB418A		Use development software and IT tools to build a basic website	Nil	20
BSBMKG501B		Identify and evaluate marketing opportunities	Nil	70
BSBINN502A		Build and sustain an innovative work environment	Nil	50
BSBSMB403A		Market the small business	Nil	50
BSBMKG507A		Interpret market trends and developments	Nil	50
BSBMKG514A		Implement and monitor marketing activities	Nil	50
CHCORG525D		Recruit and coordinate volunteers	Nil	70
BSBMKG510B		Plan electronic marketing communications	Nil	20
BSBADV510A		Create mass electronic media advertisements	Nil	50
BSBPMG522A		Undertake project work	Nil	60
CUFPPM407A		Coordinate continuity	Nil	30
BSBSUS501A		Develop workplace policy and procedures for sustainability	Nil	50
BSBIPR501A		Manage intellectual property to protect and grow business	Nil	60
BSBRSK501B		Manage risk	Nil	60
Elective Diploma nominal hours				**120–260**
Total Diploma nominal hours				**525–665**

22283VIC Advanced Diploma of Business (Public Relations)

22283VIC Advanced Diploma of Business (Public Relations) comprises 18 units in total as follows:

- 14 core units; plus

- 4 elective units selected from the list below. Up to 2 elective units may be selected from any current accredited course or endorsed Training Package first packaged at Diploma level, this qualification level or higher.

A Statement of Attainment will be issued for any unit of competency completed if the full qualification is not completed.

Unit of competency/ module code	Field of Education code (6digit)	Unit of competency/module title	Pre-requisite	Nominal hours
Complete 14 core units:				
VU21659	080509	Develop and apply social media strategy	Nil	70
VU21660	080509	Research and apply the public relations role in an industry context	Nil	40
BSBPUB502A		Develop and manage complex public relations campaigns	Nil	50
PUACOM004B		Manage organisational communication strategies	Nil	25
BSBREL402A		Build client relationships and business networks	Nil	50
BSBWRT401A		Write complex documents	Nil	50
PSPGOV504B		Undertake research and analysis	Nil	40
CUFDIG402A		Design user interfaces	Nil	50
CUFDIG403A		Create user interfaces	Nil	50
BSBPUB504A		Develop and implement crisis management plans	Nil	40
PSPGOV601B		Apply government systems	Nil	60
BSBPUB503A		Manage fundraising and sponsorship activities	Nil	50
BSBMGT617A		Develop and implement a business plan	Nil	60
BSBADV605B		Evaluate campaign effectiveness	Nil	60
Total Advanced Diploma core hours				**695**

Electives					
Complete 4 units of competency from the list below. Up to 2 elective units may be selected from any current accredited course or endorsed Training Package first packaged at Diploma level, this qualification level or higher.					
VU21661	080509	Apply corporate social responsibility to public relations	Nil	60	
BSBWHS501A		Ensure a safe workplace	Nil	60	
BSBFIM501A		Manage budgets and financial plans	Nil	70	
BSBMKG508A		Plan direct marketing activities	Nil	50	
BSBMKG509A		Implement and monitor direct marketing activities	Nil	40	
BSBADV602B		Develop an advertising campaign	Nil	60	
BSBADV604B		Execute an advertising campaign	Nil	70	
BSBWOR502B		Ensure team effectiveness	Nil	60	
BSBADV511A		Evaluate and recommend advertising media options	Nil	50	
BSBMKG502B		Establish and adjust the marketing mix	Nil	60	
BSBMKG608A		Develop organisational marketing objectives	Nil	60	
BSBPMG607A		Direct communications management of a project program	Nil	40	
CUFDIG502A		Design web environments	Nil	50	
BSBMKG412A		Conduct e-marketing communications	Nil	30	
PSPGOV605A		Persuade and influence opinion	Nil	50	
Elective Advanced Diploma nominal hours				**160–260**	
Total Advanced Diploma nominal hours				**815–955**	

5.2. Entry requirements	*Standard 9 AQTF Standards for Accredited Courses*
	22284VIC Diploma of Business (Public Relations)
	There are no entry requirements for 22284VIC Diploma of Business (Public Relations) although participants would be best equipped to achieve the course outcomes if they have the learning, reading, writing, oracy and numeracy Core Skills to Level 4 of the [Australian Core Skills Framework (ACSF)](#).
	22283VIC Advanced Diploma of Business (Public Relations)
	The entry requirement for 22283VIC Advanced Diploma of Business (Public Relations) is the successful completion of, or demonstrated equivalence to, the following units of competency or their successors:
	• BSBPUB401A Develop and apply knowledge of public relations industry
	• CUVPUB501A Develop and manage public relations strategies
	• BSBPUB501A Manage the public relations process
	• VU21662 Use digital media for public relations
	• BSBMKG402B Analyse consumer behaviour for specific markets
	• BSBWRT501A Write persuasive copy
	• BSBCMM401A Make a presentation
	• ICAICT308A Use advanced features of computer applications
	These units of competency comprise the core units of 22284VIC Diploma of Business (Public Relations). Learners who have achieved the core units of 22051VIC Diploma of Business (Public Relations) and/or equivalent relevant qualification or vocational experience/practice are deemed to have met the entry requirements for 22283VIC Advanced Diploma of Business (Public Relations).
6. Assessment	*Standards 10 and 12 AQTF Standards for Accredited Courses*
6.1. Assessment strategy	*Standard 10 AQTF Standards for Accredited Courses*
	All assessment will be consistent Standards 1.2 and 1.5 of the *Australian Quality Training Framework Essential Conditions and Standards for Initial/Continuing Registration or*
	SNR 4.2 (Part 2) and SNR 15.2 (Part 3) of the Standards for NVR Registered Training Organisations 2011

	See [AQTF User guides to the Essential Conditions and Standards for Initial/Continuing Registration:](#) or
	[Standards for NVR Registered Training Organisations 2012:](#)
	Imported units of competencies must be assessed according to the rules of the relevant Training Package.
	Assessment methods and collection of evidence will involve application of knowledge and skills to public relations workplaces or simulated environments.
	All assessment activities will be related to a public relations context.
	A range of assessment methods will be used, such as:
	− action learning projects in real, or simulated, public relations settings
	− research projects in a range of areas pertaining to public relations
	− portfolio development and presentation
	− practical demonstration of skills
	− case studies and scenarios, including fact situations
	− observation
	− written and direct questioning / tests and examinations
	− review of information produced by the candidate and provided to the work group
	− review of verified records and reports generated by the candidate
	The individual needs of the learner will be reflected in the assessment methods in both worksites and simulated environments.
	Consistent with Standard 1, Element 5 of the *Australian Quality Training Framework Essential Standards for Initial/Continuing Registration*, RTOs must ensure that Recognition of Prior Learning (RPL) is offered to all applicants in determining competency for Credit.
	There is no mandatory workplace assessment.
6.2. Assessor competencies	*Standard 12 AQTF Standards for Accredited Courses*
	The *Australian Quality Training Framework Essential Conditions and Standards for Initial/Continuing Registration,* Standard 1.4 states the requirements for the competence of persons assessing

	the course See [AQTF User guides to the Essential Conditions and Standards for Initial/Continuing Registration](#): or
	SNR 4.4 (Part 2) and SNR 15.4 (Part 3) of *Standards for NVR Registered Training Organisations 2012:* state the requirements for the competence for persons assessing the course. See [Standards for NVR Registered Training Organisations 2012](#):
	Assessors of the imported units of competency must meet the guidelines of the relevant Training Package and/or accredited Course Documentation.
7. Delivery	*Standards 11 and 12 AQTF Standards for Accredited Courses*
7.1. Delivery modes	*Standard 11 AQTF Standards for Accredited Courses* Delivery of units of competency from the relevant Training Packages must be consistent with the guidelines of the relevant Training Package. Delivery of units of competency imported from Training Packages should be contextualised to the public relations industry sector, whilst ensuring that the delivery guidelines are adhered to. The following rules apply for contextualisation: – elements and associated performance criteria must not be altered in any way – the range statement may be expanded as long as it does not increase the complexity of the unit – the evidence guide may be expanded as long as it retains the integrity of the unit and does not jeopardise the student's potential to achieve the competency – learning and assessment resources may be tailored to the specific needs of the target group, while maintaining their validity. Delivery of units of competency will take into consideration the individual needs of students and will involve blended delivery mode including: – workshops – individual assignments – team-based assignments – use of case studies – applied learning in the workplace or simulated public relations environment – multi-media presentations and classroom instruction

<table>
<tr><td></td><td>

− industry guest speakers
− group discussion
− work placement

Learners may be supported through: on-line (internet, social media, email and telephony); face-to-face conferencing, mentoring and interviews; ad hoc arrangements, and regular progress monitoring, particularly for practical work.

The course may be delivered part-time or full-time.

There is no mandatory workplace delivery.
</td></tr>
<tr><td>**7.2. Resources**</td><td>
Standard 12 AQTF Standards for Accredited Courses

Resources include:

- teachers/trainers who meet the *Australian Quality Training Framework Essential Conditions and Standards for Initial/Continuing Registration* Standard 1.4.

  See AQTF User guides to the Essential Conditions and Standards for Initial/Continuing Registration or

  SNR 4.4 (Part2) and SNR 15.2 (Part 3) of the Standards for NVR Registered Training Organisations 2012:
- access to computers and internet
- access to workplace or simulated public relations environment

Please note: It is possible that over the five year accreditation period of this document, some legislation may become superseded. Teachers are encouraged to check the currency of legislation cited in this course at:

For Commonwealth Legislation: http://www.comlaw.gov.au/

For Victorian State Legislation: http://www.legislation.vic.gov.au/.
</td></tr>
<tr><td>**8.   Pathways and articulation**</td><td>
Standard 8 AQTF Standards for Accredited Courses

This qualification includes nationally endorsed units of competency from the BSB07 Business Services and FNS10 Financial Services Training Packages. Participants who successfully complete any of these units will, upon enrolment, gain credit into other qualifications that require those same units.

Likewise, those participants who have successfully completed any of these units of competency from the Training Package will, upon enrolment into the Diploma of Business (Public Relations)
</td></tr>
</table>

	and the Advanced Diploma of Business (Public Relations), gain credit for those same units. There are no formal articulation arrangements at present.
9. Ongoing monitoring and evaluation	*Standard 13 AQTF Standards for Accredited Courses* The Curriculum Maintenance Manager (CMM), Business Industries is responsible for monitoring and evaluation of the **22284VIC Diploma of Business (Public Relations) and 22283VIC Advanced Diploma of Business (Public Relations).** The **22284VIC Diploma of Business (Public Relations) and 22283VIC Advanced Diploma of Business (Public Relations)** will be reviewed at mid-point of accreditation period. Evaluations will involve consultation with: – course participants – public relations industry representatives – teaching staff – assessors Any significant changes to the course resulting from course monitoring and evaluation procedures will be reported to the VRQA through a formal amendment process.

Appendix 1: Course content developed by stakeholders

1.1 Labour market information / Job search

Steering Committee and project team members have identified skills and knowledge areas required for practitioners in engaged in the operation of a public relations firm or consultancy or associated fields within public and /or corporate sectors. Anticipated employment outcomes are:

- Public Relations intern
- Public Relations and Fundraising Coordinator
- Public Relations Communications Specialist
- On-line communication specialist
- Senior Advisor – Public Relations
- Public Affairs Manager

- Public Relations Executive
- Social Media coordinator
- Public Relations consultant
- PR Account Executive
- Public Relations/Communications Manager
- Strategic Communication Executive
- Corporate Communications Officer

Training demand and course relevance to existing labour market positions is evidenced in research conducted prior to and during the accreditation period of the existing course and been confirmed by stakeholders and Steering Committee members. See table 1.1: Summary of research into skills and knowledge required by industry.

Table 1.1: Summary of research into skills and knowledge required by industry

Job titles	Job profile/ required knowledge and skills
Public Relations Intern http://www.gumtree.com.au/s-jobs/ 13/04/2014	• Website Management ; Content Management and Blogging • Initiating new client contact/ lead generation • Managing relationships with corporate clients & organisations • Management of social media campaigns • Management of all public and media relations • Event management • High level of attention to detail • Team work • External liaison

On-line Communications Co-ordinator http://www.gumtree.com.au/s-jobs/ 13/04/2014	• Creating digital communication plans and strategies. • Creating social media strategy for various projects. • Writing web content. • Scheduling of posts. • Writing web content. • Scheduling of posts.
Public Relations Communications Specialist Public Relations Manager http://www.gumtree.com.au/s-jobs/ 13/04/2014	• Relevant degree in communications and public relations. Experienced in writing with a high attention to details • Demonstrated skills and experience with digital communications, website and social media • Demonstrated high level oral, written and interpersonal skills particularly in liaising with a variety of internal and external stakeholders • Flair for writing (Editorial/Copywriting experience preferred) • Demonstrated high level project management skills: Events Management • Sponsorship and fundraising • Interpersonal management • Ability to manage P&L accounts, developing plans to deliver sales and profit KPI's • Ability to translate public insight into opportunities will be paramount • Ability to monitor BTL & ATL activities (internal or external)
Public Relations Executive http://www.gumtree.com.au/s-jobs/ 13/04/2014	• Communication skills • Relationship management, building trust and client liaison • media liaison • local industry and media knowledge • Knowledge of media and communication risk • Social media experience in a professional environment • Leadership and project management skills across multiple projects • strategic knowledge and understanding of marketing and public relations issues

Senior Advisor – Public Relations/Public Affairs **http://www.gumtree.com.au/s-jobs/ 13/04/2014**	• Developing and implementing a public relations strategy • Developing and implementing a public relations program for internal and external clients to ensure shared understanding of key goals and objectives • utilising innovative methods of communicating and social media • creative communications skills
Social Media and Public Relations Officer **http://www.gumtree.com.au/s-jobs/ 13/04/2014**	• Development and implementation of social media strategy • Writing of web content and blog posts • PR account/portfolio management • communications skills • multi-disciplinary project management skills • client/customer focus
Public Relations Consultant **http://www.gumtree.com.au/s-jobs/ 13/04/2014**	• Generate, manage and implement public relations and media strategies • utilise all forms of media to deliver exceptional outcomes for clients • professional writing/news release/copywriting skills • teamwork • client liaison and industry knowledge
Senior Public Relations Account Executive	• Utilisation and knowledge of social media in a business environment • industry/media networks, contacts and knowledge • multiple project management skills • strategic client management
Public Relations/Communications Manager	• Develop, implement and evaluate strategies for communications and media relations • manage strategic client and media relationships • identify opportunities for publicity using social and mainstream media • Identify and brief/advise on industry issues relating to media

Public Relations and Fundraising Coordinator	• Drive overall public relations, social media and online activities in line with overall marketing and communications strategy
	• Implementation of fundraising strategy
	• Research, writing and editing of various communications material including media releases, social media content and web content
	• Media and client relationship development and maintenance
	• Team work, administration support

1.2 Skills and knowledge mapping

The following table (1.2) shows the mapping of the key skills areas for public relations job roles, identified and confirmed by stakeholders and the Steering Committee, against suggested electives selected from nationally endorsed Training Packages and accredited qualifications. Where identified skills areas are not covered by existing Training Packages and accredited qualifications, new units of competency have been developed.

Knowledge and skill areas

1. Public relations / Public relations communications / Public affairs / Corporate communications /Integrated marketing communications /Digital media/ Event management/Administration and communications
2. Fundraising
3. Media
4. Writing and editing
5. Computer and information technology
6. Research and analysis
7. Financial management and budgeting
8. Generic skills (Communication /interpersonal/organisational/team and relationship building)
9. Corporate social responsibility
10. Intellectual property

Table 1.2: Required skills and knowledge mapping to course content

Knowledge and skill areas	Mapped to endorsed/accredited units
Industry specific knowledge and skills	
Public relations • Knowledge of PR discipline and the roles of different PR personnel including PR principles, practices, processes and strategies • Ethical and legislative requirements *Communications processes, strategies and plan* • Knowledge of communications processes, plan and tools • Identify potentially controversial issues, develop communications strategies, plans and programs to address them • Assisting with internal and corporate communications strategies *How to implement your plan* • Implementing internal and external communications strategy	BSBPUB401A Develop and apply knowledge of public relations industry CUVPUB501A Develop and manage public relations strategies BSBPUB501A Manage the public relations process BSBMKG501B Identify and evaluate marketing opportunities BSBSMB403A Market the small business BSBMKG514A Implement and monitor marketing activities BSBMKG510B Create mass electronic media advertisements CUFPPM407A Coordinate continuity PUACOM004B Manage organisational communication strategies BSBPUB502A Develop and manage complex public relations campaign PSPGOV601B Apply government systems BSBMKG502B Establish and adjust the

- Provide advice and professional support on internal communications - Implement communications strategies, plans and programs to address them - Deliver the programs of work, including the management of all communications - Assisting with communications responses and preparing media materials - Coordinate corporate communications activities including communications campaign - Manage public and internal communications, including web-based interfaces - Develop and manage a range of communications activities and materials for internal and external audiences - Develop and coordinate the production of communications materials including information for public release - Identify, collate and distribute media stories papers relevant to projects for circulation to the stakeholder *Skills (technical and interpersonal)* - Research and synthesise information - Research, write and edit publications - Speechwriting skills - Responding to queries, and issues raised through direct enquiries, mailbox and general correspondence - Provide writing services including publication design, preparation of web marketing content - Prepare and distribute newsletters, brochures, reports, presentations and stakeholders' correspondence - Assist in the preparation of publicity materials and production of newsletters and annual reports - Electronic media skills including the development of internet services and desktop publishing skills	marketing mix BSBMKG608A Develop organisational marketing objectives BSBMKG412A Conduct e-marketing communications PSPGOV605A Persuade and influence opinion BSBADV510A Create mass electronic media advertisements VU21660 Research and apply the public relation role in an industry context VU21661 Apply corporate social responsibility to public relations

- Developing web-enabled information tools

- Website maintenance and updating

- Communications and alumni/events management skills

- Networking with appropriate personnel

- Develop relationships with industry and professional association stakeholders

- Addressing and presenting to an audience

- Events/project management

Communications tools

- News releases

- e-newsletters, e-bulletins

- Websites

- Leaflets

- Displays

- Videos

- Advertising

- Sponsorship

- Brochures

Administration and communications

- Maintain committee and administrative procedures

- Working with formal committees

- Assist in the preparation of publicity materials and production of newsletters and annual reports

- Website maintenance and updating

- Provide administrative, financial and organisational support

Alumni relations

- Identify and implement a portfolio of prospective individuals and corporate donors

- Manage budgets for programs and events

- Oversee volunteers for fundraising programs

• Undertake a range of administrative duties to support alumni activities • Public relations in the corporate or non-profit sector • Coordinate fundraising events • Advisory reporting, oral briefing, and promotional copywriting *Marketing communications* • Communications campaign • Production of reports, e-newsletters, e-bulletins • Monitoring of customised websites • Deliver diverse program of campaigns and projects	
Fundraising	BSBPUB503A Manage fundraising and sponsorship activities
Media including traditional and new media	VU21662 Use digital media for public relations VU21659 Develop and apply social media strategy BSBADV605B Evaluate campaign effectiveness BSBADV602B Develop an advertising campaign BSBADV604B Execute an advertising campaign BSBMKG508A Plan direct marketing activities BSBMKG509A Implement and monitor direct marketing activities BSBADV511A Evaluate and recommend advertising media options
Writing and editing	BSBWRT401A Write complex documents BSBPUB501A Manage the public relations publication process BSBWRT501A Write persuasive copy
Computer and information technology	BSBCMM401A Make a presentation ICAICT308A Use advanced features of computer applications ICAWEB418A Use development software and IT tools to build a basic website CUFDIG402A Design user interfaces

| | CUFDIG403A Create user interfaces |
| | CUFDIG502A Design web environments |

Research and analysis	BSBMKG402B Analyse consumer behaviour for specific markets BSBMKG408B Conduct market research BSBMKG507A Interpret market trends and developments PSPGOV504B Undertake research and analysis
Financial management and budgeting	BSBFIM501A Manage budgets and financial plans
Generic skills (Communication /interpersonal/organisational/team and relationship building)	BSBINN502A Build and sustain an innovative work environment BSBPMG522A Undertake project work BSBSUS501A Develop workplace policy and procedures for sustainability BSBREL402A Build client relationships and business networks BSBMGT617A Develop and implement a business plan BSBWHS501A Ensure a safe workplace BSBWOR502B Ensure team effectiveness BSBPMG607A Direct communications management of a project program CHCORG525D Recruit and coordinate volunteers
Corporate social responsibility	BSBRSK501B Manage risk VU21659 Develop and apply social media strategy BSBPUB504A Develop and implement crisis management plans
Intellectual property	BSBIPR501A Manage intellectual property to protect and grow business

Section C—Units of competency

The following units of competency have been developed for the course and are attached:

VU21662 Use digital media for public relations

VU21659 Develop and apply social media strategy

VU21660 Research and apply the public relations role in an industry context

VU21661 Apply corporate social responsibility to public relations

The following units of competency have been imported from the BSB07 Business Services Training Package:

- BSBADV510A Create mass electronic media advertisements

- BSBADV511A Evaluate and recommend advertising media options

- BSBADV602B Develop an advertising campaign

- BSBADV604B Execute an advertising campaign

- BSBADV605B Evaluate campaign effectiveness

- BSBCMM401A Make a presentation

- BSBFIM501A Manage budgets and financial plans

- BSBINN502A Build and sustain an innovative work environment

- BSBIPR501A Manage intellectual property to protect and grow business

- BSBMGT617A Develop and implement a business plan

- BSBMKG402B Analyse consumer behaviour for specific markets

- BSBMKG408B Conduct market research

- BSBMKG412A Conduct e-marketing communications

- BSBMKG501B Identify and evaluate marketing opportunities

- BSBMKG502B Establish and adjust the marketing mix

- BSBMKG507A Interpret market trends and developments

- BSBMKG508A Plan direct marketing activities

- BSBMKG509A Implement and monitor direct marketing activities

- BSBMKG510B Plan electronic marketing communications

- BSBKMG514A Implement and monitor marketing activities

- BSBMKG608A Evaluate campaign effectiveness

- BSBPMG522A Undertake project work

- BSBPMG607ADirect communications management of a project program

- BSBPUB401A Develop and apply knowledge of public relations industry

- BSBPUB501A Manage the public relations process

- BSBPUB502A Develop and manage complex public relations campaigns

- BSBPUB503A Manage fundraising and sponsorship activities

- BSBPUB504A Develop and implement crisis management plans

- BSBREL402A Build client relationships and business networks

- BSBRSK501B Manage risk

- BSBSMB403A Market the small business

- BSBSUS501A Develop workplace policy and procedures for sustainability

- BSBWHS501AEnsure a safe workplace

- BSBWOR502B Ensure team effectiveness

- BSBWRT401A Write complex documents

- BSBWRT501A Write persuasive copy

The following unit of competency has been imported from the CHC08 Community Services Training Package:

- CHCORG525D Recruit and coordinate volunteers

The following units of competency have been imported from the CUF07 Screen and Media Training Package

- CUFDIG402A Design user interfaces

- CUFDIG403A Create user interfaces

- CUFDIG502A Design web environments

- CUFPPM407A Coordinate continuity

The following unit of competency has been imported from the CUV11 Visual Arts, Crafts and Design Training Package:

- CUVPUB501A Develop and manage public relations strategies

The following units of competency have been imported from the ICA11 Information and Communications Technology Training Package:

- ICAICT308A Use advanced features of computer applications

- ICAWEB418A Use development software and IT tools to build a basic website

The following units of competency have been imported from the PSP04 Public Sector Training Package:

- PSPGOV504B Undertake research and analysis

- PSPGOV601B Apply government systems

- PSPGOV605A Persuade and influence opinion

The following unit of competency has been imported from the PUA00 Public Safety Training Package:

- PUACOM004B Manage organisational communication strategies

VU21662 Use digital media for public relations

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to use digital media in public relations activity to engage globally. It includes establishing and maintaining a social networking presence using digital media tools and applications and arranging for the training of other personnel in the use of media.

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

Employability Skills

This unit contains Employability Skills.

Application of the Unit

This unit applies to managers, team leaders or senior personnel who take a leadership position in using digital media to conduct business in public relations. An understanding of digital media tools and applications is required.

The unit may relate to a small to medium size organisation or a significant business unit within a large enterprise.

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the required performance needed to demonstrate achievement of the element. Where **bold italicised** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.
1. Analyse appropriate digital media for public relations activities	1.1 Analyse and evaluate **media networking requirements** to determine the **most suitable digital media** for the public relations activity.
	1.2 Research and present documentation on **current legislation** for use of digital and social media protocols, **policies and risks.**
2. Implement appropriate media for public relations activities	2.1 Communicate media selection and intended use to relevant personnel, including non-technical personnel and confirm understanding to ensure consistency of interpretation and application.
	2.2 Establish and implement cross-cultural communication protocols based on tolerance and sensitivity.
	2.3 Establish and implement social media interface using **text and file content.**
	2.4 Test and evaluate tools and applications for **ease of use** and facilitating networking interaction.
	2.5 Establish evaluation criteria to measure the effectiveness of the implementation of the selected media technologies.

| | 2.6 | Explain digital *media usage protocols* and convey potential consequences of non-compliance. |

2.7   Incorporate regular maintenance and monitoring of usage and establish a reporting process for media use refinement.

3.   Review and evaluate digital media practices in public relations

3.1   Review media usage process to ensure compliance with legislative and organisational policies and procedures.

3.2   Propose strategies for resolving non-compliant factors of media use and cultural insensitivities which may impede internal or global practices.

3.3   Complete documentation and make recommendations for improvements where appropriate.

REQUIRED SKILLS AND KNOWLEDGE

This describes the essential skills and knowledge, and their level, required for this unit.

Required Skills

- Language and literacy skills to:
    - read, interpret and communicate legislation, regulations, policies, procedures and guidelines relating to the use of media
    - communicate impartially and diplomatically with diverse stakeholders, including conducting open discussions
    - convey technical information to non-technical personnel
- time-management skills to plan and prioritise work
- interpersonal skills to:
    - consult and provide advice
    - conduct business in a cross-culturally sensitive manner
- technical skills to:
    - use digital media networking sites

Required Knowledge

- basic technical terminology in relation to social networking and digital media applications and tools

- basic knowledge of uploading images, text files, PDF files, audio files, video files and link associated files

- features and functions of digital media applications

- import and export software functions

- linking documents

- WHS principles and responsibilities for ergonomics, including work periods and breaks

- digital media applications and procedures for connecting to social networking sites

- use of input and output devices

- use of RSS feeds to connect a social network

- business ethics

- legislation and ethics that impact upon media use

- consequences of non-compliance with media use legislation and ethics

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 in the Performance Criteria is detailed below. Add any 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.*

Media networking requirements **may include:**	- public relation activity:
	   o audience targeting
	   o messaging
	   o social media marketing
	- web applications that facilitate:
	   o information sharing
	   o interoperability
	   o user-centred design.

Most suitable digital media **may include:**	- blogs, wikis
	- social media, including:
	   o face-book
	   o linked-in
	   o flickr
	- twitter
	- video sharing sites

- web applications

- content management systems (CMS)

- distributed online forums

- game-based platforms

- learning management systems (LMS)

- rating and comments systems, such as YouTube

- virtual and immersive online platforms.

- traditional networks, including:

  o voice on the telephone network

  o data on computer networks

  o video teleconferencing

  o cable networks

- Broadband Integrated Services Digital Network (B-ISDN).

Current legislation may include:

- Charter of Human Rights and Responsibilities Act (Victoria)

- Copyright Act

- Australian Consumer Law

- Privacy Act (Commonwealth)

- Spam Act

- Defamation Act

Please note: It is possible that over the five year accreditation period of this document, some legislation may become superseded. Teachers are encouraged to check the currency of legislation cited in this course at:

For Commonwealth Legislation: http://www.comlaw.gov.au/

For Victorian State Legislation: http://www.legislation.vic.gov.au/

Policies may include:	• codes of practice
	• ethical principles
	• social responsibilities.
Risks may include:	• compliance failures including:
	o .copyright
	o .privacy
	• safety issues
	• security breaches
	• privacy breaches.
Text and file content may include:	• applications, including:
	o .exe
	o .pdf
	o .ppt
	o .rtf.
	o .zip
	• Audio, including:
	o .mid
	o .mp3
	o .wav
	• graphics, including:
	o .bmp
	o .gif
	o .jpg
	o .swf
	o .tif
	• text, including:
	o .htm
	o .txt
	o video, including:
	o .avi
	o .mov
	o .mpg
	• web, including:

          o   .asp

          o   .xml.

Ease of use may include:

- affordability
- desirable features for an online presence:
    - o bulletin boards
    - o direct mailing to customers
    - o online forums
    - o selling of products online
- ease of communications
- flexibility for placement of text, links and images
- reasons for an external online presence:
    - o communication with potential customers
    - o promotion of products and services
    - o recruitment of volunteers and new personnel
- reasons for an internal online presence:
    - o staff communications
    - o public relations connectivity activity
    - o display of achievements
- reliability
- set-up ease.

Digital Media usage protocols may include:

- acceptable use policies
- code of conduct
- digital citizenship
- netiquette
- security threats to data and information

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 of this qualification.

Critical aspects for assessment and evidence required to demonstrate competency in this unit	The critical aspects should reflect what someone competent in the workplace is able to do and what is acceptable evidence to permit an assessor to make a professional judgment. Evidence gathered should demonstrate:
	• knowledge of contemporary digital media, tools and application in a public relations environment
	• analysis of media solutions for a public relations environment
	• set up of a networking presence and upload of appropriate information
	• cultural sensitivity in digital media use
	• communicating media use issues with relevant personal.
Context of and specific resources for assessment	Assessment of performance requirements in this unit should be undertaken within the context of public relations. Competency is demonstrated by performance of all stated criteria.
	Participants may gain relevant experiential learning and assessment opportunities in formal, distance or workplace facilities, under supervision or mentoring. All participants should utilise media to generate and submit reports or presentations to support each performance criterion either individually or holistically.
	Assessors should consider the assessment of salient knowledge, skills and content understanding through specific or combined electronic media, workplace contact or mentoring.
	The responsibility for valid workplace assessment lies with the training provider through its designated supervisor/mentor.
Method of assessment	• Work placement in communications business
	• Integrated learning
	• Project work
	• Written reports supported by practical assignments or tasks for individual assessment
	• Observation of workplace practice supported by personal interviews
	• Practical display with personal interview, presentations or documentation
	• Case studies.

VU21659 Develop and apply social media strategy

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to apply knowledge of social media in a planning and strategic context. It includes planning for the establishment and maintenance of a social networking strategy.

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

Employability Skills

This unit contains Employability Skills.

Application of the Unit

This unit applies to managers, team leaders or senior personnel who take a leadership position in using media to conduct business in public relations. An understanding of media tools, applications and capability is required.

The unit may relate to a small to medium size organisation or a significant business unit within a large enterprise.

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the required performance needed to demonstrate achievement of the element. Where **bold italicised** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.
1. Plan the use social media for public relations activity	1.1 Analyse and evaluate the ***public relations activity*** to determine the most appropriate ***use of social media***.
	1.2 Align the use of social media with organisational goals and objectives and make a ***strategic case*** for its use.
	1.3 Research and present documentation on the ***current legislation*** for use of social media protocols, ***policies and risks.***
2. Implement and evaluate the use of social media for public relations practices	2.1 Communicate social media selection and its uses to relevant personnel, including non-technical personnel and confirm understanding to ensure consistency of interpretation and application
	2.2 Establish evaluation criteria to measure the effectiveness of the implementation of social media in public relation practices.
	2.3 Evaluate and adhere to ***social media usage protocols*** and convey potential internal and external consequences of non-compliance to relevant personnel.
	2.4 Incorporate regular maintenance and monitoring of usage and establish a reporting process for social media use refinement.

3.	Review and evaluate social media practices in public relations	3.1	Review social media usage process to ensure compliance with legislative and organisational policies and procedures.
		3.2	Propose strategies for resolving non-compliant factors of social media use within organisation.
		3.3	Document social media usage patterns and make recommendations for improvements when appropriate.

REQUIRED SKILLS AND KNOWLEDGE

This describes the essential skills and knowledge, and their level, required for this unit.

Required Skills

- language and literacy skills to:
  - read, interpret and communicate legislation, regulations, policies, procedures and guidelines relating to the use of media
  - communicate impartially and diplomatically with diverse stakeholders, including conducting open discussions
  - convey technical information to non-technical personnel
- time-management skills to plan and prioritise work
- interpersonal skills to:
  - consult and provide advice
- technical skills to:
  - use social networking sites.

Required Knowledge

- basic technical terminology in relation to social networking and social media applications and tools
- features and functions of social media applications
- social media applications and procedures for connecting to social networking sites
- business ethics
- legislation and ethics that impact upon media use
- consequences of non-compliance with media use legislation and ethics
- training methods for media usage.

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 in the performance criteria is detailed below.

Public relations activity may include:

- launch of events
- media release
- media conference
- sales
- promotions
- websites
- press release
- open day
- newsletters
- sponsored events.

Use of social media may include:

- face-book
- linked-in
- flickr
- twitter.

Strategic case may include:

- business strategy
- influencing customers and stakeholders
- risk minimisation
- crisis management
- customer loyalty
- stakeholder engagement
- customer engagement.

Current legislation may include:

- Charter of Human Rights and Responsibilities
- Copyright Act
- Privacy Act
- Spam Act.

Please note: It is possible that over the five year accreditation period of this document, some legislation may become superseded. Teachers are encouraged to check the currency of legislation cited in this course at:

For Commonwealth Legislation: http://www.comlaw.gov.au/

For Victorian State Legislation: http://www.legislation.vic.gov.au/.

Policies may include:	• codes of practice
	• ethical principles
	• social responsibilities
	• safety issues.
Risks may include:	• compliance failures including:
	o .copyright
	o .privacy
	• safety issues
	• security breaches
	• privacy breaches.
Social media usage protocols may include:	• acceptable use policies
	• code of conduct
	• digital citizenship
	• netiquette
	• security threats to data and information.

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 of this qualification.

Critical aspects for assessment and evidence required to demonstrate competency in this unit	The critical aspects should reflect what someone competent in the workplace is able to do and what is acceptable evidence to permit an assessor to make a professional judgment. Evidence gathered should demonstrate:
	• application of the role of social media in a public relations environment
	• analysis of social media solutions for a public relations activity
Context of and specific resources for assessment	Assessment of performance requirements in this unit should be undertaken within the context of public relations. Competency is demonstrated by performance of all stated criteria.
	Participants may gain relevant experiential learning and assessment opportunities in formal, distance or workplace facilities, under supervision or mentoring. All participants should utilise media to generate and submit reports or presentations to support each performance criterion either individually or holistically.
	Assessors should consider the assessment of salient knowledge, skills and content understanding through specific or combined electronic media, workplace contact or mentoring.

The responsibility for valid workplace assessment lies with the training provider through its designated supervisor/mentor.

Method of assessment
- Work placement in communications business
- Integrated learning
- Project work
- Written reports supported by practical assignments or tasks for individual assessment
- Observation of workplace practice supported by personal interviews
- Practical display with personal interview, presentations or documentation
- Case studies

VU21660 Research and apply public relations role in an industry context

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to research, analyse, increase and update knowledge pertaining to the public relations role in industry. It includes knowledge of and a practical application of public relations activity for cross industry purposes, such as strategies for realising identified business initiatives. This unit also focuses on how changing technology impacts upon public relations.

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

Employability Skills

This unit contains Employability Skills.

Application of the Unit

This unit applies to managers, team leaders or senior personnel who take a leadership position in public relations. The unit may relate to senior personnel who are new to the public relations sector. It applies to medium size organisation or a significant business unit within a large enterprise.

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the required performance needed to demonstrate achievement of the element. Where **bold italicised** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.
1. Research and apply public relations industry information	1.1 Research, access and assess a range of issues relevant to employment in the public relations industry, including applicable ***ethics and legislation***, the different type of ***public relations activity*** and ***WHS requirements.***
	1.2 Research sectors in relevant industries for trends that may yield viable business opportunities in public relations and identify ***key organisations*** able to provide information and assist individuals and enterprises.
	1.3 Identify and ***analyse information*** on different sectors of the industry, their relationships and the products and services available in each sector.
	1.4 Obtain information on ***career pathways and opportunities*** and ***employment rights*** to assist effective work performance within the public relations industry sector.
	1.5 Apply information gathered and analysed by presenting a précis of the role public relations plays in your organisation.

2.	Seek and apply information on the use of technology in public relations	2.1	Ascertain effective use of **technology in public relations.**
		2.2	Reflect upon how new technology has changed the operational processes in the public relations industry.
		2.3	Apply information gathered and analysed by presenting a précis of how effective use of new and existing technology can be utilised to improve public relations in your organisation.
3.	Update public relations role in an industry context	3.1	Apply formal and informal processes continually to update general knowledge of the public relations industry and how it services other industries.
		3.2	Research legal, environmental and **social implications** of public relations initiatives via staff consultation and case study analysis and present possible improvements to relevant personnel.
		3.3	Share updated knowledge with customers and colleagues as appropriate and incorporate information into day-to-day work activities.

REQUIRED SKILLS AND KNOWLEDGE

This describes the essential skills and knowledge, and their level, required for this unit.

Required Skills

- language and literacy skills to:
  - read, interpret and communicate legislation, regulations, policies, procedures and guidelines relating to public relations
  - communicate impartially and diplomatically with diverse stakeholders, including conducting open discussions
  - ascertain key requirements of the public relations industry sector
- research techniques to draw together key information
- analytical skills to evaluate information that is relevant to the public relations industry
- problem solving skills to identify and resolve problems in a timely manner
- time-management skills to plan and prioritise work
- monitoring work processes to identify possible improvements in public relations processes
- interpersonal skills to:
  - consult and share knowledge
  - liaise with a range of industry personnel
- technical skills to:
  - adapt to new technology

Required Knowledge

- analysis methods and tools

- public relations work processes

- key organisations involved in organisational public relations activity

- technology utilised in public relations activity

- employment rights and obligation in the public relations industry

- career opportunities in public relations

- WHS principles and responsibilities for ergonomics, including work periods and breaks

- business ethics

- legislation and ethics that impact upon public relations.

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 in the performance criteria is detailed below.

Ethics and legislation may include:	- Charter of Human Rights and Responsibilities - Copyright Act - Privacy Act - Spam Act - codes of practice - ethical principles, relating to: - integrity - open communication - confidentiality - avoiding conflicts of interest - transparency - competence - copyright - social responsibilities - safety issues - security breaches - privacy breaches - State and Commonwealth legislation, relating to: - consumer protection

o　equal employment opportunity

o　anti-discrimination

o　workplace relations

Please note: It is possible that over the five year accreditation period of this document, some legislation may become superseded. Teachers are encouraged to check the currency of legislation cited in this course at:

For Commonwealth Legislation: http://www.comlaw.gov.au/

o　**For Victorian State Legislation:** http://www.legislation.vic.gov.au/

Public relations activity may include	• launches
	• media conferences
	• sales promotions
	• product and/or service promotions
	• product testing
	• websites
	• press release
	• newsletters
WHS requirements may include:	• correct use of workplace systems
	• appropriate workstations and work areas
	• physical and psychosocial work environments
	• shift work and general work rosters
	• WHS management systems
	• plant, equipment and tools, including their specification and acquisition
	• policies on bullying
	• eliminating hazardous physical and/or mental workloads
	• lighting
	• noise and infrasound
	• psychosocial hazards
	• work stress
	• workplace layout hazards
	• maintenance processes and procedures.

Analyse information may include:	• use of tools such as:
	    o affinity diagrams
	    o competition matrix
	    o mind maps
	    o risk assessment
	    o SWOT
	    o value chain

Key organisations may include:	• industry associations/bodies • community organisations • government authorities • professional associations.
Career pathways and opportunities may include:	• industry and cross industry opportunities • free-lance opportunities • suitable training/qualifications • recognition of prior learning (RPL) • international opportunities • work experience and exchange opportunities • workplace skills assessment.
Employment rights may include:	• privacy • safety and care with respect to WHS requirements • protection from discrimination and sexual harassment.

Technology in public relations may include:	• blogs, wikis
	• social media, including:
	    o face-book
	    o linked-in
	    o flickr
	    o twitter
	• video sharing sites
	• web applications
	• content management systems (CMS)
	• distributed online forums
	• game-based platforms

- learning management systems (LMS)

- rating and comments systems, such as YouTube

- virtual and immersive online platforms.

- traditional networks, including:

  - voice on the telephone network

  - data on computer networks

  - video teleconferencing

  - cable networks

- Broadband Integrated Services Digital Network (B-ISDN).

- computer equipment.

Social implications may include:

- ethical dilemmas or issues

- unintended social consequences

- costs.

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 of this qualification.

Critical aspects for assessment and evidence required to demonstrate competency in this unit	The critical aspects should reflect what someone competent in the workplace is able to do and what is acceptable evidence to permit an assessor to make a professional judgment. Evidence gathered should demonstrate: - knowledge of public relations information sources and key functions - knowledge of research techniques and analytical methods - documented analysis of public relations organisational role - documented analysis on the use of technology (including new technology) in public relations - ability to research, analyse and monitor practices in public relations with a view to introducing improvements - ability to share information about public relations with customers and colleagues.
Context of and specific resources for assessment	- Assessment of performance requirements in this unit should be undertaken within the context of public relations. Competency is demonstrated by performance of all stated criteria. - Participants may gain relevant experiential learning and assessment opportunities in formal, distance or workplace facilities, under supervision or mentoring. All participants should utilise media to generate and submit reports or presentations to

support each performance criterion either individually or holistically.

- Assessors should consider the assessment of salient knowledge, skills and content understanding through specific or combined electronic media, workplace contact or mentoring.

- The responsibility for valid workplace assessment lies with the training provider through its designated supervisor/mentor.

Method of assessment
- Work placement in communications business

- Integrated learning

- Project work

- Written reports supported by practical assignments or tasks for individual assessment

- Observation of workplace practice supported by personal interviews

- Practical display with personal interview, presentations or documentation

- Case studies.

VU21661 Apply corporate social responsibility to public relations

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to apply corporate, social responsibility (CSR) to public relations (PR) policy, i.e. planning for and communicating the establishment and maintenance of resource efficient and environmentally sustainable work practices. It includes developing and implementing policies and procedures to continuously support positive organisational initiatives through its activities on the environment, consumers, employees, communities, stakeholders and all impacted members of the public sphere.

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

Employability Skills

This unit contains Employability Skills.

Application of the Unit

This unit applies to managers and leaders with responsibility for developing approaches to create strategies within workplaces, including the application of policy. This unit supports processes and techniques necessary to develop approaches to CSR within organisations for PR purposes.

The unit may relate to a small to medium size organisation or a significant business unit within a large enterprise.

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the required performance needed to demonstrate achievement of the element. Where **bold italicised** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.
1. Explore how CSR applies to workplace PR strategies	1.1 Identify opportunities to apply **CSR policy** to appropriate PR strategies.
	1.2 Identify and consult **stakeholders** as a key component of policy development process.
	1.3 Incorporate **strategies** for minimising resource use, reductions in toxic material and hazardous chemical use, and employment of lifecycle management approaches at all stages of work.
	1.4 Develop a policy that reflects the organisation's commitment to CSR as an integral part of PR business planning and as a business opportunity.
	1.5 Agree on appropriate methods of implementation.
2. Make recommendations on CSR application to PR policy	2.1 Make recommendations for policy options based on likely effectiveness, **triple bottom line**, timeframes and cost.
	2.2 Promote the CSR policy and its expected outcome to key PR stakeholders.

2.3   Assign responsibilities and inform those involved in implementing the policy of expected outcomes and activities to be undertaken.

3.   Apply the policy   3.1   Implement strategies for continuous improvement in resource efficiency and business ethics to PR activity.

3.2   Establish and assign record systems for tracking continuous improvements in CSR approaches.

4.   Evaluate CSR policy   4.1   Document outcomes and provide feedback to key PR personnel and stakeholders.

4.2   Analyse CSR policy and document successful aspects and possible improvements.

4.3   Monitor records to identify trends that may require remedial action and use records to promote continuous improvement of performance.

4.4   Modify policies and procedures to ensure improvements are made.

REQUIRED SKILLS AND KNOWLEDGE

This describes the essential skills and knowledge, and their level, required for this unit.

Required Skills

- effective management of different points of view and dissenting stakeholders
- flexible communication skills to:
  - o enable clear and direct communication, using questioning to identify and confirm requirements, share information, listen and understand
  - o read and interpret complex and formal documents, such as policy and legislation
  - o suit different audiences and support information flow between various internal and external stakeholders, using language and concepts appropriate to cultural differences
  - o use and interpret non-verbal communication
- written skills to prepare written reports requiring:
  - o precision of expression
  - o language and structures suited to the intended audience
- innovation and problem solving skills to:
  - o analyse problems
  - o apply knowledge about policy to devise policies and procedures around impact upon the environment, consumer practices, employee behaviour, energy usage and resource efficiency and new technologies

o   identify improvements and customer service

- research, analyse and present information and techniques

- team work for consultation and validation of policies and procedures

- technology skills for use of software systems, communication, and creating documents and reports.

Required Knowledge

- the business case for CSR and how it applies to PR practices

- benchmarking against best practice approaches and support for new approaches

- best practice approaches relevant to industry and work area

- environmental or sustainability legislation, regulations, compliance and codes of practice applicable to industry and organisation

- policy development processes and practices and other relevant organisational policies, procedures and protocols

- principles, practices and available products, tools, technology and techniques of sustainability management relevant to the particular industry context

- quality assurance systems relevant to own organisation

- relevant products, technology, systems and procedures to aid in the achievement of an effective CSR policy in the workplace

- sustainability and triple bottom line principles and concepts

- terms and conditions of employment, including:

- equity and diversity principles

- WHS implications of policy being developed

- policies and procedures

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 in the performance criteria is detailed below.

CSR policy may include:	• addressing sustainable development initiatives through reference to standards, guidelines and approaches, such as:
	o federal government standards
	o ecological foot printing
	o Energy Efficiency Opportunities Bill
	o global reporting initiative
	o green purchasing programs to purchase sustainable products
	o greenhouse challenge
	• addressing corporate responsibility:

- o   financial

- o   environmental

- o   social

- the triple bottom line:

  - o   people

  - o   planet

  - o   profit

  - o   reporting

- compliance with:

  - o   ISO 26000 – the international standard for CSR

  - o   lifecycle thinking

  - o   product stewardship

  - o   sustainability action plans or frameworks

  - o   sustainability covenants and compacts

  - o   relevant Acts, laws, by-laws and regulations or best practice

  - o   reporting breaches

- supply chain management to influence suppliers to take up sustainability approaches

- integrated approach to corporate sustainability that includes environmental, economic and social aspects

- investigation of the particular business and market context of the industry or organisation

- levels such as:

  - o   federal

  - o   industry

  - o   international

  - o   organisation

  - o   state and territory

- parts of the organisation to which it is to apply, including whether it is for the whole organisation, one site, one work area or combinations of these

- workplace management and maturity of policy, i.e.:

  - o   defensive – not taking responsibility

  - o   compliance – doing what is lawful

  - o   strategic – taking action for competitive advantage

  - o   civil – multi-stakeholder partnerships for promoting CSR.

Stakeholders may include	• individuals and groups both within and external to the organisation that have direct or indirect interest in the organisation's conduct, actions, products and services, including: • clients • employees at all levels • government • investors • key personnel within the organisation • affiliated individuals or specialists who may have technical expertise • local community • other organisations.
Strategies may include:	• efficient use of resources, energy and water • installation of efficient appliances, techniques and recommendations for consumer use and opportunities • maximising the use of recycled, renewable, reusable and reclaimed resource opportunities • preventing and minimising risks and maximising opportunities for business and stakeholders, such as: • promotional activities • purchasing of carbon credits or green power • raising awareness among stakeholders through product advice and user recommendations • reducing consumption • reducing emissions • resource, water and energy audits • training of staff in CSR principles.

Triple bottom line may include:	• people – fair and beneficial business practices toward:
	
	  o labour
	
	  o the community
	
	  o region where the organisation conducts its business
	
	• planet – sustainable environmental practices
	
	• profit – the economic value created by the organisation after deducting the cost of all inputs, including the cost of capital tied up.

- reporting – organisational accounting methodology that incorporates all of the above to measure performance.

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 of this qualification.

Critical aspects for assessment and evidence required to demonstrate competency in this unit	The critical aspects should reflect what someone competent in the workplace is able to do and what is acceptable evidence to permit an assessor to make a professional judgment. Evidence gathered should demonstrate:
	- the application of organisational policy for CSR to PR activity, ensuring that application methods comply with legislative requirements and contain an implementation strategy that shows a measurable improvement using chosen CSR indicators
	- the review of CSR policy after implementation
	- communicating with relevant stakeholders
	- gathering information from a number of sources (including regulatory sources, relevant personnel and organisational specifications) to plan and develop policies
	- the development of monitoring policies for evaluating data on organisational CSR practices
	- use of word processing and other basic software to interpret charts, flowcharts, graphs and other visual data and information and to write reports.
Context of and specific resources for assessment	Assessment of performance requirements in this unit should be undertaken within the context of public relations. Competency is demonstrated by performance of all stated criteria. Participants may gain relevant experiential learning and assessment opportunities in formal, distance or workplace facilities, under supervision or mentoring. All participants should utilise media to generate and submit reports or presentations to support each performance criterion either individually or holistically.
	Assessors should consider the assessment of salient knowledge, skills and content understanding through specific or combined electronic media, workplace contact or mentoring.
	The responsibility for valid workplace assessment lies with the training provider through its designated supervisor/mentor.
Method of assessment	- Work placement in communications business
	- Integrated learning

- Project work

- Written reports supported by practical assignments or tasks for individual assessment

- Observation of workplace practice supported by personal interviews

- Practical display with personal interview, presentations or documentation

- Case studies.