

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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Introduction

Qualifications Pack-Marketing Manager

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising

OCCUPATION: Marketing/Branding and Communications

REFERENCE ID: MES/ Q 2102

ALIGNED TO: NOC-2004/1233.90

Marketing Manager in the Media & Entertainment Industry is responsible for the daily operations of the marketing division at a media company

Brief Job Description: Individuals at this job are responsible for managing the daily operations of the marketing team. These individuals are the driving force behind execution of every marketing initiative in the organization.

Personal Attributes: This job requires the individual to understand the business objectives and bridge the gap between strategy and execution. The individual is required to understand the expectations the senior management has from the marketing team and put resources in place to meet those expectations. The individual must also provide expertise and guidance to the execution team, using her knowledge and experience in the field of marketing.

Job Details	Qualifications Pack Code	MES/ Q 2102		
	Job Role	Marketing Manager This job role is applicable in both national and international scenarios		
	Credits(NSQF)	TBD	Version number	1.0
	Sector	Media and Entertainment	Drafted on	18/03/15
	Sub-sector	Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising	Last reviewed on	25/03/15
	Occupation	Marketing/Branding and Communications	Next review date	24/03/17

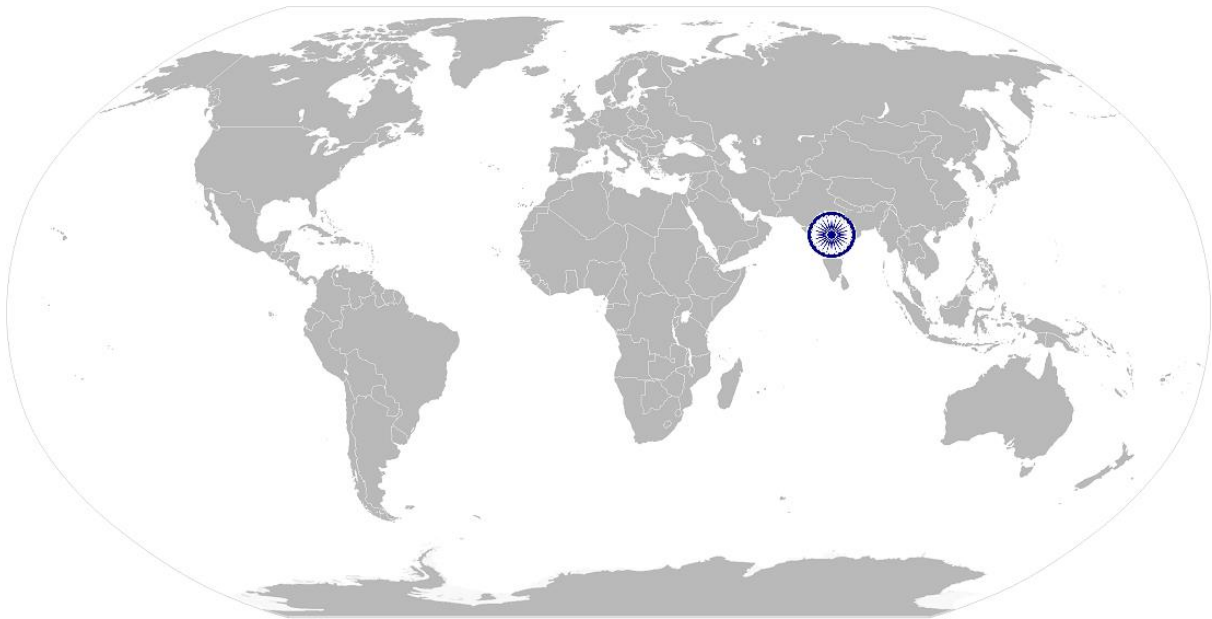
Job Role	Marketing Manager
Role Description	Manage marketing operations at a media and entertainment company
NSQF level	6
Minimum Educational Qualifications	Graduate
Maximum Educational Qualifications	Post-graduate in Sales & Marketing
Training (Suggested but not mandatory)	Customer Relationship Management, Marketing techniques
Minimum Job Entry Age	18 years
Experience	4-6 years
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> MES / N 2102 (Select and finalize creative agencies) MES / N 2103 (Prepare and manage the marketing budget) MES / N 2104 (Identify and understand target audiences) MES / N 2106 (Media planning and buying) MES / N 2107 (Develop creative marketing communications) MES / N 2108 (Develop corporate communications) MES / N 0104 (Maintain workplace health and safety) <p>Optional: N.A.</p>
Performance Criteria	As described in the relevant OS units

Definitions

Keywords /Terms	Description
Ad views	Total number of times the advertisement has been seen by the audience
Billing	The total invoiced value payable by the client for the advertisement time/space purchased
Budget	Budget is an estimate of the total cost of production that may include a break-up of cost components
Campaign	Advertisement effort across media platforms, planned during a specific time period
Frequency	The number of times the audience is exposed to an advertisement in a particular medium
Market share	The share of the company in the total market of a product/service
Media buyer	An individual handling purchases of advertising space/time across advertising mediums
Media planner	An individual skilled in selecting and determining the correct use of advertising space/media on behalf of an advertiser
Rate	The fee for a unit of advertisement space or time
Reach	The total size of the audience that the medium is able to communicate with
Sales Forecast	Predictions and estimates based on historical sales performance using trends and assumptions for the current period
Schedule	A list of advertisements planned to be a part of the campaign
Target Audience	Set of individuals with similar characteristics that are prospective customers of the advertisers' product/service
Target Market	The geographic area over which the advertising campaign is focused
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry.
Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS.
Sub-functions	Sub-functions are sub-activities essential to fulfill the achieving the objectives of the function.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task
National Occupational	NOS are Occupational Standards which apply uniquely in the Indian

Standards (NOS)	context.
Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
Qualifications Pack(QP)	Qualifications Pack comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
Unit Code	Unit Code is a unique identifier for an Occupational Standard, which is denoted by an 'N'.
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is the set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on the quality of performance required.
Knowledge and Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standard.
Organizational Context	Organizational Context includes the way the organization is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/Generic Skills	Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Keywords /Terms	Description
NOS	National Occupational Standard(s)
QP	Qualifications Pack
NSQF	National Skill Qualifications Framework
NVEQF	National Vocational Education Qualifications Framework
NVQF	National Vocational Qualifications Framework

National Occupational Standard



Overview

This unit is about determining which advertising and/or media agency will best serve the organization's marketing purposes and finalizing a contract with that agency

MES/ N 2102

Select and finalize agencies

Unit Code	MES/ N 2102
Unit Title (Task)	Select and finalize creative agencies
Description	This OS unit is about determining which advertising and/or media agency will best serve the organization's marketing purposes and finalizing a contract with that agency
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Understanding the need for creative agencies • Being aware of the various media/advertising agencies that service the industry • Selecting and finalizing the agencies
Performance Criteria (PC) with respect to the scope	
Element	Performance Criteria
Understanding the need for creative agencies	To be competent, the user/individual on the job must be able to: PC1. Understand the need for creative agencies in the organization's marketing communications
Being aware of the various media/advertising agencies that service the industry	PC2. Identify and analyze various media and advertising agencies and their relative strengths and weaknesses
Selecting and finalizing the agencies	PC3. Identify and shortlist agencies that align with the organization's marketing communications needs PC4. Communicate the marketing communication requirements of the organization to the agencies PC5. Evaluate the agencies' marketing proposals and determine if they are in line with strategic goals and objectives PC6. Negotiate and finalize a contract with an advertising or media agency to the satisfaction of both parties
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> KA1. Core values of the organization and the brand/product/service KA2. Organizational protocol related to external services procurement KA3. Brands to be marketed/advertised and their relation to the overall corporate brand
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> KB1. Standard industry practices including the processes and procedures for shortlisting and selecting media agencies (e.g. initial talks, proposal, scoring criteria, selection, negotiation, finalization) KB2. Types of marketing channels and platforms and situations in which each is effective KB3. Advertising and marketing theory, relevant to the aspects for which the

MES/ N 2102

Select and finalize agencies

	<p>agency is being hired</p> <p>KB4. Marketing channels and platforms that can be used to deliver the message</p> <p>KB5. How style, format, and written tone of voice can be used to engage and persuade audiences</p> <p>KB6. The terminology and business terms of standard contracts drafted with media agencies</p> <p>KB7. Standard concessions that can be structured into the contract</p> <p>KB8. Relevant legislation and industry regulations</p>
Skills (S) (Optional)	
<p>A. Core Skills/ Generic Skills</p>	Writing Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. Draft documents to brief the advertising agency/marketing solutions firm/internal marketing team as to what the organization expects from the proposal/pitch</p> <p>SA2. Draft internal documentation to finalize the agency</p>
	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Undertake research about advertising and media agencies and identify their relative specializations and weaknesses</p> <p>SA4. Read and evaluate proposals submitted by contacted agencies</p> <p>SA5. Interpret contracts and other documents needed to finalize an agreement with the media or advertising agency</p>
	Oral Communication (Listening and Speaking skills)
<p>The user/individual on the job needs to know and understand how to:</p> <p>SA6. Convey overall marketing strategy to advertising and media agencies</p> <p>SA7. Brief the advertising agency/marketing solutions firm/internal marketing team as to what the organization expects from the proposal/pitch</p> <p>SA8. Correspond and co-ordinate with the media agencies to determine the bidding/pitching process</p> <p>SA9. Liaise with legal advisors to draft contracts with selected media agencies</p> <p>SA10. Negotiate terms and conditions of an advertising/media communications contract with the selected candidate</p>	
<p>B. Professional Skills</p>	Decision Making
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Inspect the proposal and identify which components are negotiable, and subsequently decide upon key details (e.g. price structure, campaign start and end dates)</p> <p>SB2. Differentiate between different agencies and decide which will be most suitable for your organization</p> <p>SB3. Discuss and agree upon the performance tracking measures that will be used to measure success</p>
	Plan and Organize
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. Plan for future requirements, based on product portfolio forecast</p>	

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Select and finalize agencies

	SB5. Organize and store documentation detailing correspondence with advertising and marketing agencies
	SB6. Retrieve previously signed contracts in order to compare terms and conditions of the new contract
	Customer Centricity
	The user/individual on the job needs to know and understand how to:
	SB7. Convey the importance of customer centricity to the candidates, so that they can incorporate the fact in their bids/pitches
	SB8. Allot some weightage to customer centricity in the evaluation of bids/pitches
	Problem Solving
	The user/individual on the job needs to know and understand how to:
	SB9. Resolve any conflicts that may arise before/during/after the bidding/pitching process
Analytical Thinking	
The user/individual on the job needs to know and understand how to:	
SB10. Analyze and eliminate the proposals based on their alignment with the overall marketing strategy of the organization	
Critical Thinking	
The user/individual on the job needs to know and understand how to:	
SB11. Understanding the need for creative agencies in the organization's marketing communications	

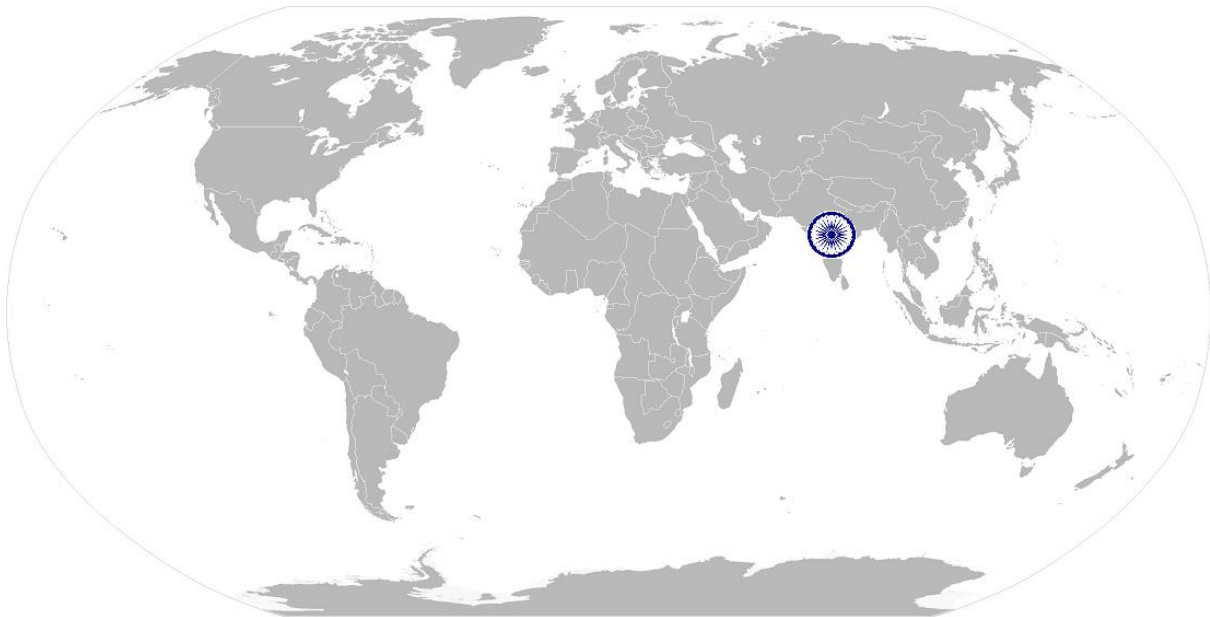


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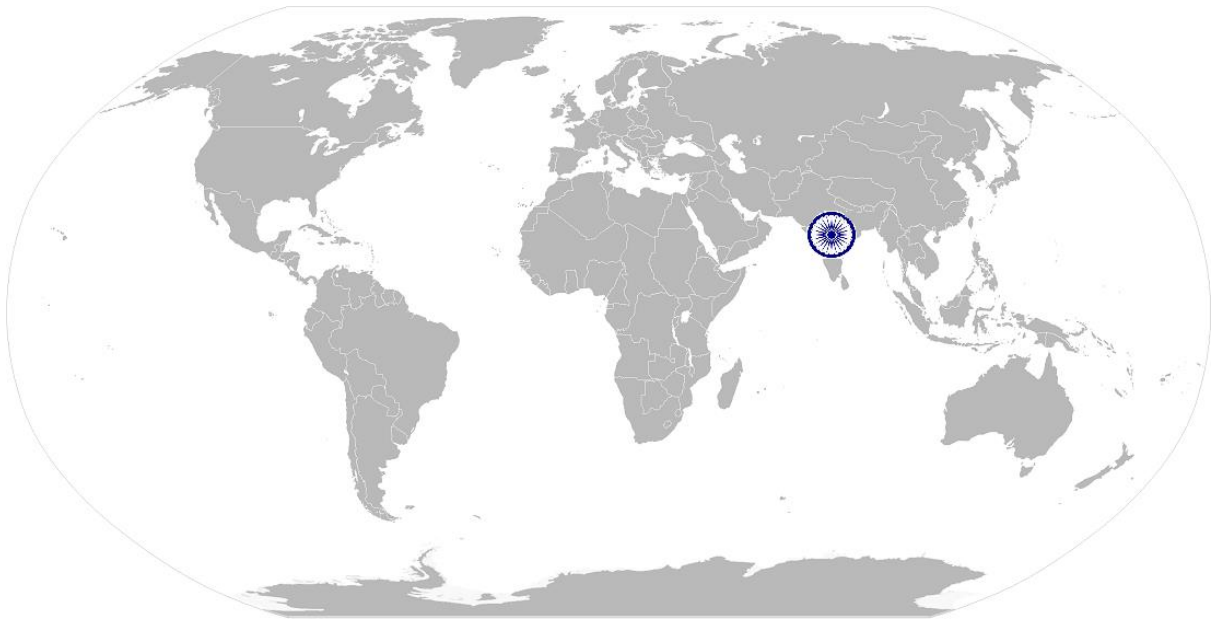
Select and finalize agencies

NOS Version Control

NOS Code	MES / N 2102		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	18/03/15
Sub-sector	Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising	Last reviewed on	25/03/15
Occupation	Marketing/Branding and Communications	Next review date	24/03/17



National Occupational Standard



Overview

This unit is about preparing and managing the marketing budget

MES/ N 2103

Prepare marketing budget

Unit Code	MES/ N 2103
Unit Title (Task)	Prepare and manage marketing budget
Description	This OS unit is about preparing and managing the marketing budget
Scope	This unit/task covers the following: <ul style="list-style-type: none"> Evaluating the needs and objectives of the budget Preparing and monitoring the budget
Performance Criteria (PC) with respect to the scope	
Element	Performance Criteria
Evaluating the needs and objectives of the budget	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. Obtain and evaluate the available information necessary to prepare a realistic budget for organizations which may operate as television channels, print publications, radio stations, out-of-Home media or online and social media PC2. Consult with relevant stakeholders before preparing budget
Preparing and monitoring the budget	<ul style="list-style-type: none"> PC3. Prepare a marketing budget (either using budgeting/ tabulation software or by hand) with details on required expenses for each activity, also taking into account the retainers and commissions payable to advertising and media agencies PC4. Track the outflow of funds against the budget, highlight variances and escalate issues to key departments in a coordinated and timely manner
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. Organizational guidelines and procedures for the preparation and approval of budgets, and for monitoring and reporting of performance against budgets and revising budgets KA2. Target audience for the content and/or the organization/individual that is commissioning the content KA3. Individuals managing the finance department and the ad-inventory purchase process
B. Technical Knowledge	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KB1. How to break down each task/ activity in the marketing schedule into cost heads (e.g. cost of media, agreements with agencies, cost of production including salaries, contractual staff, inventory purchases etc.) KB2. The expected, realistic outflow against each activity cost head (using a combination of prior experience, discussions with agencies, and discussions with other media organizations that may act as vendors) KB3. How to compile each activity cost head into a consolidated budget, with summary sheets by type of cost, type of activity, stage of marketing and any other key summaries that are required KB4. The typical areas of delays/overruns and how to build in adequate contingency into the marketing budget KB5. How to track the production budget, ensure activities stay within the agreed

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Prepare marketing budget

	<p>budget and minimize overruns</p> <p>KB6. How to present the marketing budget to key departments, what information to present, understand their concerns and modify the budgeting schedule accordingly</p> <p>KB7. Assess and comment on the overall viability of the project (revenue, costs, returns)</p> <p>KB8. Methods of procuring services of an advertising or media agency</p> <p>KB9. Methods for measuring time and cost variances from the budgeted figures</p>
<p>Skills (S) (Optional)</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. Track and monitor budgetary allocations to each department and prepare reports for stakeholders</p> <p>SA2. Prepare a production budget for each task/ activity in the marketing schedule (on paper or using a computer)</p> <p>SA3. Write a master budget that is easy to understand and follow for heads of the various activity and cost centers</p> <p>Reading Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. Undertake background research and collect information on expense items</p> <p>SA5. Interpret business strategy communicated by senior management and determine how the planned strategy may affect budgeted items</p> <p>SA6. Best practices in budget allocation/management in specific industry/sector</p> <p>Oral Communication (Listening and Speaking skills)</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA7. Prepare pitch presentations to help secure finances</p> <p>SA8. Communicate effectively with the marketing team to ascertain their requirements, propose alternatives and agree on key decisions</p> <p>SA9. Present budget projections and performance to stakeholders</p>
<p>B. Professional Skills</p>	<p>Decision Making</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Obtain and evaluate the available information necessary to prepare a realistic budget</p> <p>SB2. Work with the relevant parties to decide the activities (most importantly, creative) that should be outsourced, and the agencies that the work should be contracted out to</p> <p>Plan and Organize</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. How to use a budget to actively monitor and control performance for a defined area or activity of work</p> <p>SB4. How to plan expenses and outflow of finances efficiently</p> <p>SB5. How to use a budget to actively monitor and control performance for a defined area or activity of work</p> <p>Problem Solving</p>

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Prepare marketing budget

	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. The main causes of budgetary variances and how to identify them</p> <p>SB7. The different types of corrective action which could be taken to address identified variances</p> <p>SB8. How unforeseen developments can affect a budget and how to deal with them</p> <p>SB9. The importance of agreeing revisions to the budget and communicating the changes to stakeholders</p>
	<p>Analytical Thinking</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB10. Interpret marketing strategy communicated by senior management and determine how the planned strategy may affect budgeted items in the future</p> <p>SB11. Assess potential for cost saving through bulk buying or negotiation with agencies and ad-inventory sellers</p> <p>SB12. The importance of using the implementation of the budget to identify information and lessons for the preparation of future budgets</p>
	<p>Critical Thinking</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB13. Who needs information in the organization about performance against the budget, what information they need, when they need it and in what format</p> <p>SB14. Propose revisions to the budget, if necessary, in response to variances and/or significant or unforeseen developments, and discuss and agree the revisions with the relevant people in the organization</p>

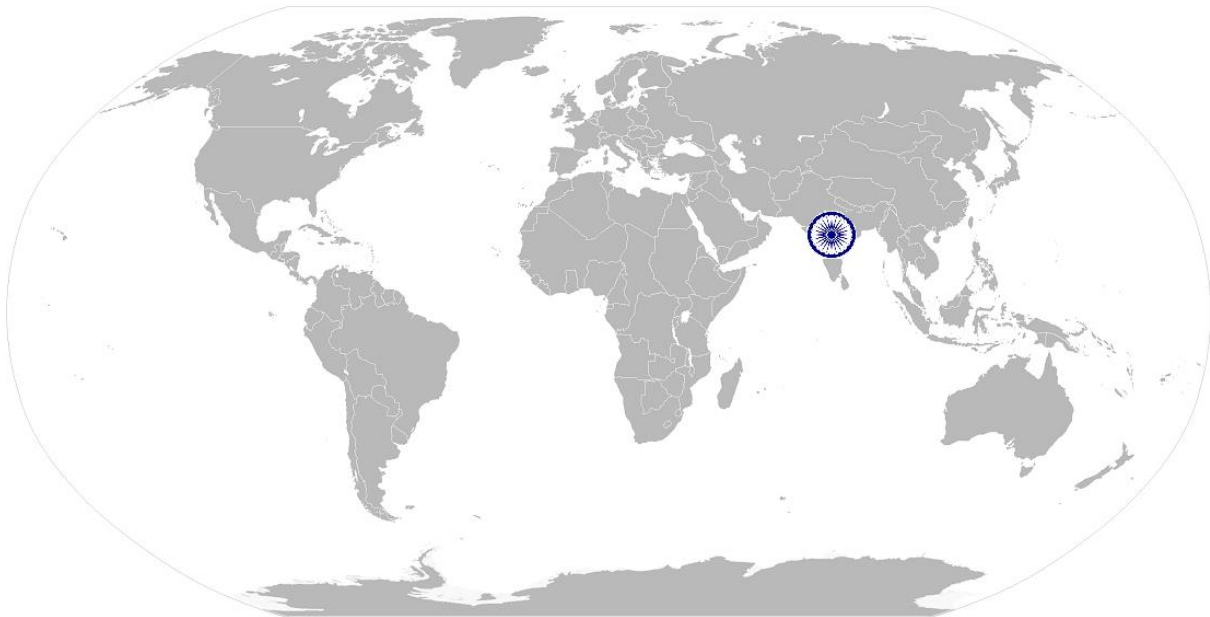


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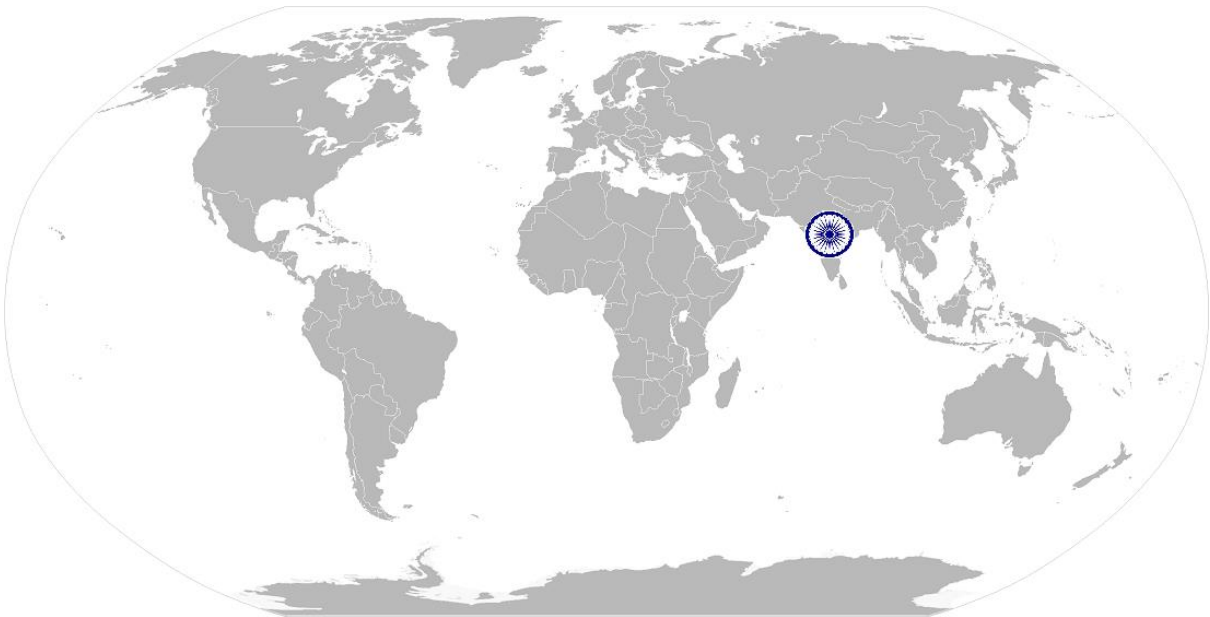
Prepare marketing budget

NOS Version Control

NOS Code	MES / N 2103		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	18/03/15
Sub-sector	Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising	Last reviewed on	25/03/15
Occupation	Marketing/Branding and Communications	Next review date	24/03/17



National Occupational Standard



Overview

This unit is about identifying and understanding target audiences

MES/ N 2104

Identify and understand target audiences

National Occupational Standard

Unit Code	MES/ N 2104
Unit Title (Task)	Identify and understand target audiences
Description	This OS unit is about identifying and understanding target audiences
Scope	This unit/task covers the following: <ul style="list-style-type: none"> Identifying target audiences Carrying out research Conduct audience ratings analysis
Performance Criteria (PC) with respect to the scope	
Element	Performance Criteria
Identifying target audiences	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. Analyze audience viewership trends via analysis of various audience measurement metrics and demographic data PC2. Ensure that the strategic objectives for the brand/product/service reflect in the data gathered from audience measurement and advertising inventory tools
Carrying out research	PC3. Determine reach of existing marketing efforts in relation with current advertising expenditure
Conducting audience ratings analysis	PC4. Conduct platform-wise, program/product wise, audience wise, and region wise analysis with respect to audience ratings and advertising sales figures using ratings measurement tools and primary research
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. The importance of identifying the different parties with which an organization has to communicate, including its audiences, intermediaries and other various publics and how to identify them KA2. Existing marketing efforts, including the reach of those efforts contrasted with the marketing expenditure KA3. Performance of the product line of the organization in different regions of the country
B. Technical Knowledge	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KB1. How to operate and use audience measurement systems (e.g. TAM in India) KB2. How to operate and use advertising inventory monitors (e.g. AdEx in India) KB3. How to interpret and analyze audience ratings information (GRPs vs. TRPs) KB4. Program wise ratings data and how they compare with industry norms KB5. How to calculate the return on investment of customer acquisition KB6. How advertising and marketing efforts may affect audience ratings on different platforms KB7. How to identify the potential and actual lifetime value of different audiences KB8. The value of focus groups to validate user profiles KB9. When to use “a day in the life of” and other techniques to present

MES/ N 2104

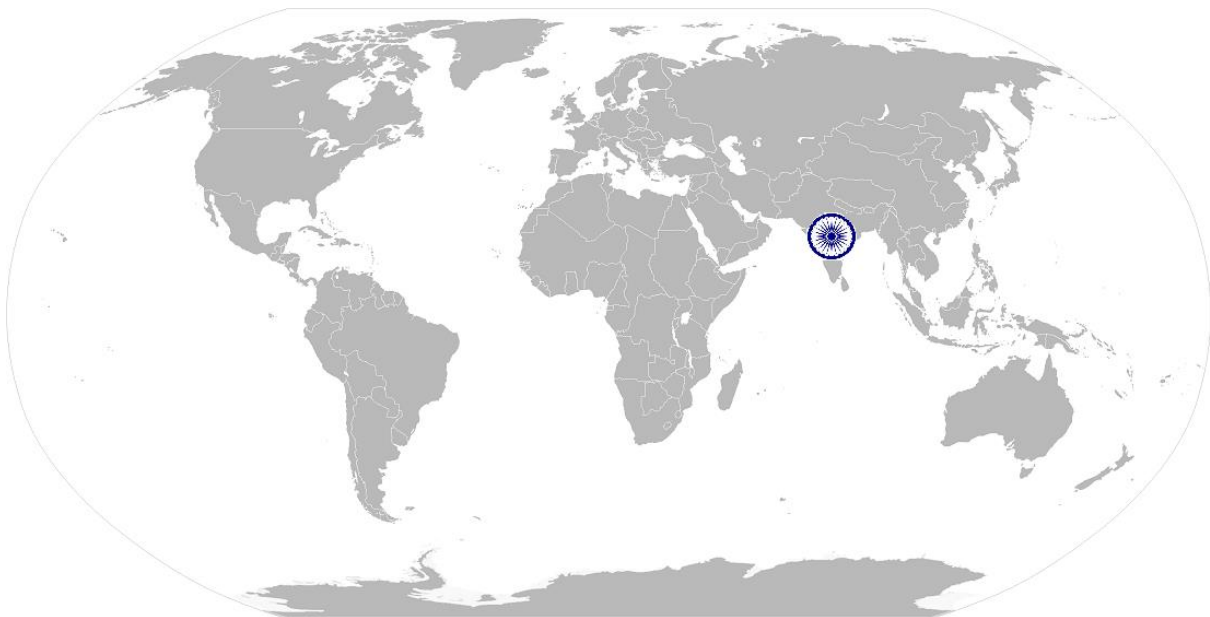
Identify and understand target audiences

	<p>information to others</p> <p>KB10. Industry standards and regulations with respect to audience data gathering, and legislation concerning consumer privacy</p> <p>KB11. Types of media products (e.g. types of magazine, television programs) consumed by audiences in different regions</p> <p>KB12. The actual and potential competitors and partners, and the key features of their marketing communications strategies and plans</p>
Skills (S) (Optional)	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. Compile reports that outline existing marketing and advertising efforts and the affect they have had on audience ratings (Using data from TAM, AdEx, etc.)</p>
	<p>Reading Skills</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA2. Conduct research regarding audience ratings to gauge performance of programs/services</p> <p>SA3. Keep abreast of reports on analysis of audience measurement and advertising expenditure for your organization</p> <p>SA4. Monitor audience measurement performance of competitors via audience measurement databases (e.g. TAM)</p> <p>SA5. Monitor advertising efforts of competitors via advertising expenditure databases (e.g. AdEx)</p>
	<p>Oral Communication (Listening and Speaking skills)</p>
<p>The user/individual on the job needs to know and understand how to:</p> <p>SA6. Present reports and analysis on audience measurement and advertising revenues to stakeholders</p>	
<p>B. Professional Skills</p>	<p>Decision Making</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Decide on what data points need to be researched in order to analyze audience viewing and advertising revenue patterns</p>
	<p>Plan and Organize</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. Collect relevant data and analysis on audience measurement for future usage</p>
	<p>Customer Centricity</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. Make customer engagement the basis of all research and analysis conducted to gauge audience viewership or advertising revenues</p>
	<p>Problem Solving</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. Use the tools that can be used to gain audience understanding</p>
<p>Analytical Thinking</p>	
<p>The user/individual on the job needs to know and understand how to:</p>	

MES/ N 2104

Identify and understand target audiences

	SB5. Conduct region wise analysis of own audience ratings
	SB6. Conduct consumer wise analysis of audience ratings to assess whether the target population is being reached
	SB7. Study channel/platform wise audience ratings data to assess if the ad inventory sales performance is reflective of audience ratings in those areas
	SB8. Analyze program ratings of competitors to assess how to proceed with own content and advertising efforts
	SB9. Study frequency of advertising and contrast it with the present reach
	Critical Thinking
	The user/individual on the job needs to know and understand how to:
	SB10. Analyze audience ratings and change approach to marketing efforts for particular platforms/audiences/regions in order to maximize viewership and advertising revenues



MES/ N 2104

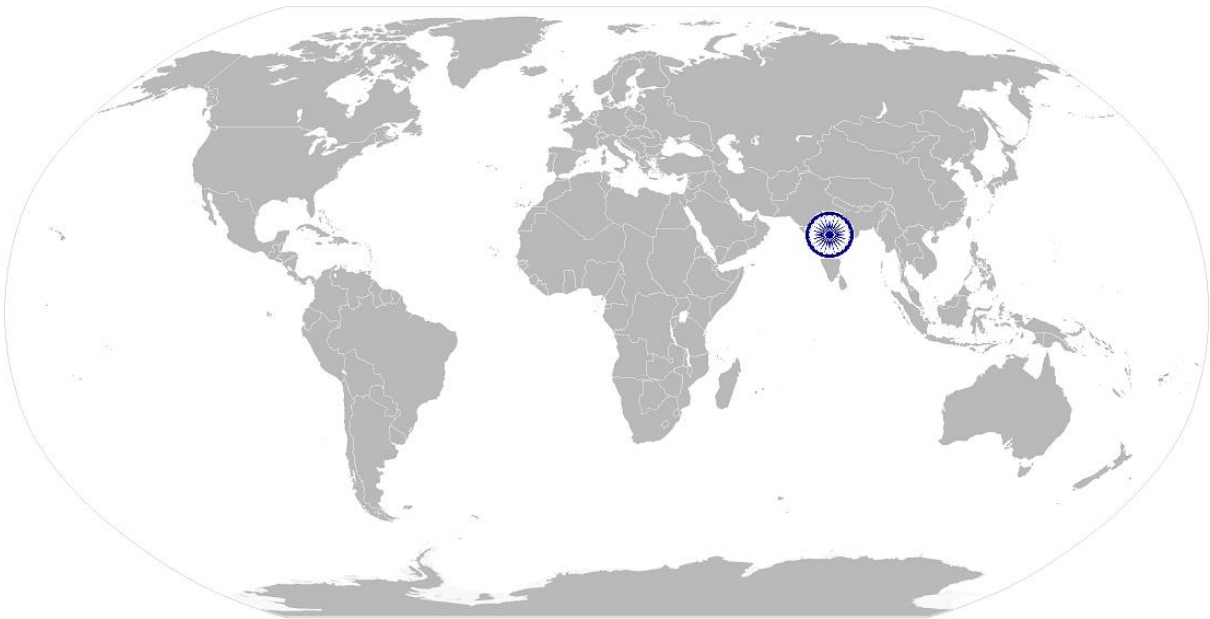
Identify and understand target audiences

NOS Version Control

NOS Code	MES / N 2104		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	18/03/15
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National Occupational Standard



Overview

This unit is about planning and purchasing advertising inventory

MES/ N 2106

Media planning and Buying

National Occupational Standard

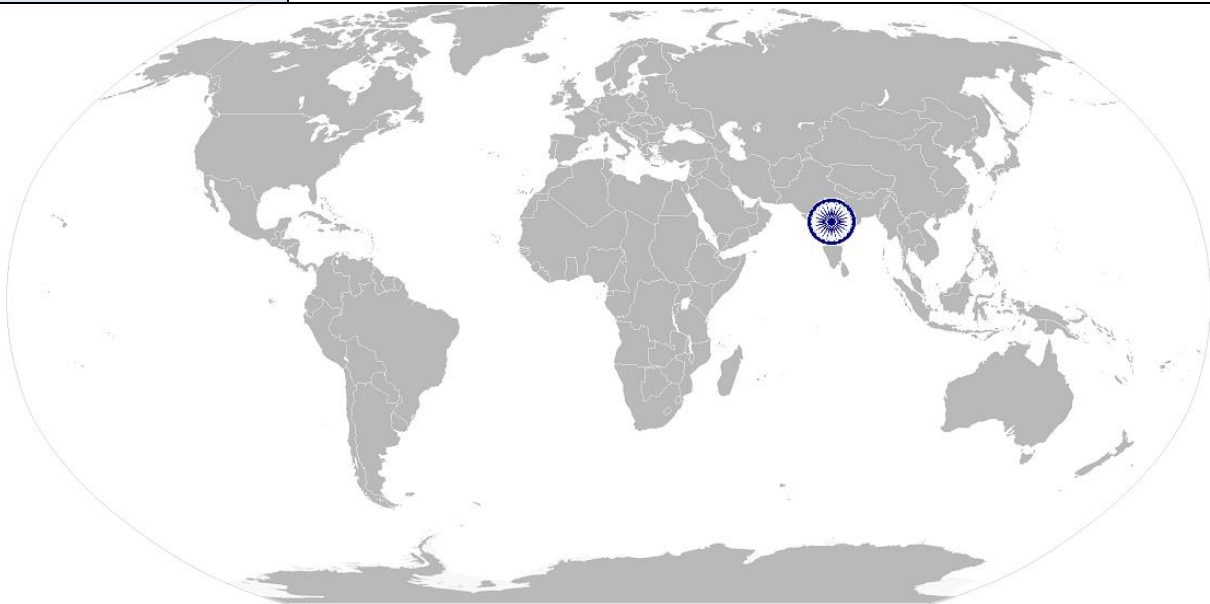
Unit Code	MES/ N 2106
Unit Title (Task)	Media Planning and Buying
Description	This OS unit is about planning and purchasing advertising inventory
Scope	This unit/task covers the following: <ul style="list-style-type: none"> Understanding objectives and planning ad-inventory purchase Purchasing ad-inventory
Performance Criteria (PC) with respect to the scope	
Element	Performance Criteria
Understanding objectives and planning ad-inventory purchase	To be competent, the user/individual on the job must be able to: PC1. Interpret overall marketing strategy and objectives and plan inventory purchase accordingly PC2. Assess the target audience and determine the platform, frequency and timing of advertisements that will fulfill marketing objectives
Purchasing ad-inventory	PC3. Understand the benefits of each advertising channel or platform for own content and the associated costs PC4. Negotiate and agree costs which are comprehensive and fulfill advertising budget requirements, and, where relevant, are in line with any established pricing structures agreed with the supplier PC5. Measure the impact of buying activity against agreed parameters
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. The overall marketing strategy laid out by senior management KA2. The portfolio of products/services that need to be marketed KA3. The marketing budget (specifically, the funds allocated to ad-inventory purchasing)
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. Advertising inventory utilization tools (e.g. ADex, etc.) KB2. Cost of advertising in different forms of media (e.g. cost-per-thousand for print, and cost-per-point for television) KB3. The various advertising channels and platforms and how they relate to the target audience KB4. The importance of reach, frequency, impact and engagement in achieving objectives, and the relative advantages and limitations in these respects of the main channels and platforms KB5. The parameters that could be used to measure success including response, conversion, sales and income generated directly by the channel and platform activity KB6. The types of vendors and differences between them (i.e. differences in purchasing directly from a media organization and from a media agency) KB7. Cross platform advertising packages offered by media agencies and the

	<p>individual media outlets (television networks, print publications, etc.)</p> <p>KB8. How to carry out regular cost benefit analysis of different types of channel and platform</p> <p>KB9. Regulatory, ethical and code of practice requirements impacting upon advertising practice in the organization's sector</p> <p>KB10. Theory behind ad variations (e.g. double-truck and "above the fold" ads)</p>
Skills (S) (Optional)	
A. Core Skills/ Generic Skills	Writing Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. Report media buying needs to senior management, based on analysis done on advertising utilization tools and primary findings</p> <p>SA2. Brief media buyers/organizations on the organization's media purchase needs</p> <p>SA3. Draft/Review legal documents and contracts to be entered into with selected vendors</p>
	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. Analyze platform reach and consumption research to assess the connection between certain demographics and different media platforms/channels</p> <p>SA5. Conduct consumer/audience research to judge which marketing mediums will be most effective for each target segment</p>
	Oral Communication (Listening and Speaking skills)
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA6. Discuss with senior management the various aspects of media buying like budget allocation, platform, frequency, scheduling, campaign duration, etc.</p> <p>SA7. Consult with media agencies regarding the number of advertising spots that need to be bought in order to achieve marketing objectives</p>
B. Professional Skills	Decision Making
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Determine the amount of advertising inventory to be bought</p> <p>SB2. The parameters that could be used to measure success including response, conversion, sales and income generated directly by the channel and platform activity</p> <p>SB3. Determine whether to purchase advertising inventory from a media agency or directly from the target platform (e.g. a specific television channel)</p>
	Plan and Organize
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. Past media planning and buying decisions made by organization</p> <p>SB5. Media buying agencies worked with and applicable rates offered to organization</p>
	Customer Centricity
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. Align all media planning and buying initiatives based on consumer viewership patterns</p>
	Problem Solving

MES/ N 2106

Media planning and Buying

	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB7. Identify mode and avenue of media buying (direct vs. media buyer)</p> <p>SB8. Effectively allocate budget between the selected platforms such that the desired marketing objective is achieved</p>
	<p>Analytical Thinking</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB9. Estimate the need for media buying for the foreseeable future</p> <p>SB10. Carry out a cost-benefit analysis with respect to different marketing channels and platforms</p> <p>SB11. How to ensure the planned audience experience occurs by making sure that responses triggered by booked events are handled correctly</p>
	<p>Critical Thinking</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB12. Ascertain the benefits of media buying for the overall viewership numbers</p> <p>SB13. How to deliver creative assets for chosen channels and platforms</p>



MES/ N 2106

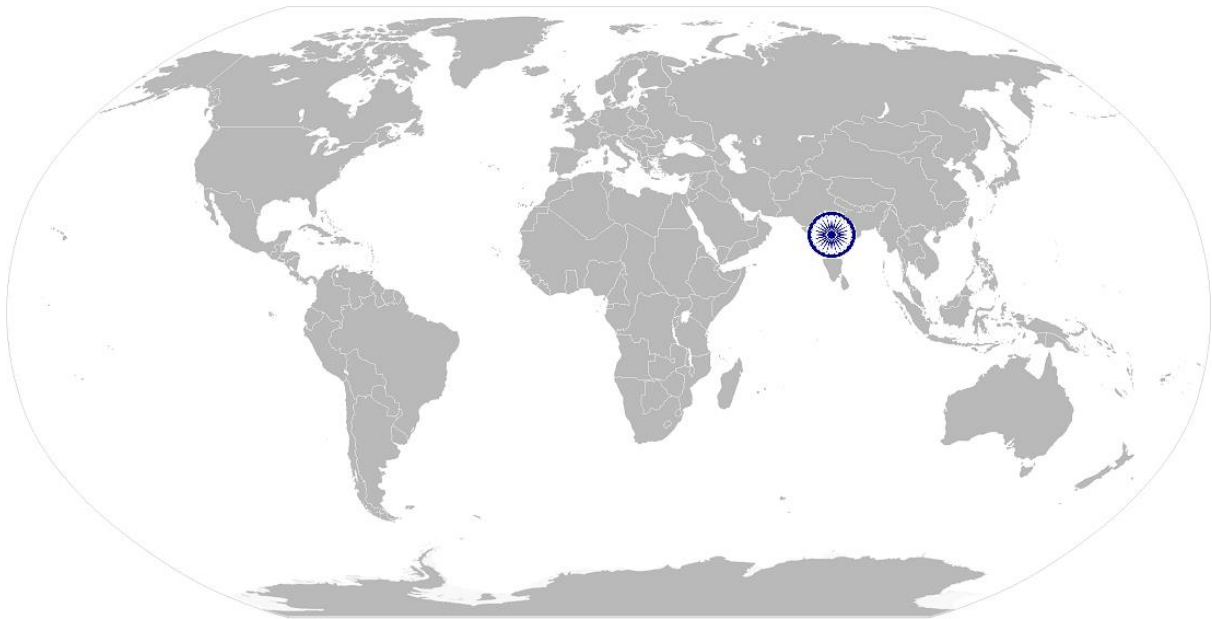
Media planning and Buying

NOS Version Control

NOS Code	MES / N 2106		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	18/03/15
Sub-sector	Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising	Last reviewed on	25/03/15
Occupation	Marketing/Branding and Communications	Next review date	24/03/17



National Occupational Standard



Overview

This unit is about developing creative marketing communications concepts and solutions

MES/ N 2107

Develop creative marketing communications

National Occupational Standard

Unit Code	MES/ N 2107
Unit Title (Task)	Develop creative marketing communications
Description	This OS unit is about developing creative marketing communications concepts and solutions
Scope	This unit/task covers the following: <ul style="list-style-type: none"> • Understanding the core values of the brand/product/services • Developing and finalizing the creative aspects of marketing communications • Developing creative for all formats of communication
Performance Criteria (PC) with respect to the scope	
Element	Performance Criteria
Understanding the core values of the brand/product/services	To be competent, the user/individual on the job must be able to: PC1. Understand the core values of the brand/product/service, in order to align marketing communications with those core values
Developing and finalizing the creative aspects of marketing communications	PC2. Understand the timescale and budget under which the creative marketing communication needs to be executed PC3. Brief the advertising agency/marketing solutions firm/internal marketing team as to what they expect from the creative, in terms of story, look and message PC4. Develop the creative aspects keeping in mind the effectiveness in inspiring and engaging target consumers and the ethics and regulations, imposed by government, judiciary, clients and the individuals/organizations themselves
Developing creative for all formats of communication	PC5. Develop creative for all formats of communication; i.e. digital, print, TV, radio, outdoor, etc. for individuals working alone, in an advertising agency, in a marketing team and in any other organization in the media and entertainment industry that might require development of creative marketing communications
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. The core values of the brand/product/service, in order to align marketing communications with those core values KA2. The overall marketing strategy developed by senior management, and associated budget allocations for the strategy KA3. Organization's association with external agencies, like media buyers, advertising agencies, public relations firms, etc.
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. The types of marketing channels and platforms and situations in which each is effective KB2. Standard industry practices including the processes and procedures for creating creative marketing communications concepts and solutions (e.g. consumer research, initial briefing, production process and media buying

MES/ N 2107

Develop creative marketing communications

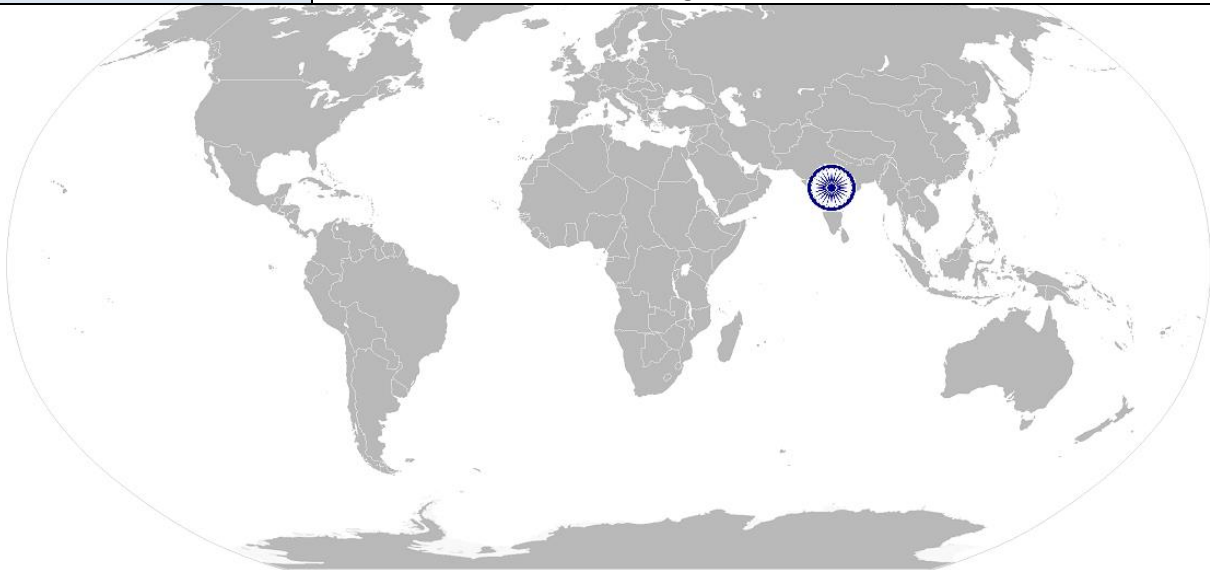
	<p>process)</p> <p>KB3. How to develop ideas which are innovative, distinctive and memorable, clearly differentiate client products and services from those of their competitors and which get results</p> <p>KB4. Marketing channels and platforms that can be used to deliver the message</p> <p>KB5. The importance of positioning creative ideas within an overall competitive context, taking note of the organization’s competitors and their marketing communications strategies</p> <p>KB6. Success factors associated with recent marketing communications campaigns in different channels and platforms and for the current piece of work</p> <p>KB7. Popular cultural and social trends</p> <p>KB8. Production techniques across different channels and platforms</p> <p>KB9. Advertising and marketing theory, including the various creative aspects and the differences between them</p> <p>KB10. The principle types of style, written tone of voice and format that can be used, and their relative strengths and limitations according to different channels and platforms types</p> <p>KB11. The strength of storytelling and how it’s use can change slightly in different channels and platforms</p> <p>KB12. Any legal or regulatory conditions or restrictions associated with concerned markets, products or services</p>
Skills (S) (Optional)	
A. Core Skills/ Generic Skills	Writing Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. Draft documents to brief the advertising agency/marketing solutions firm/internal marketing team as to what they expect from the creative, in terms of story, look and message</p> <p>SA2. Generate possible creative concepts and solutions which will meet the requirements and parameters of the work</p>
	Reading Skills
<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Undertake research on target audience, consumer behavior and preferences and the latest social and digital trends in the industry</p> <p>SA4. Undertake research about advertising and media agencies and identify their relative specializations and niches</p> <p>SA5. Interpret contracts and other documents needed to finalize an agreement with the media or advertising agency</p>	

	<p>Oral Communication (Listening and Speaking skills)</p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA6. Convey overall marketing strategy to advertising and media agencies, including long-term and short-term objectives to be achieved with the creative in question SA7. Convey the research parameters and consumer insights to advertising and media agencies upon which brief has been developed SA8. Correspond and co-ordinate with the media agencies to determine what the appropriate creative response should be SA9. Address senior management on effectiveness of creative marketing communication developed
<p>B. Professional Skills</p>	<p>Decision Making</p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SB1. Choose the best creative course of action for the brand/product/service, based upon market research and consumer insights SB2. Choose the best team (both internally and externally) to execute the creative process SB3. Approve/change the final creative concept/solution developed SB4. Discuss and agree upon the performance tracking measures that will be used to measure performance of the creative concepts and solutions <p>Plan and Organize</p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SB5. Work effectively with other team members in the conception and articulation of creative concepts and solutions SB6. Plan for the creative marketing communication of the brand in the future, based on research SB7. Control and monitor the creative marketing communication concepts and solutions currently active SB8. Take account of competitors' activity without letting it drive creative solutions <p>Customer Centricity</p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SB9. Base all major creative marketing communication decisions on consumer research and insights SB10. Emphasize to all internal and external stakeholders the importance of consumer centricity in developing creative marketing communication concepts and solutions <p>Problem Solving</p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SB11. Ensure timely and satisfactory delivery of creative marketing communication concepts and solutions in accordance to the initial timescale and budget SB12. Identify and utilize links and commonalities between different products and organizations in order to overcome obstacles

MES/ N 2107

Develop creative marketing communications

	Analytical Thinking
	The user/individual on the job needs to know and understand how to:
	SB13. Provide focused and insightful research criteria to the consumer research team in order to make consumer research effective
	SB14. Relate the overall marketing strategy to concepts and solutions prepared by the agencies, and on the basis of that analysis decide which concept/solution is most suitable
	Critical Thinking
	The user/individual on the job needs to know and understand how to:
	SB15. Understand the core values of the brand/product/services, in order to align marketing communications with those core values
	SB16. Develop and finalize the creative aspects of marketing communications keeping in mind:
	<ul style="list-style-type: none"> ○ Effectiveness in inspiring and engaging target consumers ○ Ethics and regulations, imposed by government, judiciary, clients, and the individuals/organizations themselves

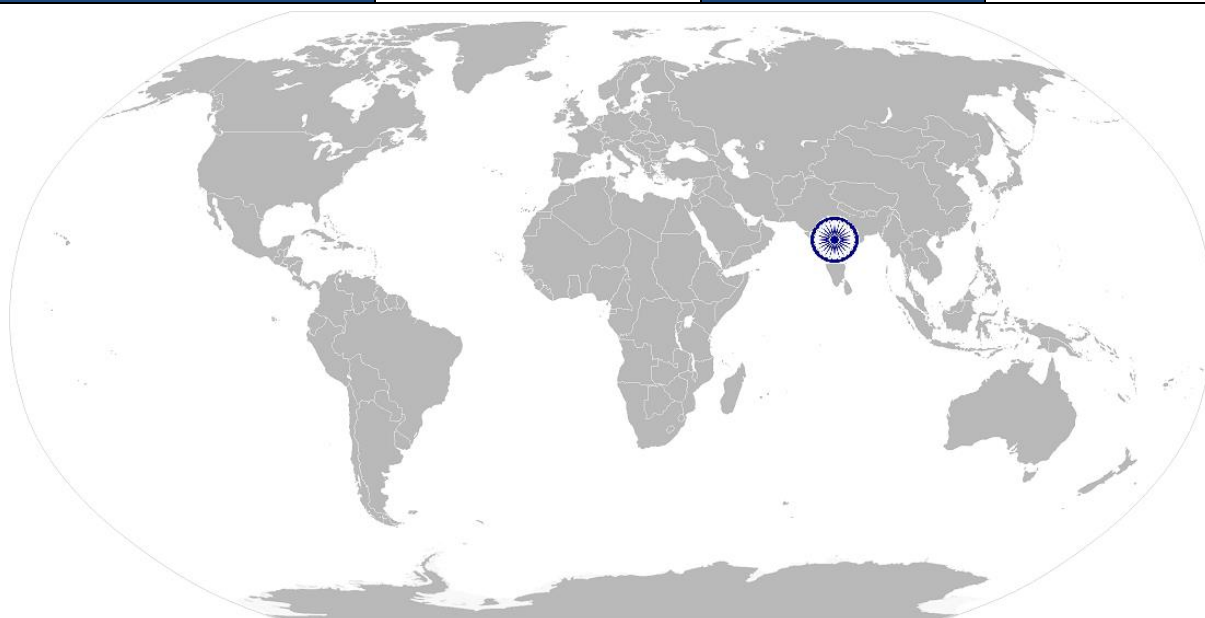


MES/ N 2107

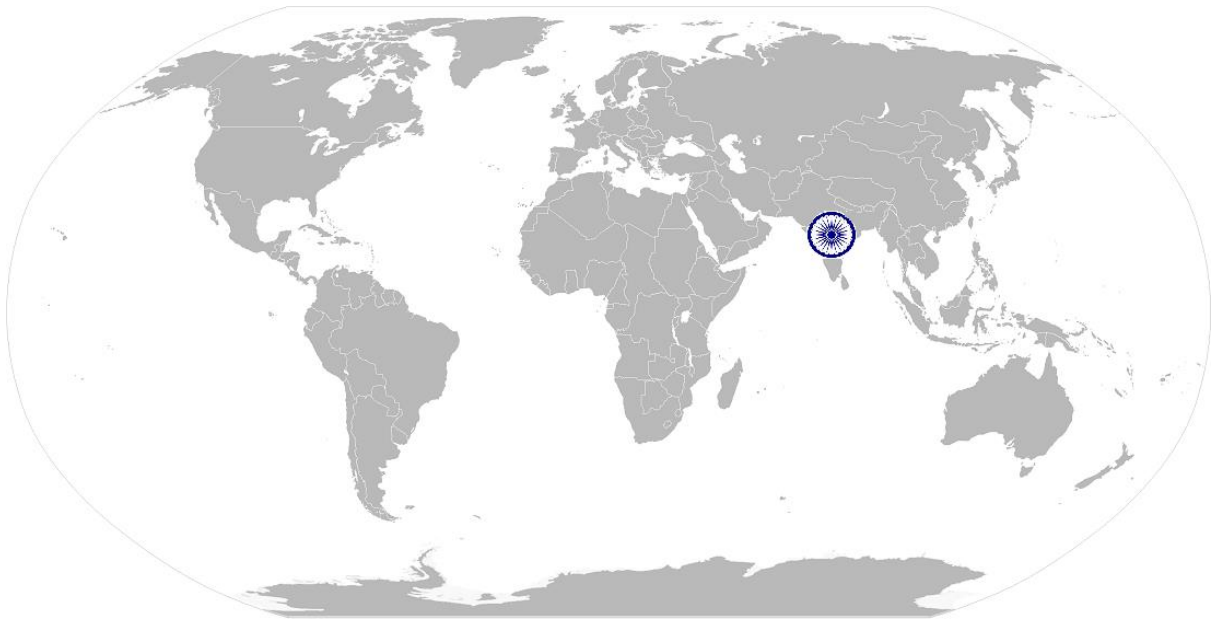
Develop creative marketing communications

NOS Version Control

NOS Code	MES / N 2107		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	18/03/15
Sub-sector	Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising	Last reviewed on	25/03/15
Occupation	Marketing/Branding and Communications	Next review date	24/03/17



National Occupational Standard



Overview

This unit is about developing a communications strategy to manage the organization's corporate reputation

MES/ N 2108

Develop corporate communications

National Occupational Standard

Unit Code	MES/ N 2108
Unit Title (Task)	Develop Corporate Communications
Description	This OS unit is about developing a communications strategy to manage the organization's corporate reputation
Scope	This unit/task covers the following: <ul style="list-style-type: none"> Identifying the message/image to be delivered to external stakeholders Setting the agenda Communicating required messages based on corporate ethics and governance policies.
Performance Criteria (PC) with respect to the scope	
Element	Performance Criteria
Identifying the message/image to be delivered to external stakeholders	To be competent, the user/individual on the job must be able to: PC1. Identify and prioritize strategic communications objectives which are consistent with the organization's corporate objectives, business strategy and requirements for corporate social responsibility
Setting the agenda	PC2. Establish and agree with the organization's senior team a communications strategy and associated objectives for the organization
Communicating required messages based on corporate ethics and governance policies	PC3. Carry out activities that maintain and enhance the organization's corporate reputation and that of its products/services, and which are line with agreed communications objectives. Corporate communications can be addressed by middle and Senior marketing/marketing communications manager and public relations agency/consultancy PC4. Identify and agree outcomes for communications projects which are measurable and in line with the agreed communications strategy
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. Organization's products or services, related key marketing activities and their relative performance in the industry/sector KA2. Key external and internal developments affecting the organization, the nature of their impact, and the implications for managing the organization's corporate reputation KA3. Legal, regulatory and ethical requirements affecting corporate communications within the organization's sector, including how these affect the choice and implementation of such communication
B. Technical Knowledge	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KB1. Principals of strategic management KB2. Topics to be addressed within a communications strategy KB3. The principles of business and administration management relevant to managing corporate reputation KB4. The multi-disciplinary nature of corporate communications practice, and how other business functions and social-scientific theories help to develop this practice

MES/ N 2108

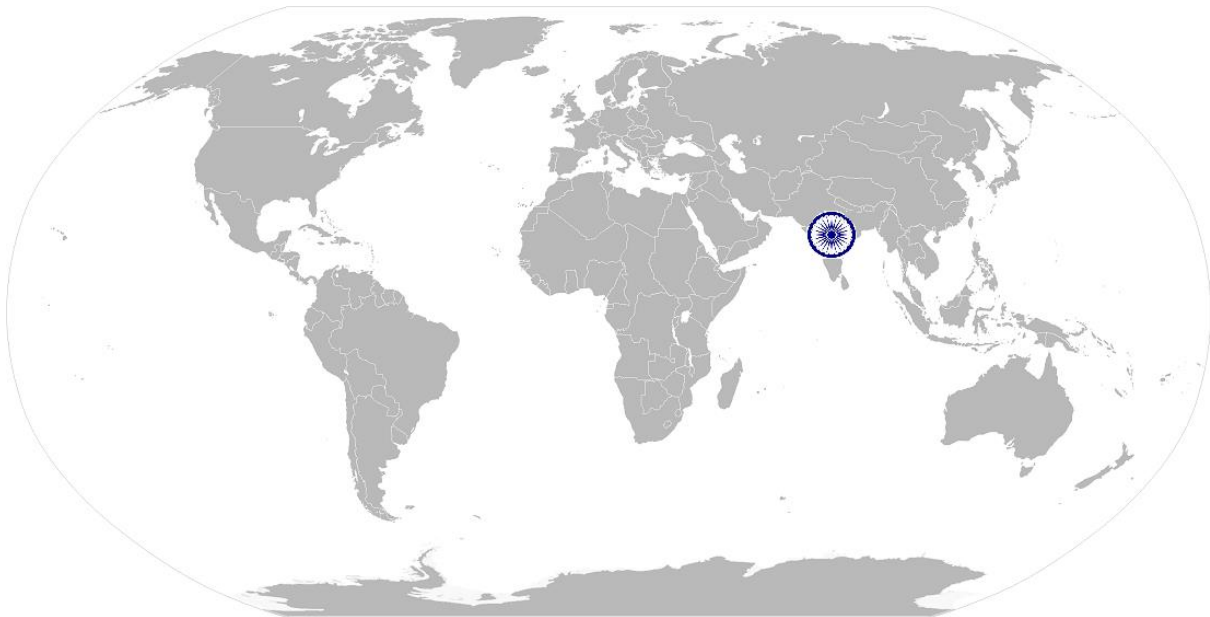
Develop corporate communications

	<p>KB5. The importance of corporate/brand image and identity, the factors contributing to these, and how these might be influenced</p> <p>KB6. The importance of planning, research and evaluation in the design of corporate communication programmes</p> <p>KB7. Industry standards and regulations with respect to audience data gathering, and legislation concerning consumer privacy</p>
Skills (S) (Optional)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SA1. Interpret situations/policies and release statements to address a particular situation SA2. Draft internal/external communication messages aligned to the corporate communication strategy
	Reading Skills
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SA3. Keep apprised with latest news/developments about the organization and the industry/sector it operates in SA4. Keep apprised with latest news/developments about the business, social and political environment in which the organization operates in SA5. Monitor the corporate communication of competitors SA6. Monitor latest trends in the world of corporate communications
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SA7. Brief the corporate communications team/public relations agency the corporate communication strategy SA8. Present corporate communications solutions to senior management
B. Professional Skills	Decision Making
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SB1. Decide upon corporate communications strategy in alignment to overall corporate strategy SB2. Avenues to be used for communication to target audience
	Plan and Organize
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SB3. Keep track of previous corporate communication in order to ensure continuity and consistency of message SB4. Collate corporate communication from competitors
	Customer Centricity
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SB5. Assess the impact of corporate communications upon target audiences' attitudes and behavior towards the product or service, and determine the factors responsible
Problem Solving	
The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SB6. Deliver solutions to public relations issues regarding the reputation of the 	

MES/ N 2108

Develop corporate communications

	organization
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB7. Key external and internal developments affecting the organization, the nature of their impact, and the implications for managing the organization's corporate reputation SB8. The importance of corporate/brand image and identity, the factors contributing to these, and how these might be influenced
	Critical Thinking
	The user/individual on the job needs to know and understand how to: SB9. The importance of consulting with colleagues and other stakeholders during the development of communications strategy and how to do this effectively SB10. The principles of business and administration management relevant to managing corporate reputation



MES/ N 2108

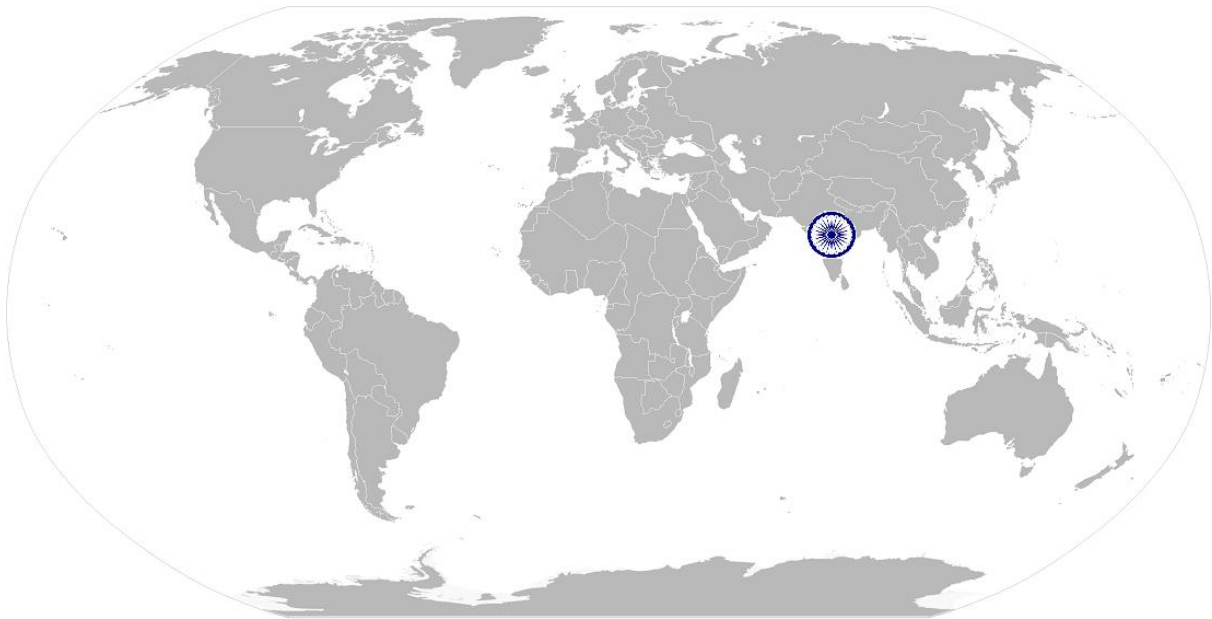
Develop corporate communications

NOS Version Control

NOS Code	MES / N 2108		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	18/03/15
Sub-sector	Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising	Last reviewed on	25/03/15
Occupation	Marketing/Branding and Communications	Next review date	24/03/17



National Occupational Standard



Overview

This unit is about contributing towards maintaining a healthy, safe and secure working environment

MES/ N 0104

Maintain workplace health and safety

National Occupational Standard

Unit Code	MES/ N 0104
Unit Title (Task)	Maintain workplace health and safety
Description	This OS unit is about contributing towards maintaining a healthy, safe and secure working environment
Scope	This unit/task covers the following: <ul style="list-style-type: none"> Understanding the health, safety and security risks prevalent in the workplace Knowing the people responsible for health and safety and the resources available Identifying and reporting risks Complying with procedures in the event of an emergency
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Understanding the risks prevalent in the workplace	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. Understand and comply with the organisation's current health, safety and security policies and procedures PC2. Understand the safe working practices pertaining to own occupation PC3. Understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises PC4. Participate in organization health and safety knowledge sessions and drills
Knowing the people responsible for health and safety and the resources available	<ul style="list-style-type: none"> PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms
Identifying and reporting risks	<ul style="list-style-type: none"> PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety PC8. Ensure own personal health and safety, and that of others in the workplace through precautionary measures PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person PC10. Report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn other people who may be affected
Complying with procedures in the event of an emergency	<ul style="list-style-type: none"> PC11. Follow organisation's emergency procedures for accidents, fires or any other natural calamity in case of a hazard PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. Organisation's norms and policies relating to health and safety KA2. Government norms and policies regarding health and safety and related emergency procedures KA3. Limits of authority while dealing with risks/ hazards KA4. The importance of maintaining high standards of health and safety at a workplace

MES/ N 0104

Maintain workplace health and safety

<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. The different types of health and safety hazards in a workplace</p> <p>KB2. Safe working practices for own job role</p> <p>KB3. Evacuation procedures and other arrangements for handling risks</p> <p>KB4. Names and contact numbers of people responsible for health and safety in a workplace</p> <p>KB5. How to summon medical assistance and the emergency services, where necessary</p> <p>KB6. Vendors' or manufacturers' instructions for maintaining health and safety while using equipments, systems and/or machines</p>
<p>Skills (S) (Optional)</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. How to write and provide feedback regarding health and safety to the concerned people</p> <p>SA2. How to write and highlight potential risks or report a hazard to the concerned people</p> <p>Reading Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Read instructions, policies, procedures and norms relating to health and safety</p> <p>Oral Communication (Listening and Speaking skills)</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. Highlight potential risks and report hazards to the designated people</p> <p>SA5. Listen and communicate information with all anyone concerned or affected</p>
<p>B. Professional Skills</p>	<p>Decision making</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Make decisions on a suitable course of action or plan</p> <p>Plan and Organize</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. Plan and organize people and resources to deal with risks/ hazards that lie within the scope of one's individual authority</p> <p>Problem Solving</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. Apply problem solving approaches in different situations</p> <p>Critical Thinking</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. Understand hazards that fall within the scope of individual authority and report all hazards that may supersede one's authority</p> <p>SB5. Apply balanced judgements in different situations</p> <p>Customer Centricity</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. build and maintain positive and effective relationships with colleges and customers</p> <p>Analytical Thinking</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB7. analyze data and activities</p>

MES/ N 0104

Maintain workplace health and safety

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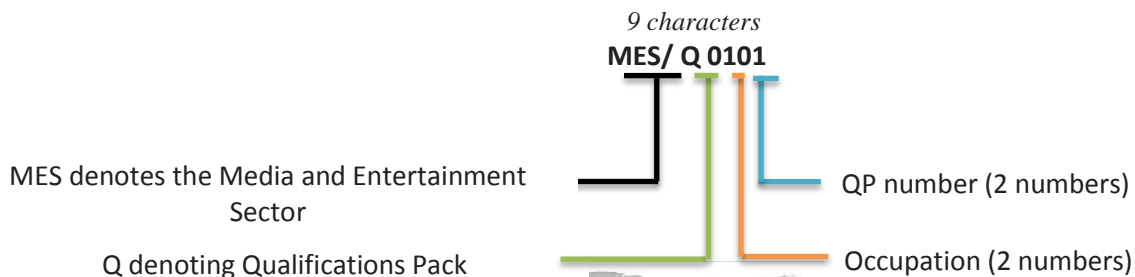
NOS Code	MES / N 0104		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	18/03/15
Sub-sector	Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising	Last reviewed on	25/03/15
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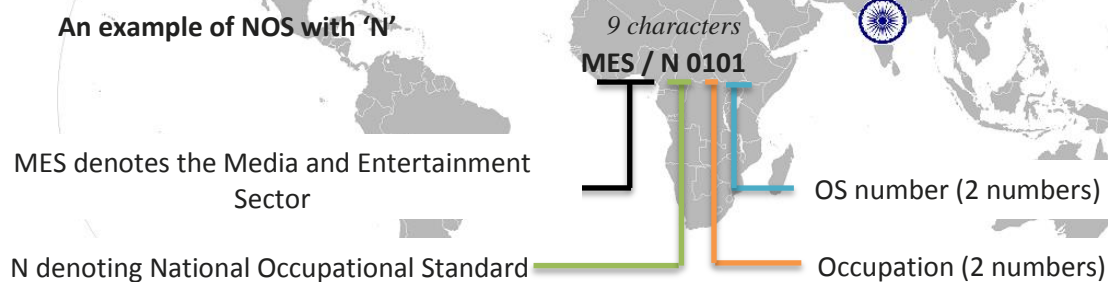
Annexure

Nomenclature for QP and NOS

Qualifications Pack



Occupational Standard



[Back to top...](#)

The following acronyms/codes have been used in the nomenclature above:

Sub-sector	Range of Occupation numbers
...	...

Sequence	Description	Example
Three letters	Media and Entertainment	MES
Slash	/	/
Next letter	Whether QP or NOS	Q
Next two numbers	Marketing/Branding and Communications	21
Next two numbers	Marketing Manager	02



CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role: Marketing Manager

Qualification Pack: MES Q 2102

Sector Skill Council: Media and Entertainment Skills Council

	NOS	NOS NAME	Weightage
1	MES/ N 2102	Select and finalize creative agencies	15%
2	MES/ N 2103	Prepare and manage marketing budget	15%
3	MES/ N 2104	Identify and understand target audiences	15%
4	MES/ N 2106	Media Planning and Buying	15%
5	MES/ N 2107	Develop creative marketing communications	20%
6	MES/ N 2108	Develop Corporate Communications	15%
7	MES/ N 0104	Maintain workplace health and safety	5%
			100%

Guidelines for Assessment:

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory & Practical part will be based on knowledge bank of questions created by the AA and approved by SSC.
3. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below)
4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criteria.
5. To pass the Qualification Pack , every trainee should score a minimum of 70% cumulatively (Theory and Practical).

Assessment Outcomes	Assessment criteria for outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
MES/ N 2102 (Select and finalize creative agencies)	PC1. Understand the need for creative agencies in the organization's marketing communications	100	20	15	30
	PC2. Identify and analyze various media and advertising agencies and their relative strengths and weaknesses		20	15	
	PC3. Communicate the marketing communication requirements of the organization to the agencies		20	15	
	PC4. Evaluate the agencies' marketing proposals and determine if they are in line with strategic goals and objectives		20	15	
	PC5. Negotiate and finalize a contract with an advertising or media agency to the satisfaction of both parties		20	10	
		Total	100	70	30
Assessment Outcomes	Assessment criteria for outcomes	Total Mark	Out Of	Theory	Skills Practical
MES/ N 2103 (Prepare and manage marketing budget)	PC1. Obtain and evaluate the available information necessary to prepare a realistic budget	100	20	10	30
	PC2. Consult with relevant stakeholders before preparing budget		30	20	
	PC3. Track the outflow of funds against the budget, highlight variances and escalate issues to key departments in a coordinated and timely manner		25	20	
	PC4. Prepare a marketing budget (either using budgeting/ tabulation software or by hand) with details on required expenses for each activity, also taking into account the retainers and commissions payable to advertising and media agencies		25	20	
		Total	100	70	30

Assessment Outcomes	Assessment criteria for outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
MES/ N 2104 (Identify and understand target audience)	PC1. Analyze audience viewership trends via analysis of various audience measurement metrics and demographic data	100	30	15	30
	PC2. Ensure that the strategic objectives for the brand/product/service reflect in the data gathered from audience measurement and advertising inventory tools		10	15	
	PC3. Determine reach of existing marketing efforts in relation with current advertising expenditure		30	20	
	PC4. Conduct platform-wise, program/product wise, audience wise, and region wise analysis with respect to audience ratings and advertising sales figures using ratings measurement tools and primary research		30	20	
		Total	100	70	30
Assessment Outcomes	Assessment criteria for outcomes	Total Mark	Out Of	Theory	Skills Practical
MES/ N 2106 (Media planning and buying)	PC1. Interpret overall marketing strategy and objectives and plan inventory purchase accordingly	100	20	15	30
	PC2. Assess the target audience and determine the platform, frequency and timing of advertisements that will fulfill marketing objectives		20	15	
	PC3. Understand the benefits of each advertising channel or platform for own content and the associated costs		20	15	
	PC4. Negotiate and agree costs which are comprehensive and fulfill advertising budget requirements, and, where relevant, are in line with any established pricing structures agreed with the supplier		20	15	
	PC5. Measure the impact of buying activity against agreed parameters		20	10	
		Total	100	70	30

Assessment Outcomes	Assessment criteria for outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
MES/ N 2107 (Develop creative marketing communications concepts and solutions)	PC1. Understand the core values of the brand/ product/service, in order to align marketing communications with those core values	100	20	10	30
	PC2. Understand the timescale, budget under which the creative marketing communication needs to be executed		30	20	
	PC3. Brief the advertising agency/ marketing solutions firm/internal marketing team as to what they expect from the creative, in terms of story, look and message		25	20	
	PC4. Develop the creative aspects keeping in mind the effectiveness in inspiring and engaging target consumers and the ethics and regulations, imposed by government, judiciary, clients and the individuals/organizations themselves				
	PC5. Develop creative for all formats of communication; i.e. digital, print, TV, radio, outdoor, etc. for individuals working alone, in an advertising agency, in a marketing team and in any other organization in the media and entertainment industry that might require development of creative marketing communications		25	20	
		Total	100	70	30
Assessment Outcomes	Assessment criteria for outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
MES/ N 2108 (Develop Corporate Communications)	PC1. Identify and prioritize strategic communications objectives which are consistent with the organization's corporate objectives, business strategy & requirements for corporate social responsibility	100	30	15	30
	PC2. Establish and agree with the organization's senior team a communications strategy and associated objectives for the organization		30	15	
	PC3. Carry out activities that maintain & enhance the organization's corporate reputation & that of its products/services, and which are line with agreed communications objectives		40	20	
	PC4 Identify and agree outcomes for communications projects which are measurable and in line with the agreed communications strategy		40	20	
		Total	100	70	30

Assessment Outcomes	Assessment criteria for outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
MES/N0104 (Maintain workplace health and safety)	PC1. Understand and comply with the organization's current health, safety and security policies and procedures	100	10	5	50
	PC2. Understand the safe working practices pertaining to own occupation		10	5	
	PC3. Understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises		5	3	
	PC4. Participate in organization health and safety knowledge sessions and drills		5	2	
	PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency		10	5	
	PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms		10	5	
	PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety		10	5	
	PC8. Ensure own personal health and safety, and that of others in the workplace through precautionary measures		10	5	
	PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person		5	3	
	PC10. Report any hazards outside the individual's authority to the relevant person in line with organizational procedures and warn other people who may be affected		10	5	
	PC11. Follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard		10	5	
	PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority		5	2	
	Total	100	50	50	