

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

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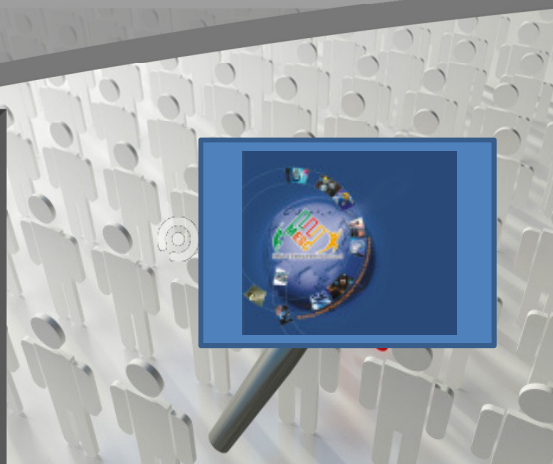
What are Occupational Standards(OS)?

- 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

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(NVEQF/NVQF/NSQF) [OPTIONAL]	TBD	Version number	01
	Sector	Media and Entertainment	Drafted on	11/09/13
	Sub-sector	Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising	Last reviewed on	xx/xx/xx
	Occupation	Marketing/Branding and Communications	Next review date	xx/xx/xx

Job Role	Marketing Manager
Role Description	Manage marketing operations at a media and entertainment company
NVEQF/NVQF level	
Minimum Educational Qualifications	Graduation
Maximum Educational Qualifications	Post graduation in marketing
Training (Suggested but not mandatory)	
Experience	5-12 years
Applicable National Occupational Standards (NOS)	Compulsory: <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 concepts and solutions) MES / N 2109 (Develop corporate communications) Optional: <ol style="list-style-type: none"> MES / N 2101 (Develop marketing strategy) MES / N 2105 (Analyze audience ratings and research) MES / N 2108 (Prepare marketing collateral)
Performance Criteria	As described in the relevant OS units

Definitions

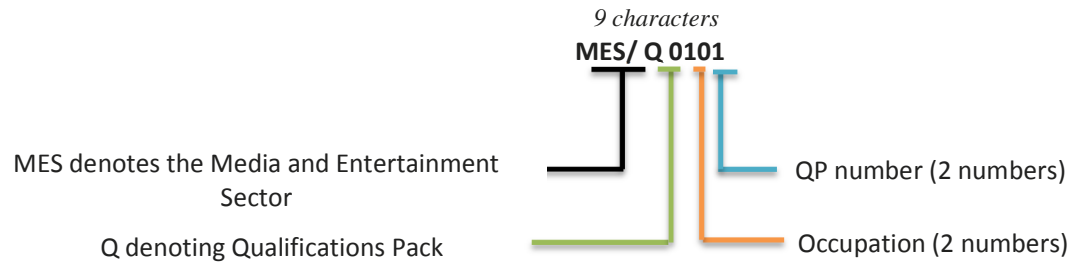
Keywords /Terms	Description
Ad views	Total number of times the advertisement has been seen by the audience
Billing	The total invoiced value payable by the client for the advertisement time/space purchased
Budget	Budget is an estimate of the total cost of production that may include a break-up of cost 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
NVEQF	National Vocational Education Qualifications Framework
NVQF	National Vocational Qualifications Framework

Annexure

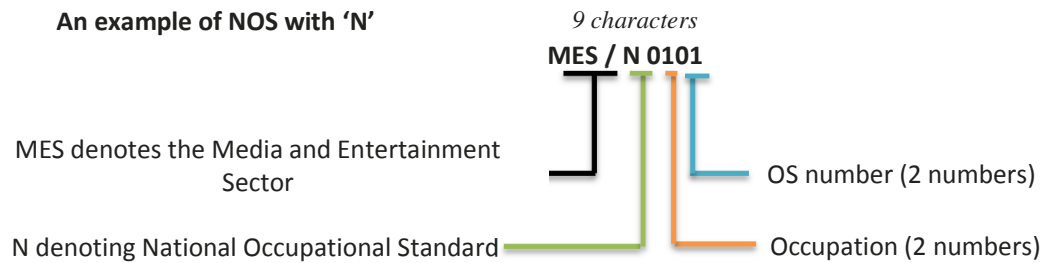
Nomenclature for QP and NOS

Qualifications Pack



Occupational Standard

An example of NOS with 'N'



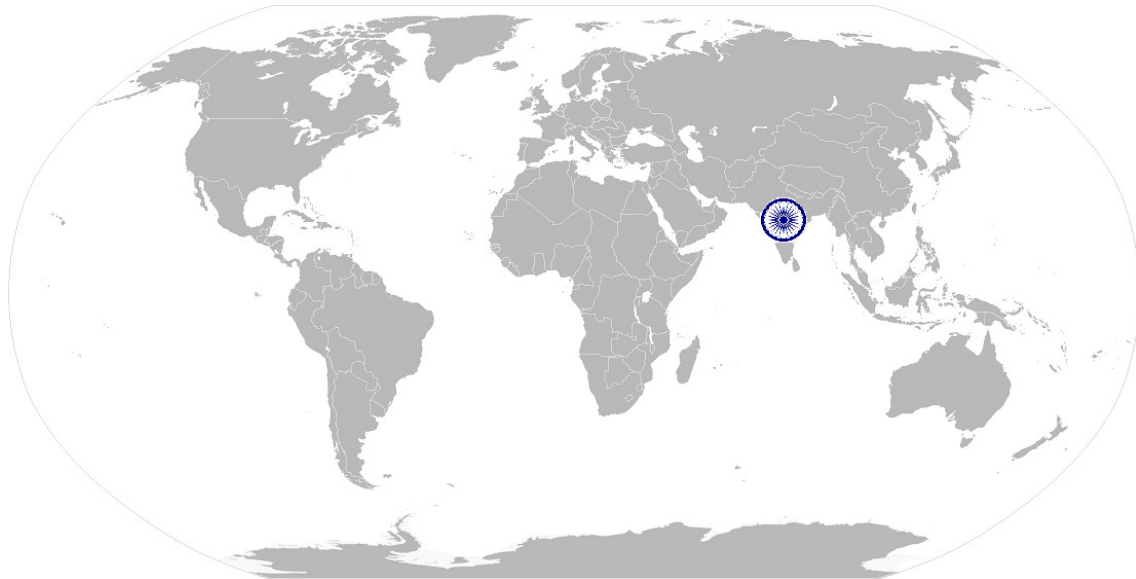
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The following acronyms/codes have been used in the nomenclature above:

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

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

National Occupational Standard	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 in the organization's marketing communications Being aware of the various media/advertising agencies that service the industry and knowing their strengths and weaknesses Selecting and finalizing the creative marketing communications agencies via: <ul style="list-style-type: none"> Identifying and shortlisting creative agencies that align with the organization's marketing communications needs Examining campaign proposals prepared by contacted agencies Negotiations and drawing out details in the contract
	Performance Criteria (PC) with respect to the scope	
	Element	Performance Criteria
		<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Understand the need for creative agencies in the organization's marketing communications</p> <p>PC2. Identify and analyze various media and advertising agencies and their relative strengths and weaknesses</p> <p>PC3. Communicate the marketing communication requirements of the organization to the agencies</p> <p>PC4. Evaluate the agencies' marketing proposals and determine if they are in line with strategic goals and objectives</p> <p>PC5. Negotiate and finalize a contract with an advertising or media agency to the satisfaction of both parties</p>
	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> <p>KA1. Core values of the organization and the brand/product/service</p> <p>KA2. Organizational protocol related to external services procurement</p> <p>KA3. Brands to be marketed/advertised and their relation to the overall corporate brand</p>

MES/ N 2102

Select and finalize agencies

B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> 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. Standard contracts drafted with media agencies KB3. Types of marketing channels and platforms and situations in which each is effective KB4. Advertising and marketing theory, relevant to the aspects for which the agency is being hired KB5. Marketing channels and platforms that can be used to deliver the message KB6. How style, format, and written tone of voice can be used to engage and persuade audiences KB7. Standard concessions that can be structured into the contract KB8. Relevant legislation and industry regulations
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> <ul style="list-style-type: none"> SA1. Draft documents to brief the advertising agency/marketing solutions firm/internal marketing team as to what the organization expects from the proposal/pitch SA2. Draft internal documentation to finalize the agency
	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA3. Undertake research about advertising and media agencies and identify their relative specializations and weaknesses SA4. Read and evaluate proposals submitted by contacted agencies SA5. Interpret contracts and other documents needed to finalize an agreement with the media or advertising agency
	Oral Communication (Listening and Speaking skills)
	<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 SA7. Brief the advertising agency/marketing solutions firm/internal marketing team as to what the organization expects from the proposal/pitch SA8. Correspond and co-ordinate with the media agencies to determine the bidding/pitching process SA9. Negotiate terms and conditions of an advertising/media communications contract with the selected candidate

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

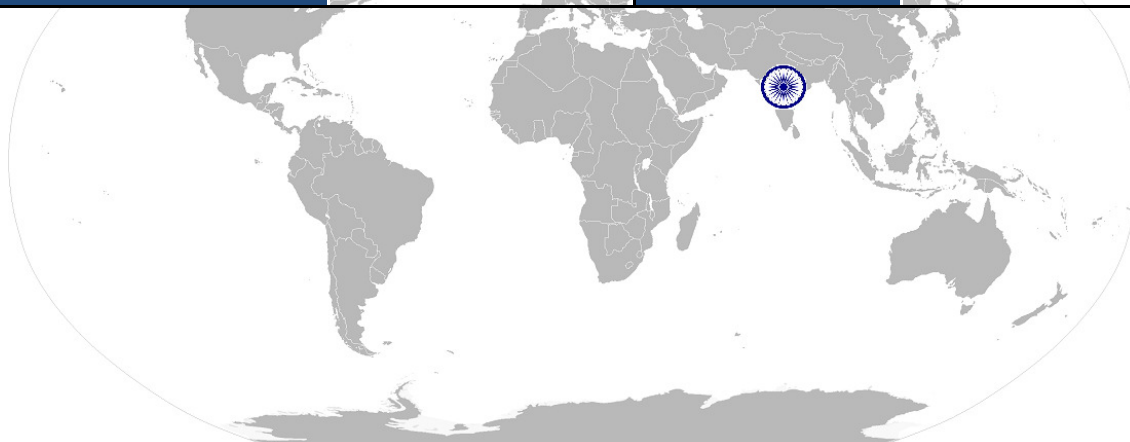


MES/ N 2102

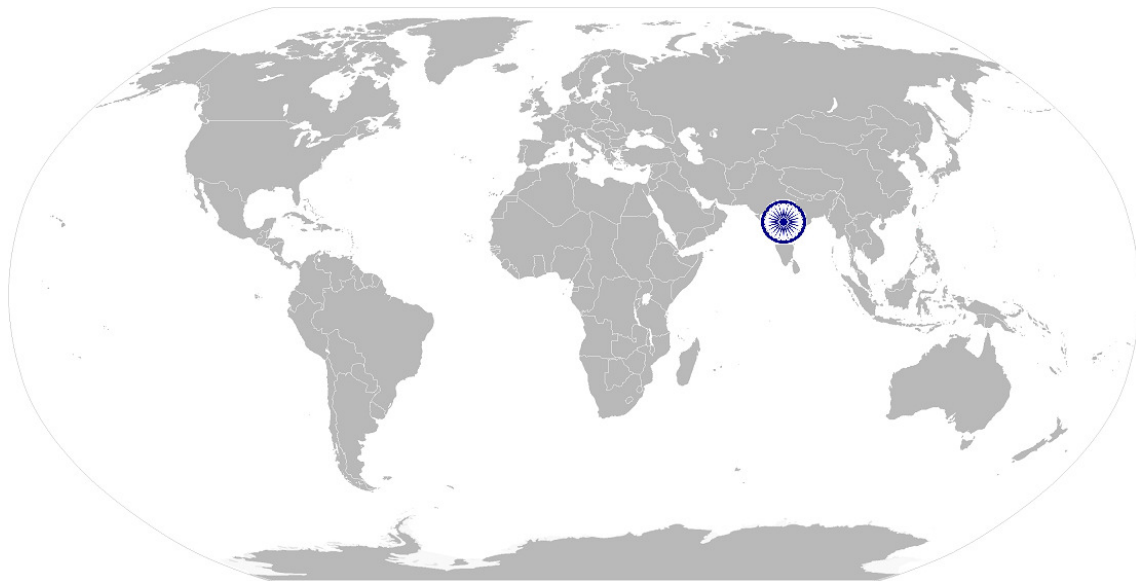
Select and finalize agencies

NOS Version Control

NOS Code	MES / N 2102		
Credits(NVEQF/NVQF/NSQF) [OPTIONAL]		Version number	01
Industry	Media and Entertainment	Drafted on	10/09/13
Sub-sector	Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising	Last reviewed on	dd/mm/yy
Occupation	Marketing/Branding and Communications	Next review date	dd/mm/yy



National Occupational Standard



Overview

This unit is about preparing and managing the marketing budget

MES/ N 2103

Prepare marketing budget

National Occupational Standard	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	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> Preparing and managing the marketing budgets for organizations that may operate as: <ul style="list-style-type: none"> Television channels Print publications Radio stations Out-of-Home media Online and social media In addition to in-house marketing capabilities, the budget may also take into account the following: <ul style="list-style-type: none"> Retainer fees paid to advertising agencies Commissions payable to media agencies
	Performance Criteria (PC) with respect to the scope	
	Element	Performance Criteria
		<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Obtain and evaluate the available information necessary to prepare a realistic budget</p> <p>PC2. Consult with relevant stakeholders before preparing budget</p> <p>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</p> <p>PC4. Track the outflow of funds against the budget, highlight variances and escalate issues to key departments in a coordinated and timely manner</p>
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> <p>KA1. Organizational guidelines and procedures for the preparation and approval of budgets, and for monitoring and reporting of performance against budgets and revising budgets</p> <p>KA2. Target audience for the content and/or the organization/individual that is commissioning the content</p> <p>KA3. Individuals managing the finance department and the ad-inventory purchase process</p>

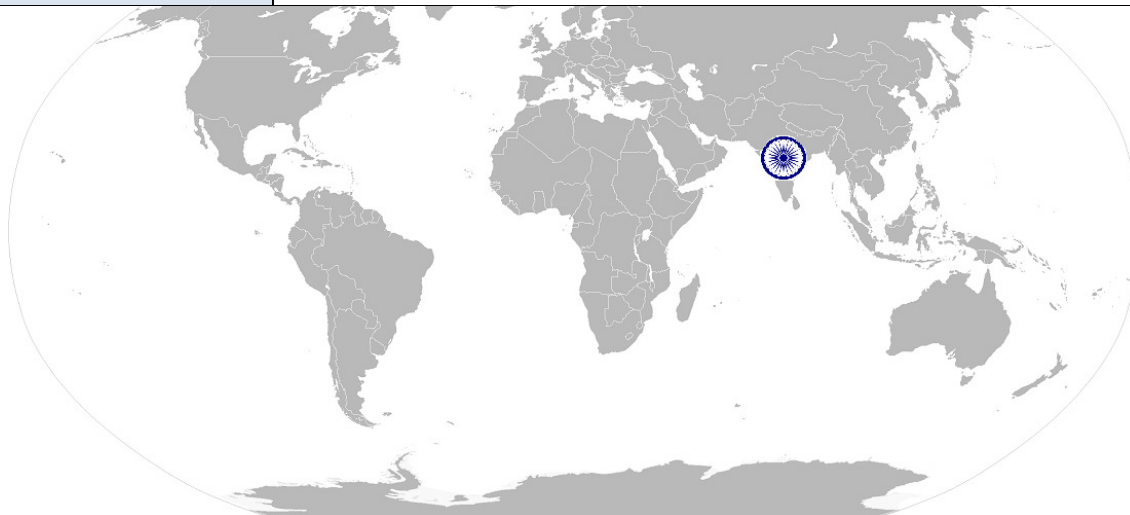
MES/ N 2103

Prepare marketing budget

B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> KB1. How to break down each task/ activity in the marketing schedule into cost heads (e.g. salaries, contractual staff, agreements with agencies, distribution costs, inventory purchases, cost of licenses/ approvals 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 budget and minimize overruns KB6. How to present the marketing budget to key departments, what information to present, understand their concerns and modify the budgeting schedule accordingly KB7. Assess and comment on the overall viability of the project (revenue, costs, returns) KB8. Types of fraudulent activities and how to identify them KB9. Methods of procuring services of an advertising or media agency KB10. Methods for measuring time and cost variances from the budgeted figures
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> <ul style="list-style-type: none"> SA1. Track and monitor budgetary allocations to each department and prepare reports for stakeholders SA2. Prepare a production budget for each task/ activity in the marketing schedule (on paper or using a computer) SA3. Write a master budget that is easy to understand and follow for heads of the various activity and cost centers
	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA4. Undertake background research and collect information on expense items SA5. Interpret marketing strategy communicated by senior management and determine how the planned strategy may affect budgeted items SA6. Best practices in budget allocation/management in specific industry/sector
	Oral Communication (Listening and Speaking skills)
<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>
B. Professional Skills	Decision Making
	<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>SB3. What to do and who to contact if one suspects fraud has been committed</p>
	Plan and Organize
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. How to use a budget to actively monitor and control performance for a defined area or activity of work</p> <p>SB5. How to plan expenses and outflow of finances efficiently</p> <p>SB6. The importance of providing regular information on performance against the budget to other people</p> <p>SB7. How to use a budget to actively monitor and control performance for a defined area or activity of work</p>
	Customer Centricity
	<p>The user/individual on the job needs to know and understand how to:</p> <p>x</p>
	Problem Solving
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB8. The main causes of budgetary variances and how to identify them</p> <p>SB9. The different types of corrective action which could be taken to address identified variances</p> <p>SB10. How unforeseen developments can affect a budget and how to deal with them</p> <p>SB11. The importance of agreeing revisions to the budget and communicating the changes to stakeholders</p>
	Analytical Thinking
	<p>The user/individual on the job needs to know and understand how to:</p>

	<p>SB12. Interpret marketing strategy communicated by senior management and determine how the planned strategy may affect budgeted items in the future</p> <p>SB13. Assess potential for cost saving through bulk buying or negotiation with agencies and ad-inventory sellers</p> <p>SB14. 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>SB15. 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>SB16. 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>



MES/ N 2103

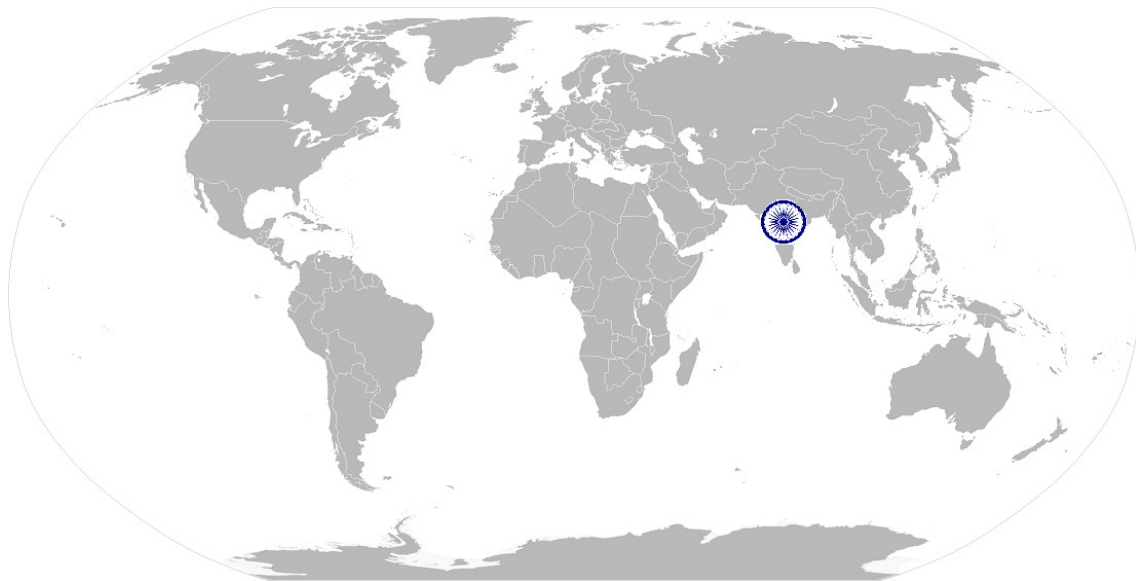
Prepare marketing budget

NOS Version Control

NOS Code	MES / N 2103		
Credits(NVEQF/NVQF/NSQF) [OPTIONAL]		Version number	01
Industry	Media and Entertainment	Drafted on	11/09/13
Sub-sector	Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising	Last reviewed on	dd/mm/yy
Occupation	Marketing/Branding and Communications	Next review date	dd/mm/yy



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	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> Identifying target audience based on several demographic criteria Using ratings measurement tools and primary research to conduct audience ratings analysis in order to understand audience reaction to marketing efforts Ensuring that strategic objectives for the brand/product/service reflect in the data gathered from audience measurement and advertising inventory tools Carrying out research regarding the creative marketing communication efforts of a media organization that may operate as: <ul style="list-style-type: none"> Television channels Radio stations Print publications Out-of-Home media Online/digital setups like animation studios, post-production companies, online content aggregator, etc.
	Performance Criteria (PC) with respect to the scope	
	Element	Performance Criteria
		<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Analyze audience viewership trends via analysis of various audience measurement metrics</p> <p>PC2. Determine reach of existing marketing efforts in relation with current advertising expenditure</p> <p>PC3. Conduct platform-wise, program/product wise, audience wise, and region wise analysis with respect to audience ratings and advertising sales figures</p>
	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> <p>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</p> <p>KA2. Existing marketing efforts, including the reach of those efforts contrasted with the marketing expenditure</p> <p>KA3. Performance of the product line of the organization in different regions of the country</p>

MES/ N 2104

Identify and understand target audiences

B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <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 information to others KB10. Industry standards and regulations with respect to audience data gathering, and legislation concerning consumer privacy KB11. Types of media products (e.g. types of magazine, television programs) consumed by audiences in different regions KB12. The actual and potential competitors and partners, and the key features of their marketing communications strategies and plans
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> <ul style="list-style-type: none"> 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.)
	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA2. Conduct research regarding audience ratings to gauge performance of programs/services SA3. Keep abreast of reports on analysis of audience measurement and advertising expenditure for your organization SA4. Monitor audience measurement performance of competitors via audience measurement databases (e.g. TAM) SA5. Monitor advertising efforts of competitors via advertising expenditure databases (e.g. AdEx)
	Oral Communication (Listening and Speaking skills)
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA6. Present reports and analysis on audience measurement and advertising revenues to stakeholders

MES/ N 2104

Identify and understand target audiences

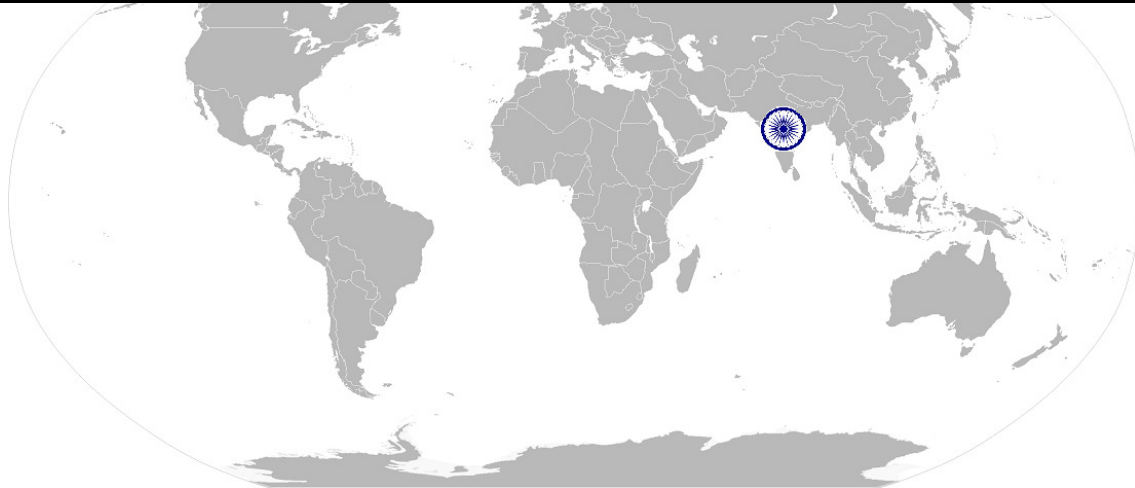
B. Professional Skills	Decision Making
	The user/individual on the job needs to know and understand how to:
	SB1. Decide on what data points need to be researched in order to analyze audience viewing and advertising revenue patterns
	Plan and Organize
	The user/individual on the job needs to know and understand how to:
	SB2. Collect relevant data and analysis on audience measurement for future usage
	Customer Centricity
	The user/individual on the job needs to know and understand how to:
	SB3. Make customer engagement the basis of all research and analysis conducted to gauge audience viewership or advertising revenues
	Problem Solving
	The user/individual on the job needs to know and understand how to:
	SB4. Use the tools that can be used to gain audience understanding
	Analytical Thinking
	The user/individual on the job needs to know and understand how to:
	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

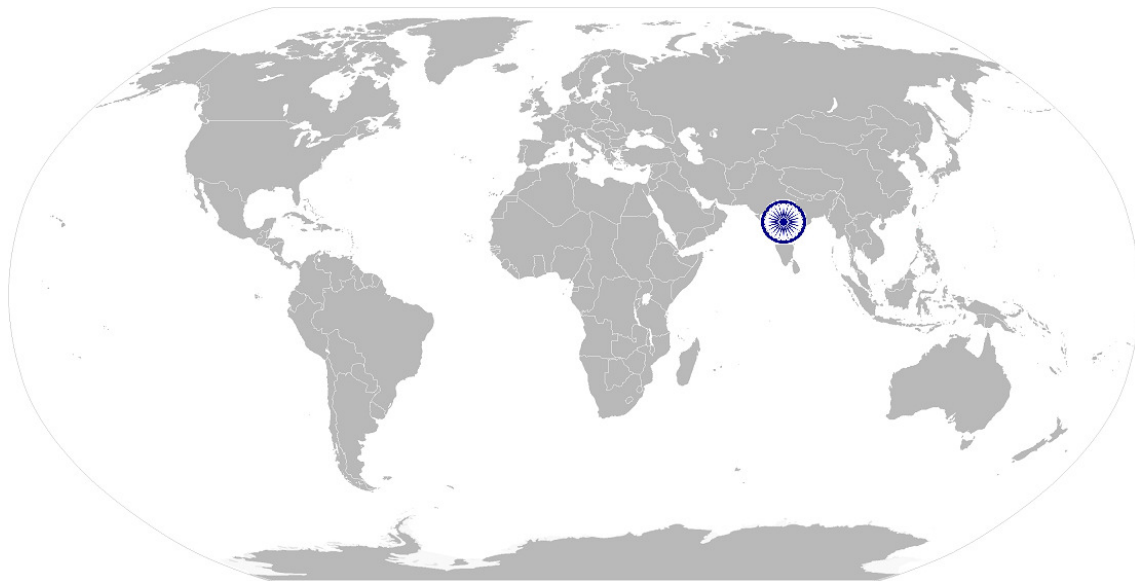
Identify and understand target audiences

NOS Version Control

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Occupation	Marketing/Branding and Communications	Next review date	dd/mm/yy



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	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Ad-inventory planning • Ad-inventory purchase from media agencies • Ad-inventory purchase directly from companies operating as: <ul style="list-style-type: none"> ○ Television channels ○ Radio stations ○ Print publications ○ Out-of-Home media ○ Online/digital setups
	Performance Criteria (PC) with respect to the scope	
	Element	Performance Criteria
		<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Interpret overall marketing strategy and objectives and plan inventory purchase accordingly</p> <p>PC2. Assess the target audience and determine the platform, frequency and timing of advertisements that will fulfill marketing objectives</p> <p>PC3. Understand the benefits of each advertising channel or platform for own content and the associated costs</p> <p>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</p> <p>PC5. Measure the impact of buying activity against agreed parameters</p>
	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> <p>KA1. The overall marketing strategy laid out by senior management</p> <p>KA2. The portfolio of products/services that need to be marketed</p> <p>KA3. The marketing budget (specifically, the funds allocated to ad-inventory purchasing)</p>

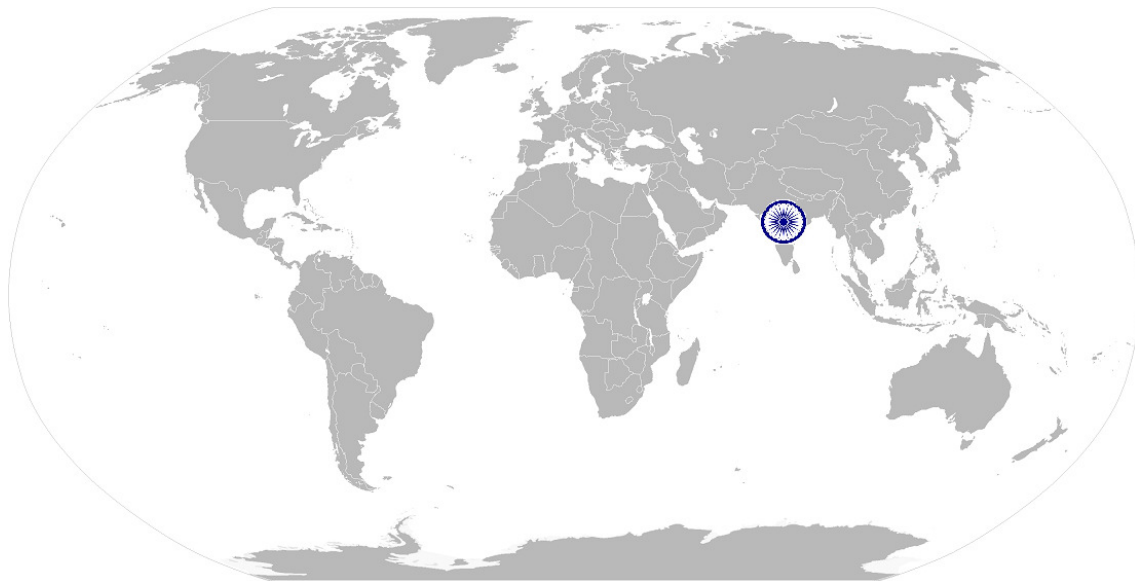
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> KB1. Audience measurement tools (e.g. TAM, etc.) KB2. Advertising inventory utilization tools (e.g. ADex, etc.) KB3. Cost of advertising in different forms of media (e.g. cost-per-thousand for print, and cost-per-point for television) KB4. The various advertising channels and platforms and how they relate to the target audience KB5. 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 KB6. The parameters that could be used to measure success including response, conversion, sales and income generated directly by the channel and platform activity KB7. The types of vendors and differences between them (i.e. differences in purchasing directly from a media organization and from a media agency) KB8. Cross platform advertising packages offered by media agencies and the individual media outlets (television networks, print publications, etc.) KB9. How to carry out regular cost benefit analysis of different types of channel and platform KB10. Regulatory, ethical and code of practice requirements impacting upon advertising practice in the organization's sector KB11. Theory behind ad variations (e.g. double-truck and "above the fold" ads) 												
Skills (S) (Optional)													
A. Core Skills/ Generic Skills	<table border="1"> <tr> <td colspan="2" data-bbox="509 1157 1494 1205"> Writing Skills </td></tr> <tr> <td colspan="2" data-bbox="509 1205 1494 1478"> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA1. Report media buying needs to senior management, based on analysis done on advertising utilization tools and primary findings SA2. Brief media buyers/organizations on the organization's media purchase needs SA3. Draft/Review legal documents and contracts to be entered into with selected vendors </td></tr> <tr> <td colspan="2" data-bbox="509 1478 1494 1526"> Reading Skills </td></tr> <tr> <td colspan="2" data-bbox="509 1526 1494 1736"> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA4. Analyze platform reach and consumption research to assess the connection between certain demographics and different media platforms/channels SA5. Conduct consumer/audience research to judge which marketing mediums will be most effective for each target segment </td></tr> <tr> <td colspan="2" data-bbox="509 1736 1494 1785"> Oral Communication (Listening and Speaking skills) </td></tr> <tr> <td colspan="2" data-bbox="509 1785 1494 1894"> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA6. Discuss with senior management the various aspects of media buying like </td></tr> </table>	Writing Skills		<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA1. Report media buying needs to senior management, based on analysis done on advertising utilization tools and primary findings SA2. Brief media buyers/organizations on the organization's media purchase needs SA3. Draft/Review legal documents and contracts to be entered into with selected vendors 		Reading Skills		<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA4. Analyze platform reach and consumption research to assess the connection between certain demographics and different media platforms/channels SA5. Conduct consumer/audience research to judge which marketing mediums will be most effective for each target segment 		Oral Communication (Listening and Speaking skills)		<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA6. Discuss with senior management the various aspects of media buying like 	
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	<p>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
	<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>
	Analytical Thinking
	<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>
	Critical Thinking
	<p>The user/individual on the job needs to know and understand how to:</p>

MES/ N 2106

Media planning and buying

	SB12. Ascertain the benefits of media buying for the overall viewership numbers SB13. How to deliver creative assets for chosen channels and platforms
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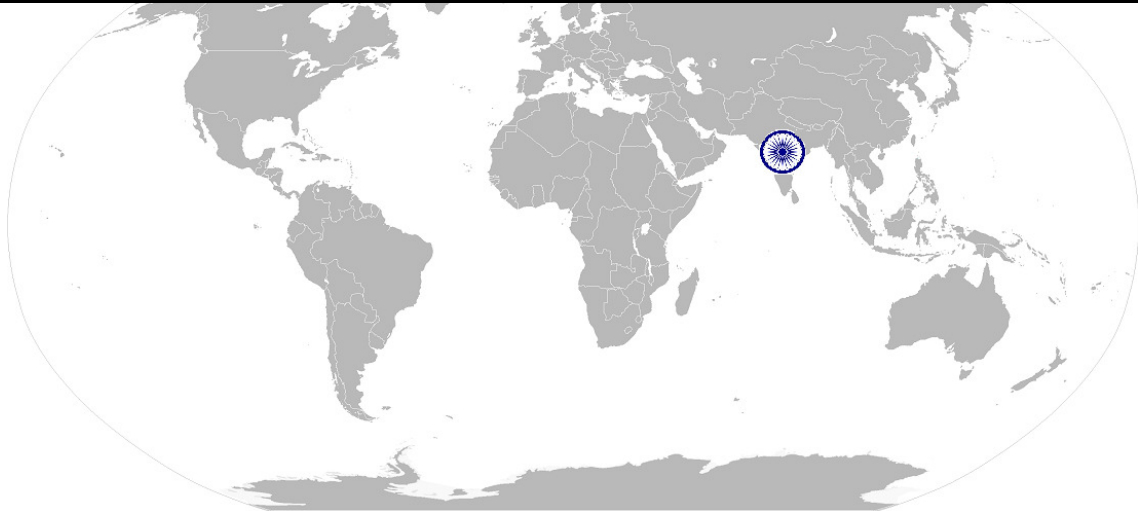


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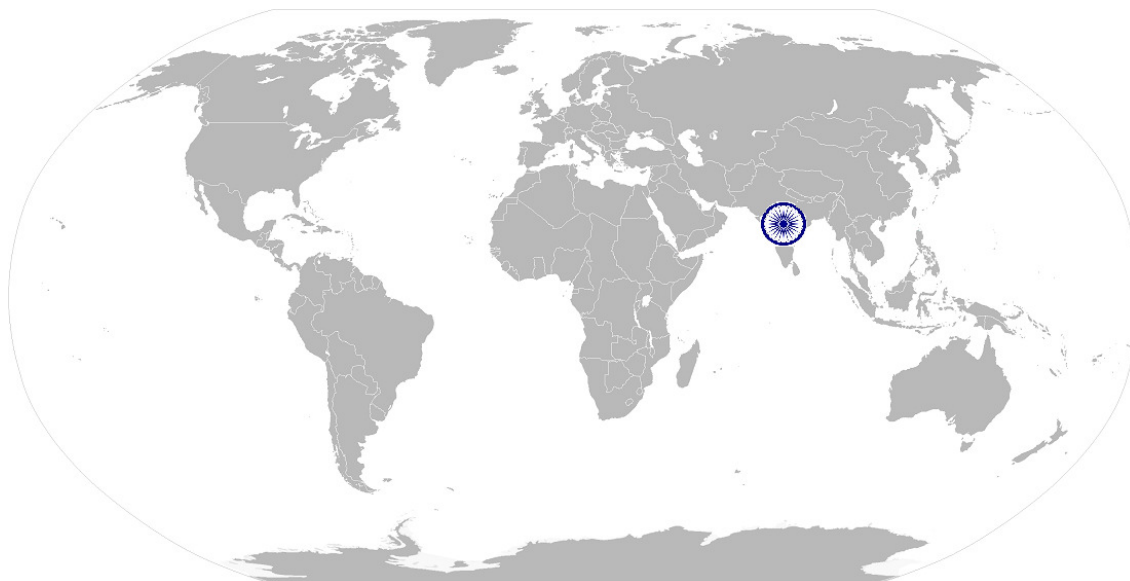
Media planning and buying

NOS Version Control

NOS Code	MES / N 2106		
Credits(NVEQF/NVQF/NSQF) [OPTIONAL]		Version number	01
Industry	Media and Entertainment	Drafted on	10/09/13
Sub-sector	Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising	Last reviewed on	dd/mm/yy
Occupation	Marketing/Branding and Communications	Next review date	dd/mm/yy



National Occupational Standard



Overview

This unit is about developing creative marketing communications concepts and solutions

MES/ N 2107

Develop creative marketing communications concepts and solutions

National Occupational Standard	Unit Code	MES/ N 2107
	Unit Title (Task)	Develop creative marketing communications concepts and solutions
	Description	This OS unit is about developing creative marketing communications concepts and solutions
	Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> Understanding the core values of the brand/product/services, in order to align marketing communications with those core values Developing and finalizing 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 Developing creative for all formats of communication; i.e. digital, print, TV, radio, outdoor, etc. Individuals working: <ul style="list-style-type: none"> Alone In an advertising agency In a marketing team In any other organization in the media and entertainment industry that might require development of creative marketing communications
	Performance Criteria (PC) with respect to the scope	
	Element	Performance Criteria
		<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Understand the core values of the brand/product/service, in order to align marketing communications with those core values</p> <p>PC2. Understand the timescale and budget under which the creative marketing communication needs to be executed</p> <p>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</p> <p>PC4. Agree how success of the creative marketing communication will be judged</p>
Knowledge and Understanding (K)		
A. Organizational Context		The user/individual on the job needs to know and understand:

MES/ N 2107

Develop creative marketing communications concepts and solutions

(Knowledge of the company / organization and its processes)	<p>KA1. The core values of the brand/product/service, in order to align marketing communications with those core values</p> <p>KA2. The overall marketing strategy developed by senior management, and associated budget allocations for the strategy</p> <p>KA3. Organization's association with external agencies, like media buyers, advertising agencies, public relations firms, etc.</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. The types of marketing channels and platforms and situations in which each is effective</p> <p>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 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	<p>Writing Skills</p> <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> <ul style="list-style-type: none"> SA3. Undertake research on target audience, consumer behavior and preferences and the latest social and digital trends in the industry SA4. Undertake research about advertising and media agencies and identify their relative specializations and niches SA5. Interpret contracts and other documents needed to finalize an agreement with the media or advertising agency
	Oral Communication (Listening and Speaking skills)
	<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
B. Professional Skills	Decision Making
	<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
	Plan and Organize
	<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
	Customer Centricity

	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB9. Base all major creative marketing communication decisions on consumer research and insights</p> <p>SB10. Emphasize to all internal and external stakeholders the importance of consumer centrality in developing creative marketing communication concepts and solutions</p>
	<p>Problem Solving</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB11. Ensure timely and satisfactory delivery of creative marketing communication concepts and solutions in accordance to the initial timescale and budget</p> <p>SB12. Identify and utilize links and commonalities between different products and organizations in order to overcome obstacles</p>
	<p>Analytical Thinking</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB13. Provide focused and insightful research criteria to the consumer research team in order to make consumer research effective</p> <p>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</p>
	<p>Critical Thinking</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB15. Understand the core values of the brand/product/services, in order to align marketing communications with those core values</p> <p>SB16. Develop and finalize the creative aspects of marketing communications keeping in mind:</p> <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

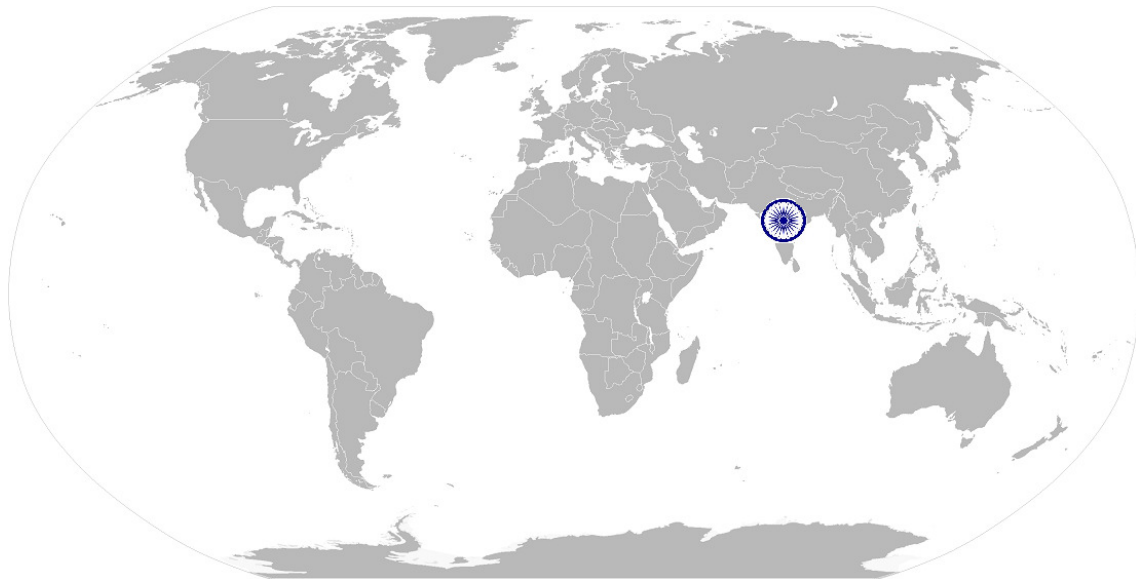
Develop creative marketing communications concepts and solutions

NOS Version Control

NOS Code	MES / N 2107		
Credits(NVEQF/NVQF/NSQF) [OPTIONAL]		Version number	01
Industry	Media and Entertainment	Drafted on	10/09/13
Sub-sector	Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising	Last reviewed on	dd/mm/yy
Occupation	Marketing/Branding and Communications	Next review date	dd/mm/yy



National Occupational Standard



Overview

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

MES/ N 2109

Develop Corporate communications

National Occupational Standard	Unit Code	MES/ N 2109
	Unit Title (Task)	Develop Corporate Communications
	Description	This OS unit is about developing a communications strategy to manage the organization's corporate reputation
	Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> Identifying the message/image to be delivered to external stakeholders, in line with the corporate vision and mission statements Setting the agenda for effective corporate communications Prioritizing the agenda for corporate communications Communicating required message based on corporate ethics and governance policies Corporate communications can be addressed by the following: <ul style="list-style-type: none"> Middle and Senior marketing/marketing communications managers Public relations agency/consultancy
	Performance Criteria (PC) with respect to the scope	
	Element	Performance Criteria
		<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Identify and prioritize strategic communications objectives which are consistent with the organization's corporate objectives, business strategy and requirements for corporate social responsibility</p> <p>PC2. Establish and agree with the organization's senior team a communications strategy and associated objectives for the organization</p> <p>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</p> <p>PC4. Identify and agree outcomes for communications projects which are measurable and in line with the agreed communications strategy</p>
	Knowledge and Understanding (K)	
	A. Organizational Context (Knowledge of the company / organization and	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. Organization's products or services, related key marketing activities and their relative performance in the industry/sector</p> <p>KA2. Key external and internal developments affecting the organization, the nature of their impact, and the implications for managing the organization's corporate reputation</p>

MES/ N 2109

Develop Corporate communications

its processes)	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	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. Principals of strategic management</p> <p>KB2. Topics to be addressed within a communications strategy</p> <p>KB3. The principles of business and administration management relevant to managing corporate reputation</p> <p>KB4. The multi-disciplinary nature of corporate communications practice, and how other business functions and social-scientific theories help to develop this practice</p> <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
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. Interpret situations/policies and release statements to address a particular situation</p> <p>SA2. Draft internal/external communication messages aligned to the corporate communication strategy</p>
	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Keep abreast of latest news/developments about the organization and the industry/sector it operates in</p> <p>SA4. Keep abreast of latest news/developments about the business, social and political environment in which the organization operates in</p> <p>SA5. Monitor the corporate communication of competitors</p> <p>SA6. Monitor latest trends in the world of corporate communications</p>
	Oral Communication (Listening and Speaking skills)
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA7. Brief the corporate communications team/public relations agency the corporate communication strategy</p> <p>SA8. Present corporate communications solutions to senior management</p>

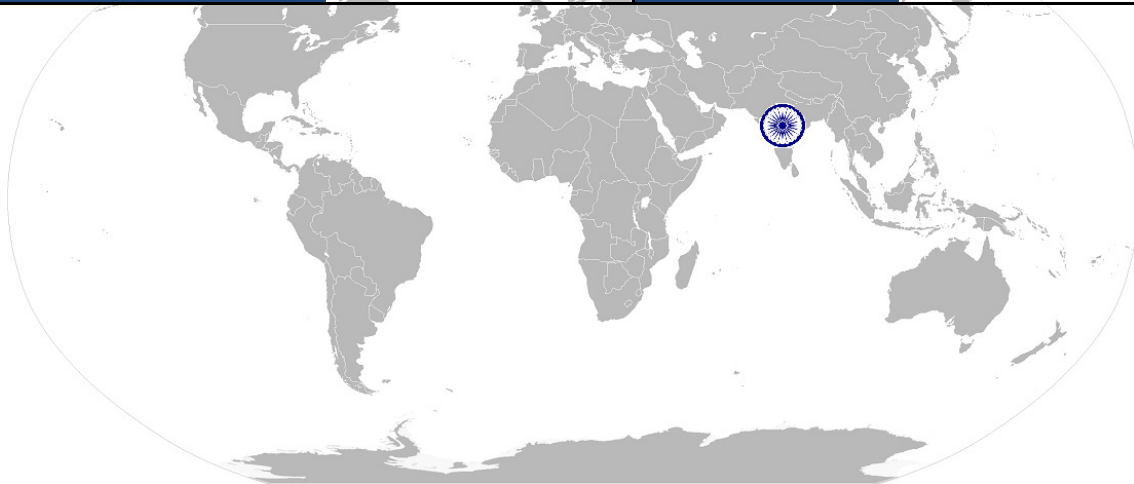
B. Professional Skills	Decision Making
	The user/individual on the job needs to know and understand how to:
	SB1. Decide upon corporate communications strategy in alignment to overall corporate strategy
	SB2. Avenues to be used for communication to target audience
	Plan and Organize
	The user/individual on the job needs to know and understand how to:
	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:
	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:
	SB6. Deliver solutions to public relations issues regarding the reputation of the 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 2109

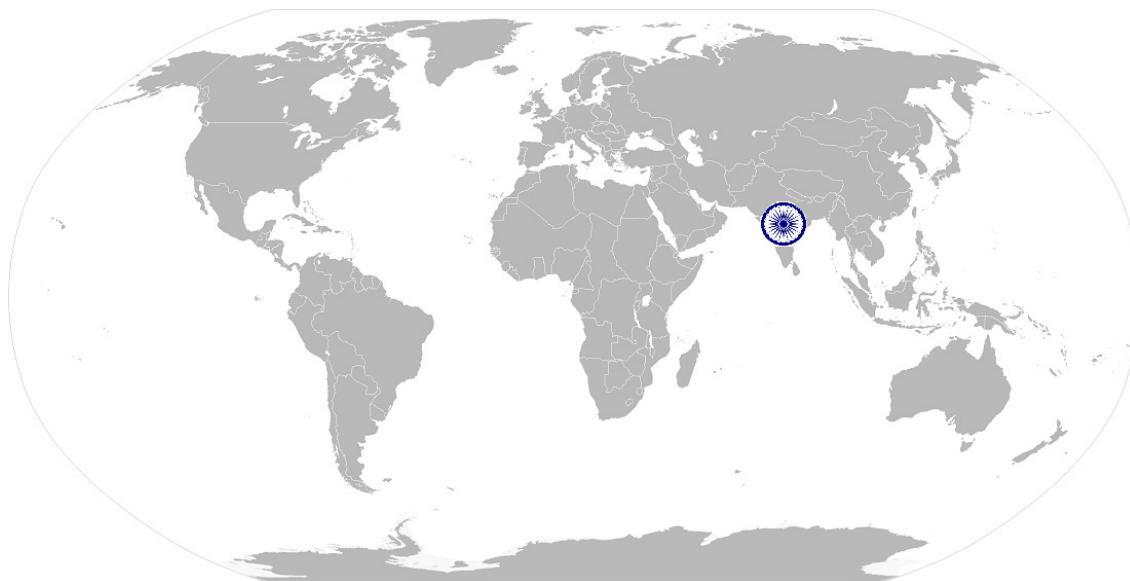
Develop Corporate communications

NOS Version Control

NOS Code	MES / N 2109		
Credits(NVEQF/NVQF/NSQF) [OPTIONAL]		Version number	01
Industry	Media and Entertainment	Drafted on	11/09/13
Sub-sector	Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising	Last reviewed on	dd/mm/yy
Occupation	Marketing/Branding and Communications	Next review date	dd/mm/yy



National Occupational Standard



Overview

This unit is about developing strategies for marketing communication

National Occupational Standard	Unit Code	MES/ N 2101
	Unit Title (Task)	Develop the marketing and advertising strategy
	Description	This OS unit is about developing strategies for marketing and advertising and communication
	Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> Understanding business needs to be met through marketing/advertising, which could arise from factors including the following: <ul style="list-style-type: none"> Business objectives (e.g. to achieve a certain market share) Business initiatives (e.g. re-branding, show launches etc.) Competitor initiatives Industry and market conditions Studying consumption habits of the target audience and determining the most effective marketing mix to reach audiences Developing a marketing communications strategy, including the advertising strategy, channel or platform strategy based on industry research and consumer insights Defining metrics for monitoring performance of marketing initiatives Improving performance by adjusting several parameters
	Performance Criteria (PC) with respect to the scope	
	Element	Performance Criteria
		<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Understand the business and industry completely, using research and experience to know target consumers, their needs and aspirations</p> <p>PC2. Select the most effective channels or platforms to reach target audiences and the allocate budgets to each channel or platform in an appropriate manner</p> <p>PC3. Set performance targets to measure progress of marketing activities</p>
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> <p>KA1. The portfolio of products/services, including any brands, and the relationship between such brands and the umbrella/corporate brand</p> <p>KA2. Key internal and external stakeholders and their needs and requirements</p> <p>KA3. Persons within the organization responsible for budget management and ad-inventory planning and buying</p>	

MES/ N 2101

Develop marketing strategy

B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none">KB1. The types of marketing channels and platforms and situations in which each is effectiveKB2. Frameworks to set and monitor performance targets that will track marketing effortsKB3. Actual and potential customer base, those customer groups to be targeted and their needs and expectations with reference to the market, the products/services in the market, and the products/services to be promotedKB4. How to use audience research and measurement data to study consumption habits and identify patterns that could be used in decision makingKB5. Methods to develop measures and frameworks for monitoring, forecasting and evaluating performance against strategiesKB6. The importance of involving colleagues and other stakeholders during strategy development and how to do this effectivelyKB7. Legal, regulatory and ethical requirements in the industry/sector
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> <ul style="list-style-type: none">SA1. Draft marketing briefs that specify future marketing efforts, aligned to the overall vision/objectives of the companySA2. Document developed strategies, in order to communicate reasoning/benefits of the strategies to stakeholders
	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none">SA3. Collect, collate and collaborate on the latest strategy best practices pertaining to the industry/sectorSA4. Keep abreast of competitions marketing efforts, as well as the trends going forward in the industry/sectorSA5. Be aware of all the aspects of the consumer consumption cycleSA6. Be aware of market opportunities and the potential customer base
	Oral Communication (Listening and Speaking skills)
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none">SA7. Engage key stakeholders to ensure their involvement/agreement of proposed strategic initiativesSA8. If applicable, work with external agencies (advertising agency, public relations firms, digital media agencies, etc.) to determine appropriate marketing communicationSA9. Collaborate and communicate effectively with the entire marketing team, propose strategic alternatives, and involve them in the decision making

	process
B. Professional Skills	Decision Making
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Understanding business needs to be met through marketing/advertising, which could arise from factors including the following:</p> <ul style="list-style-type: none"> • Business objectives (e.g. to achieve a certain market share) • Business initiatives (e.g. re-branding, show launches etc.) • Competitor initiatives • Industry and market conditions
	Plan and Organize
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. Collaborate and communicate effectively with the entire marketing team, propose strategic alternatives, and involve them in the decision making process</p> <p>SB3. Engage key stakeholders to ensure their involvement/agreement of proposed strategic initiatives</p> <p>SB4. Keep track of all marketing initiatives in order to track performance of underlying strategies</p>
	Customer Centricity
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. Select the most effective channels or platforms to reach target audiences and the role each will play</p> <p>SB6. Agree target frequency, including the average number of times audiences are to be exposed to marketing communications messages</p> <p>SB7. Map the market and market developments in which the client works and consumers are situated</p> <p>SB8. Identify actual and potential customer base, those customer groups to be targeted and their needs and expectations with reference to the market, the products/services in the market, and the products/services to be promoted</p>
	Problem Solving
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB9. Mitigate any risks/problems that might arise in the implementation of marketing strategies through coordination with colleagues and stakeholders</p> <p>SB10. Identify potential risks in relation to the conceptualization/implementation of marketing strategies</p> <p>SB11. Involve colleagues and other stakeholders during strategy development and</p>

	how to do this effectively
	Analytical Thinking
	The user/individual on the job needs to know and understand how to:
	<p>SB12. Develop measures and methods for monitoring and evaluating performance against strategies</p> <p>SB13. Carry out a cost/benefit analysis to assess each alternative and decide upon the marketing channel or platform that will best deliver the desired message</p> <p>SB14. Analyze each strategic alternative to determine if they are in line with strategic objectives</p> <p>SB15. Analyze the likelihood of developed strategies meeting identified client needs and requirements</p>
	Critical Thinking
	The user/individual on the job needs to know and understand how to:
	<p>SB16. Identify potential risks in relation to the conceptualization/implementation of marketing strategies</p> <p>SB17. Ascertain organization's capabilities, resources and capacity to support a marketing communications plan and to respond to market opportunities</p>



MES/ N 2101

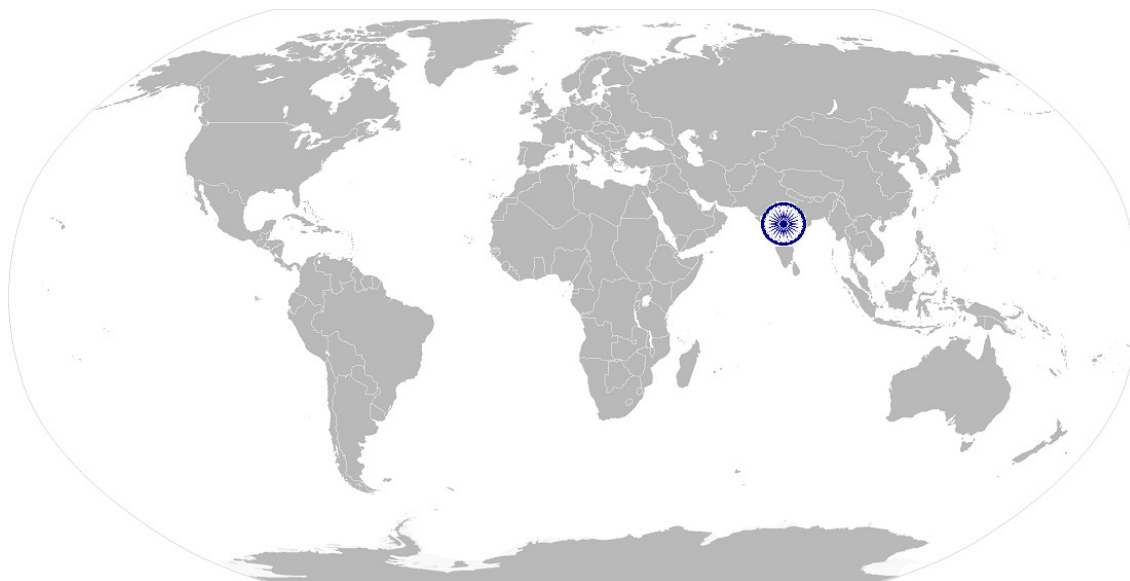
Develop marketing strategy

NOS Version Control

NOS Code	MES / N 2101		
Credits(NVEQF/NVQF/NSQF) [OPTIONAL]		Version number	01
Industry	Media and Entertainment	Drafted on	09/09/13
Sub-sector	Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising	Last reviewed on	dd/mm/yy
Occupation	Marketing/Branding and Communications	Next review date	dd/mm/yy



National Occupational Standard



Overview

This unit is about media ratings analysis and advertising research

MES/ N 2105

Analyze audience ratings and research

National Occupational Standard	Unit Code	MES/ N 2105
	Unit Title (Task)	Analyze audience ratings and research
	Description	This OS unit is about analyzing audience ratings and relating it with the advertising performance of your media organization
	Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> Carrying out research and analyzing audience ratings and advertising efforts at a media organization that may operate as: <ul style="list-style-type: none"> Television channels Radio stations Print publications Out-of-Home media Online/digital setups Using ratings measurement tools to conduct audience ratings and advertising performance analysis of competing media outlets
	Performance Criteria (PC) with respect to the scope	
	Element	Performance Criteria
		<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Conduct platform-wise, program/product wise, audience wise, and region wise analysis with respect to audience ratings and advertising sales figures</p> <p>PC2. Analyze audience trends via analysis of various audience measurement metrics</p> <p>PC3. Determine reach of existing marketing efforts contrasted against current advertising expenditure</p> <p>PC4. Identify improvements to future campaigns and activity and lessons that can be used in your work in the future</p>
	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> <p>KA1. Organization's products or services, related key marketing activities and programmes appropriate to monitoring and evaluating advertising performance</p> <p>KA2. Existing marketing efforts, including the reach of those efforts contrasted with the marketing expenditure</p>

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Analyze audience ratings and research

B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <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. Types of media products (e.g. types of magazine, television programs) consumed by audiences in different regions KB6. Measures of financial performance available to the marketing communications function KB7. What to take into account, including incremental sales and profitability, when calculating return on investment KB8. How advertising and marketing efforts may affect audience ratings on different platforms KB9. Industry standards and regulations with respect to audience data gathering, and legislation concerning consumer privacy
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> <ul style="list-style-type: none"> 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.)
	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA2. Conduct research regarding advertising efforts to gauge the performance of inventory sales SA3. Conduct research regarding audience ratings to gauge performance of programs/services SA4. Monitor advertising efforts of competitors via advertising expenditure databases (e.g. AdEx)
	Oral Communication (Listening and Speaking skills)
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA5. Present findings of viewership measurement and advertising revenue analysis to senior management
B. Professional Skills	<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. Compare figures from increased or predicted future sales or engagement with

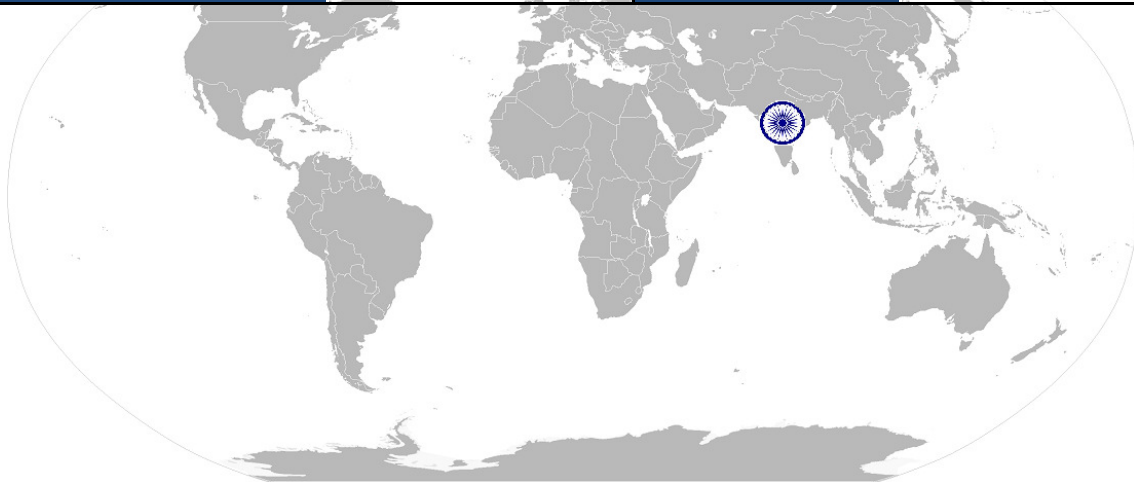
	<p>the cost of developing and running campaigns</p> <p>SB2. Determine future viewership and advertising revenue strategies based on current analysis and findings</p>
	<p>Plan and Organize</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. Collate findings and data about viewership and advertising revenues for future reference</p>
	<p>Customer Centricity</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. Assess the impact of marketing communications upon target audiences' attitudes and behavior towards the product or service, and determine the factors responsible</p> <p>SB5. Impact of monitoring and evaluating viewership trends to customize future services for customers</p>
	<p>Problem Solving</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. Importance of consulting with colleagues and other stakeholders in developing indicators and measures</p>
	<p>Analytical Thinking</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB7. Study channel/platform wise audience ratings data to assess if the ad inventory sales performance is reflective of audience ratings in those areas</p> <p>SB8. Analyze program ratings of other media outlets to assess how to proceed with own advertising efforts</p> <p>SB9. Conduct consumer segment-wise analysis of audience ratings to assess whether the target population is being reached</p> <p>SB10. Study frequency of advertising and compare it with the present reach</p> <p>SB11. Conduct region-wise analysis of own audience ratings</p>
	<p>Critical Thinking</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB12. Factors, in addition to marketing communications, which can impact upon the sales of products or services during a campaign, including their features, price, availability and competitor activities</p> <p>SB13. Assess changes in marketing efforts based on audience ratings and ad sales analysis</p>

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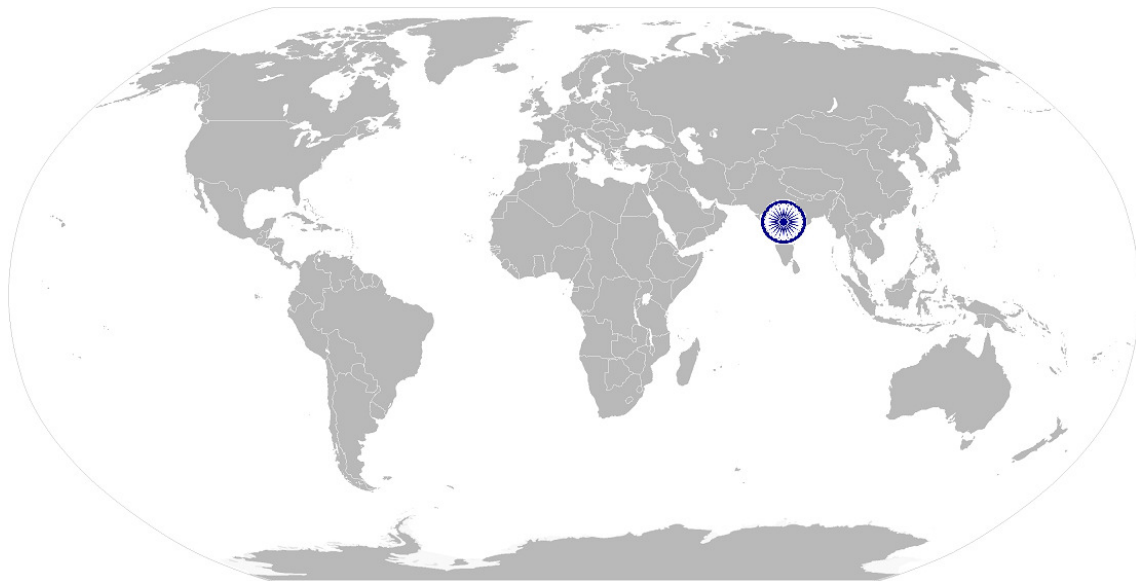
Analyze audience ratings and research

NOS Version Control

NOS Code	MES / N 2105		
Credits(NVEQF/NVQF/NSQF) [OPTIONAL]		Version number	01
Industry	Media and Entertainment	Drafted on	10/09/13
Sub-sector	Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising	Last reviewed on	dd/mm/yy
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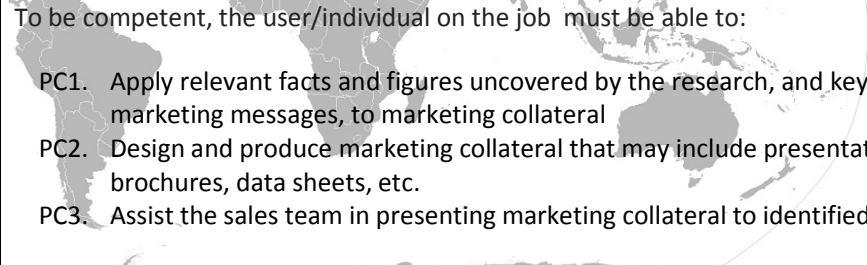


National Occupational Standard



Overview

This unit is about preparing marketing collateral to assist sales of ad inventory

National Occupational Standard	Unit Code	MES/ N 2108
	Unit Title (Task)	Preparing Marketing Collateral
	Description	This OS unit is about preparing marketing collateral to assist sales of ad inventory
	Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> Preparing marketing collateral, which may include: <ul style="list-style-type: none"> Sales brochures Presentations Data sheets White paper (articles) Working with ad sales personnel to pitch marketing collateral to identified parties 
	Performance Criteria (PC) with respect to the scope	
Element		Performance Criteria
		<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Apply relevant facts and figures uncovered by the research, and key marketing messages, to marketing collateral</p> <p>PC2. Design and produce marketing collateral that may include presentations, brochures, data sheets, etc.</p> <p>PC3. Assist the sales team in presenting marketing collateral to identified parties</p> 
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> <p>KA1. Strategic marketing objectives defined by senior management (key messages that need to be conveyed in marketing communication)</p> <p>KA2. The target audience for each type of collateral</p> <p>KA3. The persons within the organization responsible for audience ratings and ad sales research</p>
B. Technical Knowledge		<p>The user/individual on the job needs to know and understand:</p> <p>KB1. The types of marketing collateral and how each can be used to attract interested advertisers</p> <p>KB2. How to interpret audience ratings and ad sales research reports</p> <p>KB3. How to style, format, and portray tone of voice to engage and persuade audiences</p>

	<p>KB4. Advertising and marketing theory</p> <p>KB5. Types of media platforms at the organization</p> <p>KB6. Important statistics and data relating to the media platforms at the organization</p> <p>KB7. Organization specific design templates for each type of collateral</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. Vary tone of voice and sentence structure to cater to different audiences</p> <p>SA2. Adhere to applicable grammar, punctuation, and spelling guidelines</p> <p>SA3. Adhere to appropriate style conventions</p> <p>SA4. Make use of innovative designs and layouts to catch the reader's attention</p>
	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA5. Keep abreast of trends in the industry/sector in which the organization operates in</p> <p>SA6. Inspect whether the facts and figures used in the marketing materials are accurate and not misleading</p>
	Oral Communication (Listening and Speaking skills)
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA7. Effectively communicate collateral particulars to the sales team</p> <p>SA8. If required, adequately present materials to interested advertisers</p> <p>SA9. Work with the sales team to develop a sales pitch that accompanies the marketing collateral</p>
B. Professional Skills	Decision Making
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Select appropriate facts and figures to be presented as part of the collateral</p> <p>SB2. Decide upon style and tone of voice of the materials</p> <p>SB3. Agree upon the design and layout of the brochure/data sheet</p>
	Plan and Organize
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. Maintain a database of brochures and presentations prepared in the past</p>

	Customer Centricity
	The user/individual on the job needs to know and understand how to:
	SB5. Vary the style of marketing communications to cater to different audiences
	Problem Solving
	The user/individual on the job needs to know and understand how to:
	SB6. Provide data points to ad sales team in order to respond to advertiser queries
	Analytical Thinking
	The user/individual on the job needs to know and understand how to:
	SB7. Analyze latest trends in the industry/sector in order to customize marketing collateral to better suit the needs of the prospective advertiser
	Critical Thinking
	The user/individual on the job needs to know and understand how to:
	SB8. Research and analyze data in order to provide assistance to sales team to answer queries raised by prospective advertisers



MES/ N 2108

Prepare marketing collateral

NOS Version Control

NOS Code	MES / N 2108		
Credits(NVEQF/NVQF/NSQF) [OPTIONAL]		Version number	01
Industry	Media and Entertainment	Drafted on	11/09/13
Sub-sector	Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising	Last reviewed on	dd/mm/yy
Occupation	Marketing/Branding and Communications	Next review date	dd/mm/yy

