

## QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

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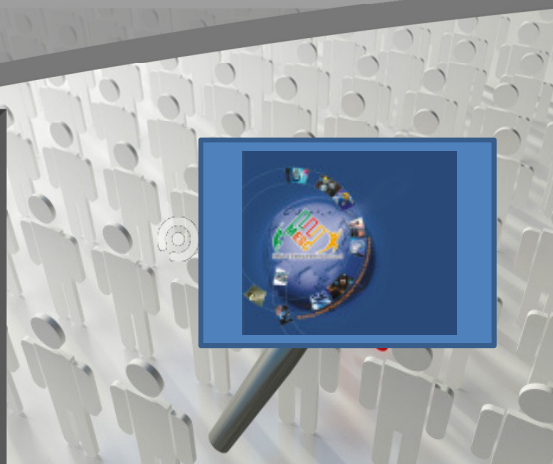
### What are Occupational Standards(OS)?

- 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 Executive

**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 2103

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

**Brief Job Description:** Individuals at this job are responsible for executing the daily operations of the marketing team. These individuals form the execution team for all the marketing initiatives in the organization and report to the marketing manager.

**Personal Attributes:** This job requires the individual to spend majority of their working time executing marketing strategies. The individual is required to learn and adapt to the changing marketing scenario in the industry and keep track of execution deadlines. The individual must interact with other executives in the organization in order to co-ordinate work and deal with external vendors to put together marketing deliverables.

Job Details	Qualifications Pack Code	MES/ Q 2103		
	Job Role	Marketing Executive 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	12/09/13
	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 Executive
Role Description	Execute 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	0-4 years
Applicable National Occupational Standards (NOS)	<b>Compulsory:</b> <ol style="list-style-type: none"> <li><a href="#">MES / N 2104 (Analyze audience rating and research)</a></li> <li><a href="#">MES / N 2106 (Develop creative marketing communications concepts and solutions)</a></li> <li><a href="#">MES / N 2107 (Prepare marketing collateral)</a></li> <li><a href="#">MES / N 2108 (Develop corporate communications)</a></li> <li><a href="#">MES / N 2109 (Assistance in content planning)</a></li> </ol> <b>Optional:</b> <ol style="list-style-type: none"> <li><a href="#">MES / N 2105 (Media planning and buying)</a></li> </ol>
Performance Criteria	As described in the relevant OS units

Definitions

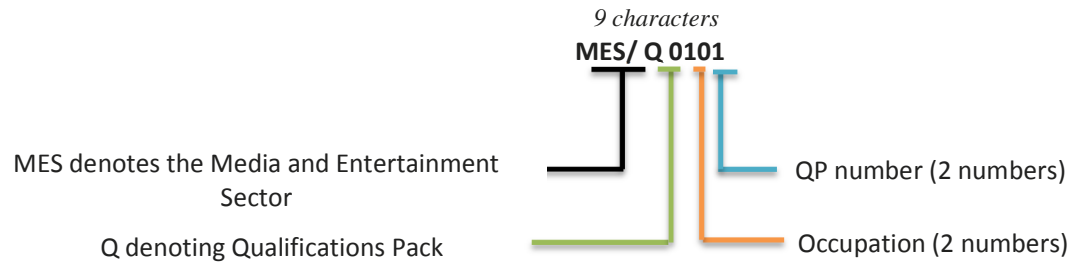
Keywords /Terms	Description
Ad views	Total number of times the advertisement has been seen by the audience
Billing	The total invoiced value payable by the client for the advertisement time/space purchased
Budget	Budget is an estimate of the total cost of production that may include a break-up of cost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

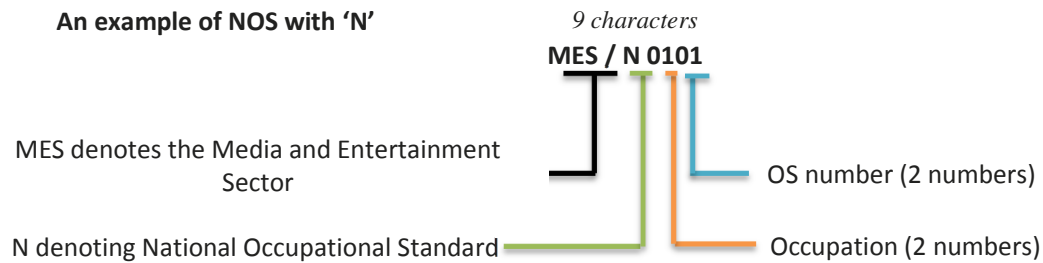
### Nomenclature for QP and NOS

#### Qualifications Pack



#### Occupational Standard

##### An example of NOS with 'N'



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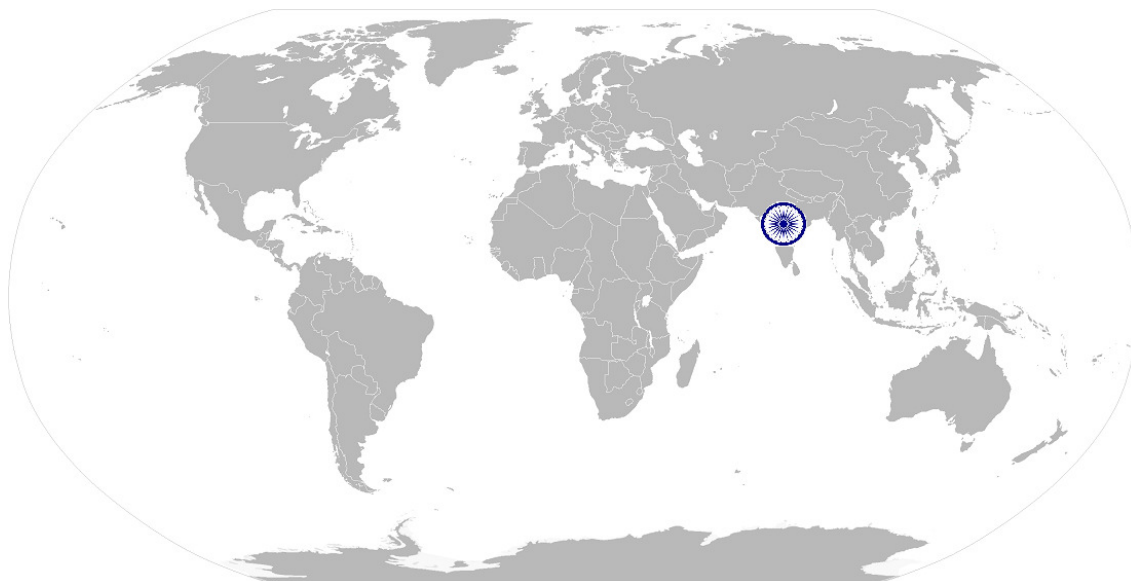
The following acronyms/codes have been used in the nomenclature above:

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 Executive	03

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# National Occupational Standard



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## Overview

**This unit is about media ratings analysis and advertising research**

MES/ N 2104

Analyze audience ratings and research

National Occupational Standard	<b>Unit Code</b>	MES/ N 2104
	<b>Unit Title (Task)</b>	Analyze audience ratings and research
	<b>Description</b>	This OS unit is about analyzing audience ratings and relating it with the advertising performance of your media organization
	<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>Carrying out research and analyzing audience ratings and advertising efforts at a media organization that may operate as: <ul style="list-style-type: none"> <li>Television channels</li> <li>Radio stations</li> <li>Print publications</li> <li>Out-of-Home media</li> <li>Online/digital setups</li> </ul> </li> <li>Using ratings measurement tools to conduct audience ratings and advertising performance analysis of competing media outlets</li> </ul>
	<b>Performance Criteria (PC) with respect to the scope</b>	
	<b>Element</b>	<b>Performance Criteria</b>
		<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>
	<b>Knowledge and Understanding (K)</b>	
	<b>A. Organizational Context</b> (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>



MES/ N 2104

Analyze audience ratings and research

<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> <li>KB1. How to operate and use audience measurement systems (e.g. TAM in India)</li> <li>KB2. How to operate and use advertising inventory monitors (e.g. AdEx in India)</li> <li>KB3. How to interpret and analyze audience ratings information (GRPs vs. TRPs)</li> <li>KB4. Program wise ratings data and how they compare with industry norms</li> <li>KB5. Types of media products (e.g. types of magazine, television programs) consumed by audiences in different regions</li> <li>KB6. Measures of financial performance available to the marketing communications function</li> <li>KB7. What to take into account, including incremental sales and profitability, when calculating return on investment</li> <li>KB8. How advertising and marketing efforts may affect audience ratings on different platforms</li> <li>KB9. Industry standards and regulations with respect to audience data gathering, and legislation concerning consumer privacy</li> </ul>
<b>Skills (S) (Optional)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>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.)</li> </ul>
	<b>Reading Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SA2. Conduct research regarding advertising efforts to gauge the performance of inventory sales</li> <li>SA3. Conduct research regarding audience ratings to gauge performance of programs/services</li> <li>SA4. Monitor advertising efforts of competitors via advertising expenditure databases (e.g. AdEx)</li> </ul>
	<b>Oral Communication (Listening and Speaking skills)</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SA5. Present findings of viewership measurement and advertising revenue analysis to senior management</li> </ul>
<b>B. Professional Skills</b>	<p><b>Decision Making</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SB1. Compare figures from increased or predicted future sales or engagement with</li> </ul>

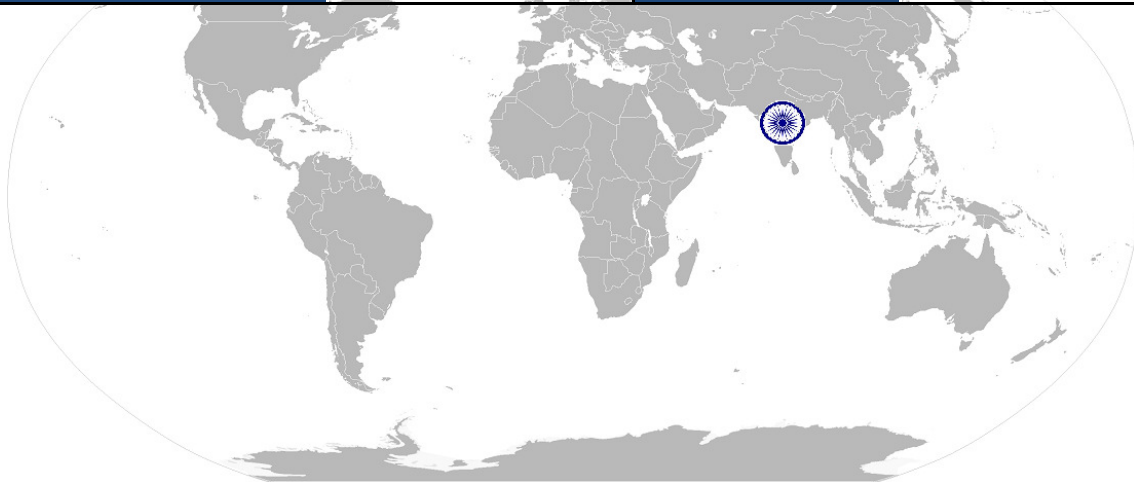
	the cost of developing and running campaigns SB2. Determine future viewership and advertising revenue strategies based on current analysis and findings
	<b>Plan and Organize</b>
	The user/individual on the job needs to know and understand how to:  SB3. Collate findings and data about viewership and advertising revenues for future reference
	<b>Customer Centricity</b>
	The user/individual on the job needs to know and understand how to:  SB4. Assess the impact of marketing communications upon target audiences' attitudes and behavior towards the product or service, and determine the factors responsible SB5. Impact of monitoring and evaluating viewership trends to customize future services for customers
	<b>Problem Solving</b>
	The user/individual on the job needs to know and understand how to:  SB6. Importance of consulting with colleagues and other stakeholders in developing indicators and measures
	<b>Analytical Thinking</b>
	The user/individual on the job needs to know and understand how to:  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 other media outlets to assess how to proceed with own advertising efforts SB9. Conduct consumer segment-wise analysis of audience ratings to assess whether the target population is being reached SB10. Study frequency of advertising and compare it with the present reach SB11. Conduct region-wise analysis of own audience ratings
	<b>Critical Thinking</b>
	The user/individual on the job needs to know and understand how to:  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 SB13. Assess changes in marketing efforts based on audience ratings and ad sales analysis

MES/ N 2104

Analyze audience ratings and research

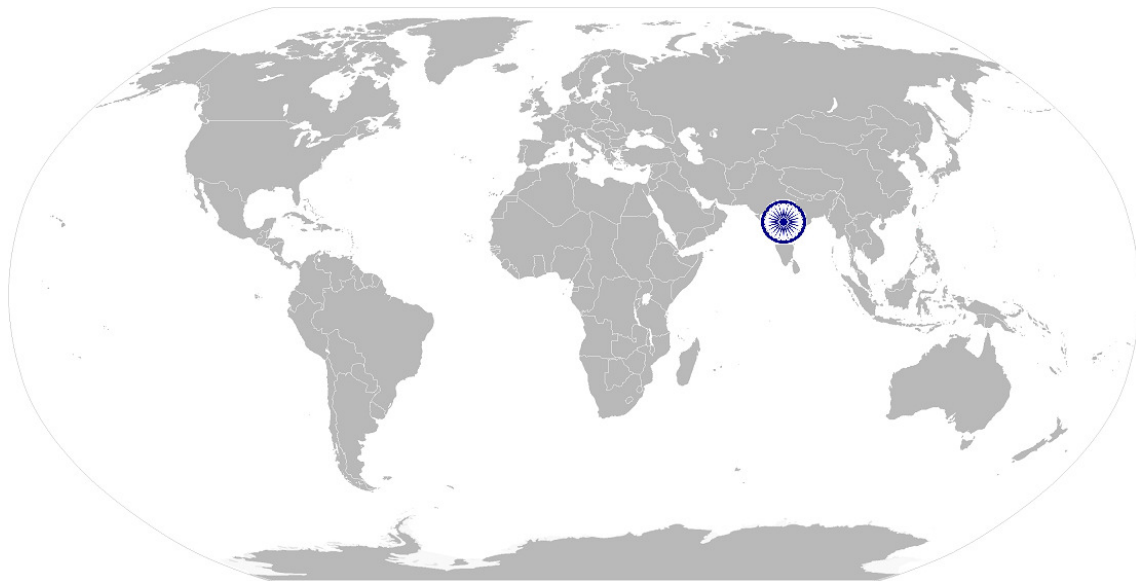
## NOS Version Control

<b>NOS Code</b>	<b>MES / N 2104</b>		
<b>Credits(NVEQF/NVQF/NSQF) [OPTIONAL]</b>		<b>Version number</b>	<b>01</b>
<b>Industry</b>	<b>Media and Entertainment</b>	<b>Drafted on</b>	<b>10/09/13</b>
<b>Sub-sector</b>	<b>Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising</b>	<b>Last reviewed on</b>	<b>dd/mm/yy</b>
<b>Occupation</b>	<b>Marketing/Branding and Communications</b>	<b>Next review date</b>	<b>dd/mm/yy</b>



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# National Occupational Standard



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## Overview

**This unit is about developing creative marketing communications concepts and solutions**

MES/ N 2106

Develop creative marketing communications concepts and solutions

National Occupational Standard	<b>Unit Code</b>	MES/ N 2106
	<b>Unit Title (Task)</b>	Develop creative marketing communications concepts and solutions
	<b>Description</b>	This OS unit is about developing creative marketing communication concepts and solutions
	<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>Understanding the core values of the brand/product/services, in order to align marketing communications with those core values</li> <li>Developing and finalizing the creative aspects of marketing communications keeping in mind: <ul style="list-style-type: none"> <li>Effectiveness in inspiring and engaging target consumers</li> <li>Ethics and regulations, imposed by government, judiciary, clients, and the individuals/organizations themselves</li> </ul> </li> <li>Developing creative for all formats of communication; i.e. digital, print, TV, radio, outdoor, etc.</li> <li>Individuals working: <ul style="list-style-type: none"> <li>In an advertising agency</li> <li>In a marketing team</li> <li>In any other organization in the media and entertainment industry that might require development of creative marketing communications</li> </ul> </li> </ul>
	<b>Performance Criteria (PC) with respect to the scope</b>	
<b>Element</b>		<b>Performance Criteria</b>
		<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 timeline 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>
<b>Knowledge and Understanding (K)</b>		
<b>A. Organizational Context</b> (Knowledge of the company /		<p>The user/individual on the job needs to know and understand:</p> <p>KA1. The core values of the brand/product/service, in order to align marketing communications with those core values</p>

organization and its processes)	<p>KA2. The overall marketing strategy developed by the marketing head, 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>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. Different types of media 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 innovative ideas which are distinctive and memorable, clearly differentiate client products and services from those of their competitors and get the desired 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, tone and format that can be used, and their relative strengths and limitations according to different types of channels and platforms</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>
<b>Skills (S) (Optional)</b>	
<b>A. Core Skills/ Generic Skills</b>	<p><b>Writing Skills</b></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</p>

	<b>Reading Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SA3. Undertake research on target audience, consumer behavior and preferences and the latest social and digital trends in the industry</li> <li>SA4. Undertake research about advertising and media agencies and identify their relative specializations and niches</li> <li>SA5. Interpret contracts and other documents needed to finalize an agreement with the media or advertising agency</li> </ul>
	<b>Oral Communication (Listening and Speaking skills)</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>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</li> <li>SA7. Convey the research parameters and consumer insights to advertising agencies upon which brief has been developed</li> <li>SA8. Correspond and co-ordinate with the advertising agencies to determine an appropriate creative response</li> </ul>
<b>B. Professional Skills</b>	<b>Decision Making</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SB1. Choose the best creative course of action for the brand/product/service, based upon market research and consumer insights</li> <li>SB2. Choose the best team (both internally and externally) to execute the creative process</li> <li>SB3. Approve/change the final creative concept/solution developed</li> <li>SB4. Discuss and agree upon the performance tracking measures that will be used to measure performance of the creative concepts and solutions</li> </ul>
	<b>Plan and Organize</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SB5. Work effectively with other team members in the conception and articulation of creative concepts and solutions</li> <li>SB6. Research and plan for the creative marketing communication of the brand</li> <li>SB7. Control and monitor the creative marketing communication concepts and solutions</li> <li>SB8. Take account of competitors' activity without letting it drive creative solutions</li> </ul>
	<b>Customer Centricity</b>
	<p>The user/individual on the job needs to know and understand how to:</p>



	<p>SB9. Base creative marketing communication decisions on consumer research and insights</p> <p>SB10. Emphasize the importance of consumer centricity in developing creative marketing communication concepts and solutions to all internal and external stakeholders</p>
	<b>Problem Solving</b>
	<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 timelines and budget</p> <p>SB12. Identify and utilize links and commonalities between different products and organizations in order to overcome obstacles</p>
	<b>Analytical Thinking</b>
	<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 advertising agencies and decide on the concept/solution which is most suitable</p>
	<b>Critical Thinking</b>
	<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"> <li>○ Effectiveness in inspiring and engaging target consumers</li> <li>○ Ethics and regulations, imposed by government, judiciary, clients, and the individuals/organizations themselves</li> </ul>

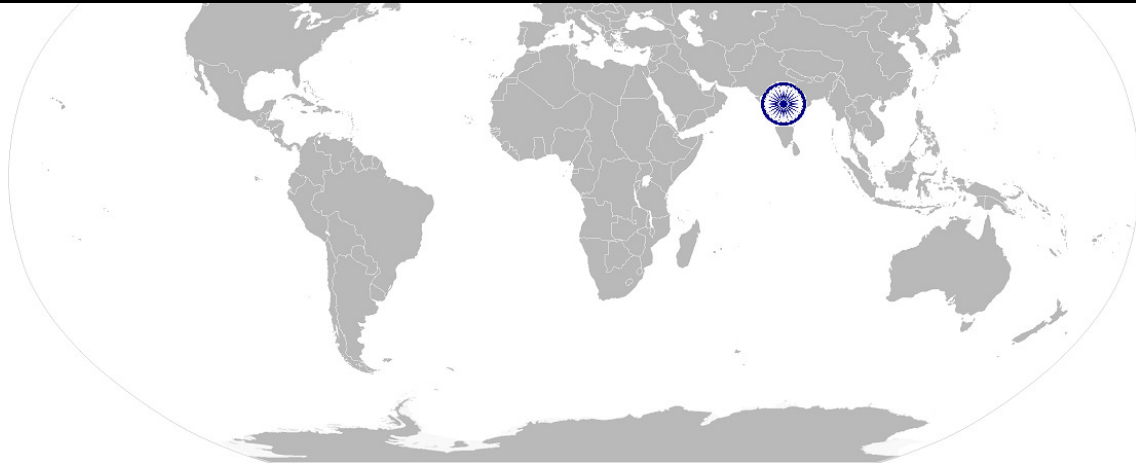


MES/ N 2106

Develop creative marketing communications concepts and solutions

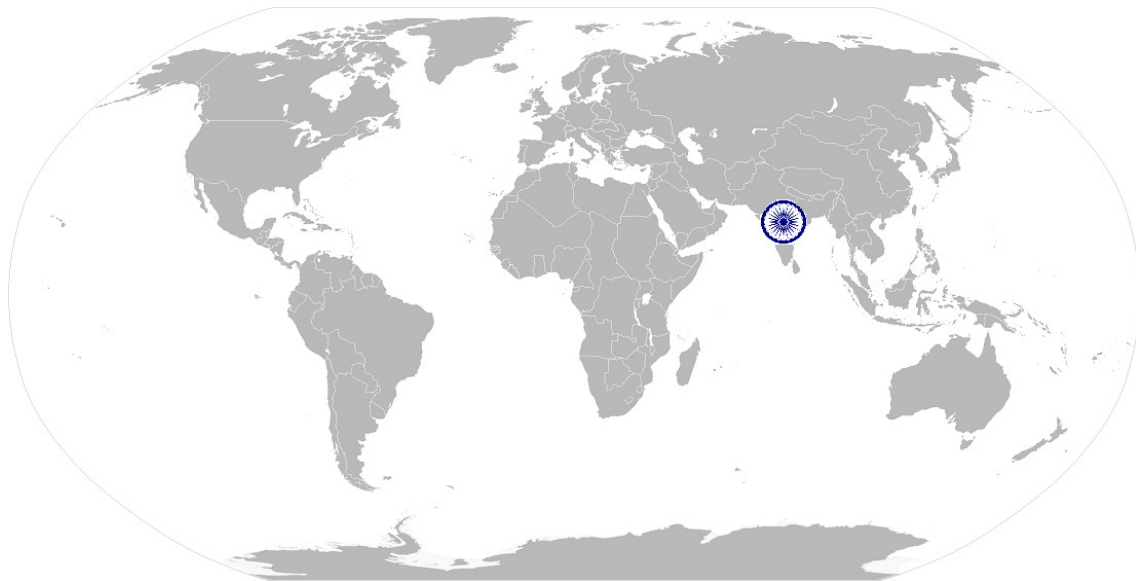
## **NOS Version Control**

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



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# National Occupational Standard




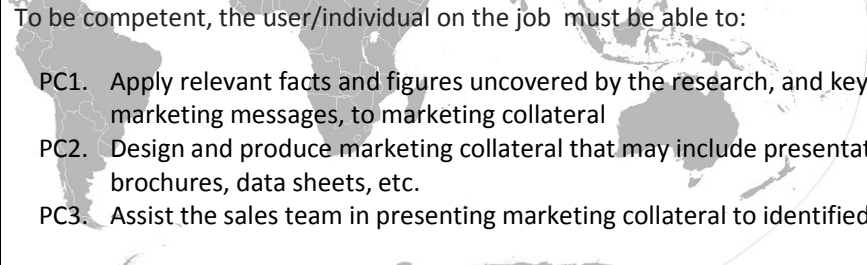
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## Overview

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

MES/ N 2107

Prepare marketing collateral

National Occupational Standard	<b>Unit Code</b>	MES/ N 2107
	<b>Unit Title (Task)</b>	Prepare marketing collateral
	<b>Description</b>	This OS unit is about preparing marketing collateral to assist sales of ad inventory
	<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>Preparing marketing collateral, which may include: <ul style="list-style-type: none"> <li>Sales brochures</li> <li>Presentations</li> <li>Data sheets</li> <li>White paper (articles)</li> </ul> </li> <li>Working with ad sales personnel to pitch marketing collateral to identified parties</li> </ul> 
	<b>Performance Criteria (PC) with respect to the scope</b>	
<b>Element</b>		<b>Performance Criteria</b>
		<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> 
<b>Knowledge and Understanding (K)</b>		
<b>A. Organizational Context</b> (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>B. Technical Knowledge</b>		<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>
<b>Skills (S) (Optional)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	<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. Make use of innovative designs and layouts to catch the reader's attention</p>
	<b>Reading Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. Keep abreast of trends in the industry/sector in which the organization operates in</p> <p>SA5. Inspect whether the facts and figures used in the marketing materials are accurate and not misleading</p>
	<b>Oral Communication (Listening and Speaking skills)</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA6. Effectively communicate collateral particulars to the sales team</p> <p>SA7. If required, adequately present materials to interested advertisers</p> <p>SA8. Work with the sales team to develop a sales pitch that accompanies the marketing collateral</p>
<b>B. Professional Skills</b>	<b>Decision Making</b>
	<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>
	<b>Plan and Organize</b>
	<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>

MES/ N 2107

Prepare marketing collateral

	<b>Customer Centricity</b>
	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
	<b>Problem Solving</b>
	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
	<b>Analytical Thinking</b>
	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
	<b>Critical Thinking</b>
	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 2107

Prepare marketing collateral

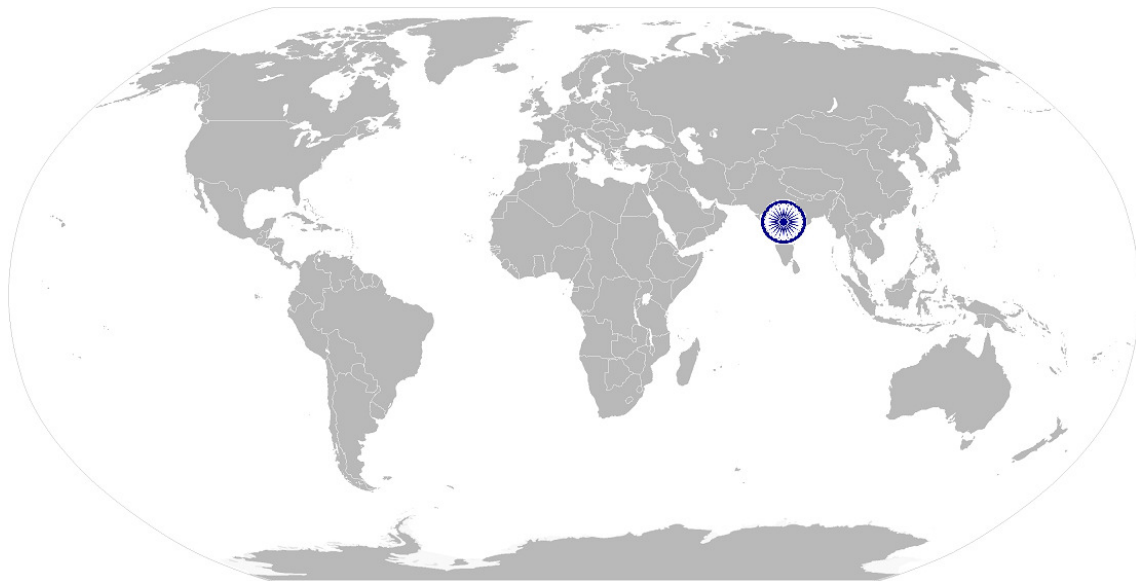
## NOS Version Control

NOS Code	MES / N 2107		
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



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# National Occupational Standard



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## Overview

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

National Occupational Standard	<b>Unit Code</b>	MES/ N 2108
	<b>Unit Title (Task)</b>	Develop corporate communications
	<b>Description</b>	This OS unit is about developing a communications strategy to manage the organization's corporate reputation
	<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>Identifying the message/image to be delivered to external stakeholders, in line with the corporate vision and mission statements</li> <li>Setting the agenda for effective corporate communications</li> <li>Prioritizing the agenda for corporate communications</li> <li>Communicating required message based on corporate ethics and governance policies</li> <li>Corporate communications can be addressed by the following: <ul style="list-style-type: none"> <li>Middle and Senior marketing/marketing communications managers</li> <li>Public relations agency/consultancy</li> </ul> </li> </ul>
	<b>Performance Criteria (PC) with respect to the scope</b>	
	<b>Element</b>	<b>Performance Criteria</b>
		<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 improvements to future campaigns and activity</p>
	<b>Knowledge and Understanding (K)</b>	
	<b>A. Organizational Context</b> (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 internal culture and policies</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> <p>KA3. Legal, regulatory and ethical requirements affecting corporate communications within the organization's sector, including how these affect</p>



MES/ N 2108

Develop corporate communications

	the choice and implementation of such communication
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> <li>KB1. Principles of strategic management</li> <li>KB2. Topics to be addressed within a communications strategy</li> <li>KB3. The principles of business and administration management relevant to managing corporate reputation</li> <li>KB4. The multi-disciplinary nature of corporate communications practice, and how other business functions and social-scientific theories help to develop this practice</li> <li>KB5. The importance of corporate/brand image and identity, the factors contributing to these, and how these might be influenced</li> <li>KB6. The importance of planning, research and evaluation in the design of corporate communication programmes</li> <li>KB7. Industry standards and regulations with respect to audience data gathering, and legislation concerning consumer privacy</li> </ul>
<b>Skills (S) (Optional)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SA1. Interpret situations/policies and release statements to address a particular situation</li> <li>SA2. Draft internal/external communication messages aligned to the corporate communication strategy</li> </ul>
	<b>Reading Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SA3. Keep abreast of latest news/developments about the organization and the industry/sector it operates in</li> <li>SA4. Keep abreast of latest news/developments about the business, social and political environment in which the organization operates in</li> <li>SA5. Monitor the corporate communication of competitors</li> <li>SA6. Monitor latest trends in the world of corporate communications</li> </ul>
	<b>Oral Communication (Listening and Speaking skills)</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SA7. Brief the corporate communications team/public relations agency the corporate communication strategy</li> <li>SA8. Present corporate communications solutions to senior management</li> </ul>

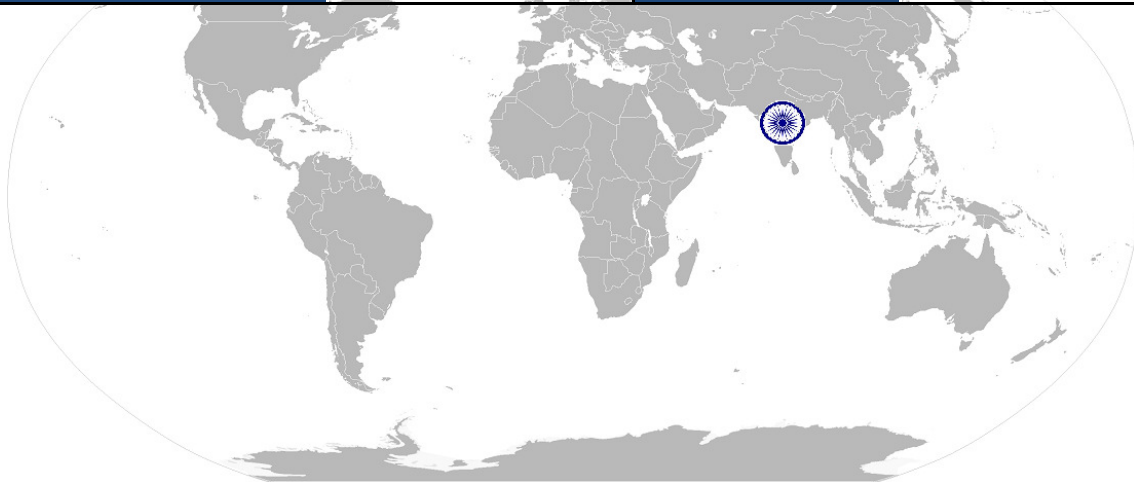
<b>B. Professional Skills</b>	<b>Decision Making</b>
	The user/individual on the job needs to know and understand how to:
	SB1. Align the corporate communications to overall corporate strategy
	SB2. Avenues to be used for communication to target audience
	<b>Plan and Organize</b>
	The user/individual on the job needs to know and understand how to:
	SB3. Keep track of previous corporate communications in order to ensure continuity and consistency of message
	SB4. Collate corporate communication from competitors
	<b>Customer Centricity</b>
	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
	<b>Problem Solving</b>
	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
	<b>Analytical Thinking</b>
	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
	<b>Critical Thinking</b>
	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

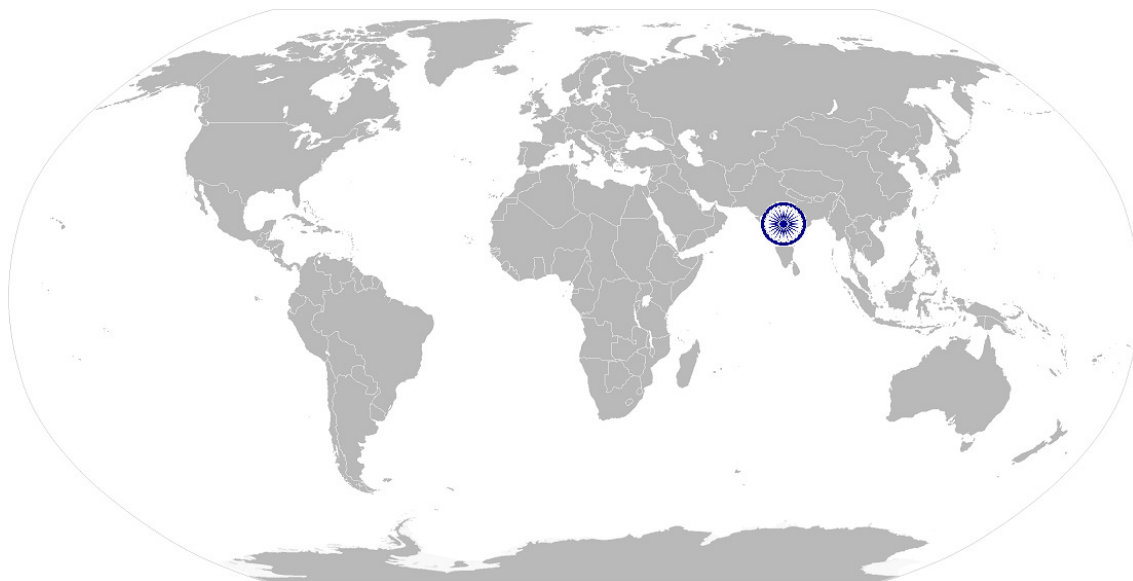
## NOS Version Control

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



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# National Occupational Standard



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## Overview

**This unit is about assisting the content production team with market research and analysis in order to help them in developing/modifying content**

National Occupational Standard	<b>Unit Code</b>	MES/ N 2109
	<b>Unit Title (Task)</b>	Assistance in content planning
	<b>Description</b>	This OS unit is about assisting the content production team with market research and analysis in order to help them in developing/modifying content
	<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• Providing audience measurement and advertising spends data and analysis to the content production team</li> <li>• Assistance in content planning can be undertaken by the following entities: <ul style="list-style-type: none"> <li>○ Television channels</li> <li>○ Film production companies</li> <li>○ Radio stations</li> <li>○ Production houses</li> <li>○ Online/digital setups</li> </ul> </li> </ul>
	<b>Performance Criteria (PC) with respect to the scope</b>	
	<b>Element</b>	<b>Performance Criteria</b>
		<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Interpret overall marketing strategy and objectives in order to ascertain content strategy of the organization</p> <p>PC2. Assess the target audience and determine the platform, frequency and timing of content consumed by audience</p> <p>PC3. Confirm the agreed channel and platform plan for content</p> <p>PC4. Measure the audience and advertising impact of content against agreed parameters</p>
	<b>Knowledge and Understanding (K)</b>	
	<b>A. Organizational Context</b> (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 content strategy laid out by senior management</p> <p>KA2. The organization's target audiences, their media habits and their typical response to channel and platform activity</p>

<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. Audience measurement tools (e.g. TAM, etc.)</p> <p>KB2. Advertising inventory utilization tools (e.g. ADex, etc.)</p> <p>KB3. Cost of advertising in different forms of media (e.g. cost-per-thousand for print, and cost-per-point for television)</p> <p>KB4. The various advertising channels and platforms and how they relate to the target audience</p> <p>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</p> <p>KB6. 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>KB7. Cross platform advertising packages offered by media agencies and the individual media outlets (television networks, print publications, etc.)</p> <p>KB8. How to carry out regular cost benefit analysis of different types of channels and platforms</p> <p>KB9. Regulatory, ethical and code of practice requirements impacting the advertising practice in the organization's sector</p>
<b>Skills (S) (Optional)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. Report media consumption analysis and trends to the content team, based on analysis done on advertising utilization tools and audience measurement tools</p> <p>SA2. Draft/Review legal documents and contracts to be entered into with selected vendors</p>
	<b>Reading Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Analyze platform reach and consumption research to assess the connection between certain demographics and different content types</p> <p>SA4. Conduct consumer/audience research to judge which content type will be most effective for each target segment</p>
	<b>Oral Communication (Listening and Speaking skills)</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA5. Liaise with the production team to communicate the desired message and content objectives</p>

<b>B. Professional Skills</b>	<b>Decision Making</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Determine performance of content based on audience measurement data</p> <p>SB2. The parameters that could be used to measure success including response, reach, revenues generated by the content</p>
	<b>Plan and Organize</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. Past media planning and buying decisions made for each type of content</p> <p>SB4. Media buying agencies worked with and applicable rates offered to organization</p>
	<b>Customer Centricity</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. Align all content research and analysis based on consumer viewership patterns</p>
	<b>Problem Solving</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. Identify weaknesses/opportunities for content based on market research</p>
	<b>Analytical Thinking</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB7. Analyze viewership trends to identify opportunities for content production</p>
	<b>Critical Thinking</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB8. Compare content performance to competitors in order to find gaps in current content plan</p>

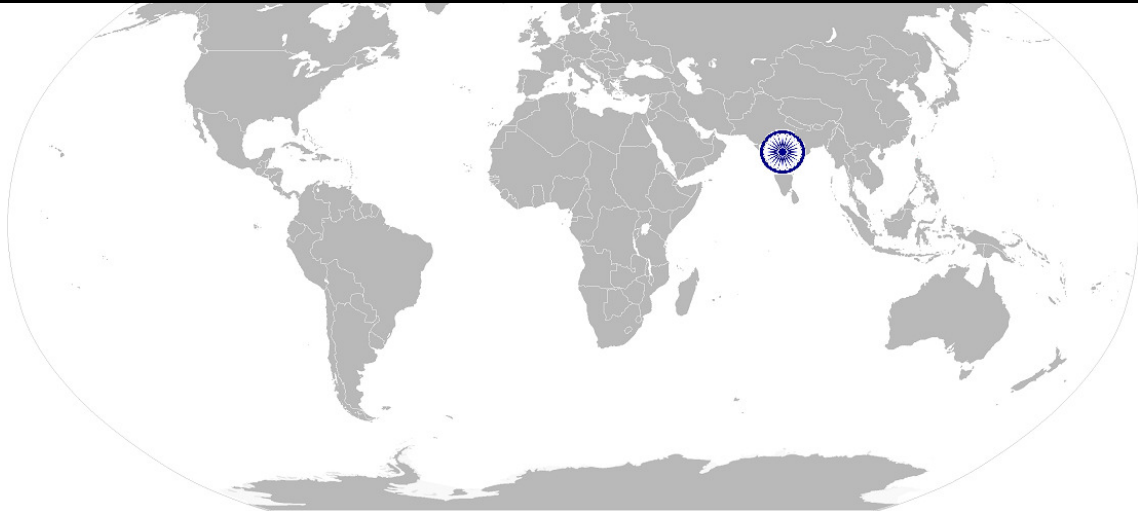


MES/ N 2109

Assistance in content planning

## **NOS Version Control**

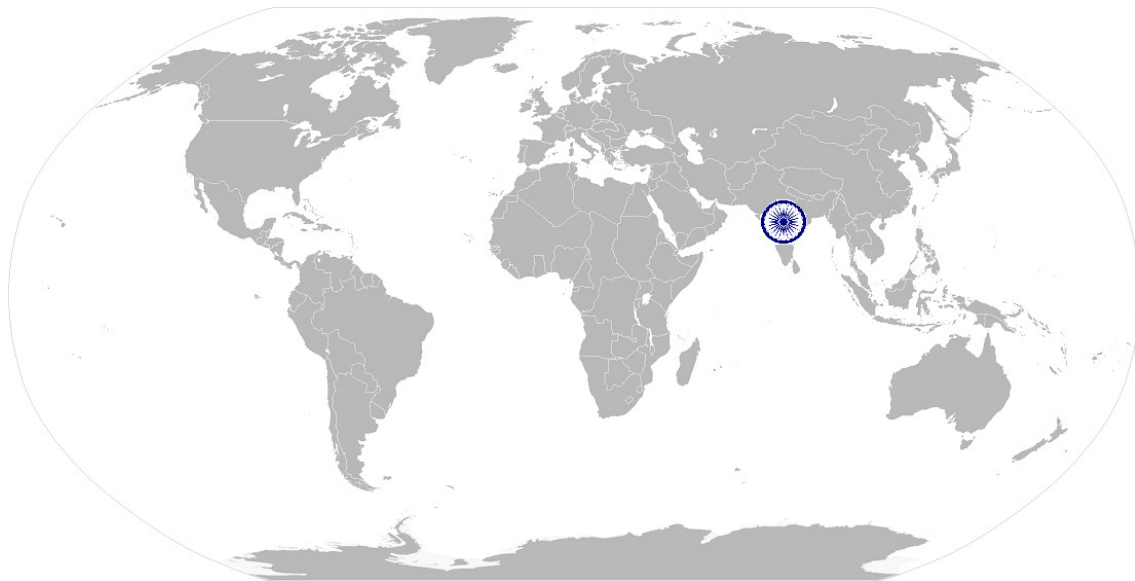
<b>NOS Code</b>	<b>MES / N 2109</b>		
<b>Credits(NVEQF/NVQF/NSQF) [OPTIONAL]</b>		<b>Version number</b>	<b>01</b>
<b>Industry</b>	<b>Media and Entertainment</b>	<b>Drafted on</b>	<b>11/09/13</b>
<b>Sub-sector</b>	<b>Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising</b>	<b>Last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





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# National Occupational Standard



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## Overview

**This unit is about planning and purchasing advertising inventory**

National Occupational Standard	<b>Unit Code</b>	MES/ N 2105
	<b>Unit Title (Task)</b>	Media Planning and Buying
	<b>Description</b>	This OS unit is about planning and purchasing advertising inventory
	<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• Planning allocation of spends across media platforms, companies, dates and time-slots</li> <li>• Purchasing ad-inventory through media buying agencies</li> <li>• Purchasing ad-inventory directly from companies operating as: <ul style="list-style-type: none"> <li>○ Television channels</li> <li>○ Radio stations</li> <li>○ Print publications</li> <li>○ Out-of-Home media</li> <li>○ Online/digital setups</li> </ul> </li> </ul>
	<b>Performance Criteria (PC) with respect to the scope</b>	
	<b>Element</b>	<b>Performance Criteria</b>
		<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 allocation of spends 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>
	<b>Knowledge and Understanding (K)</b>	
	<b>A. Organizational Context</b> (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>

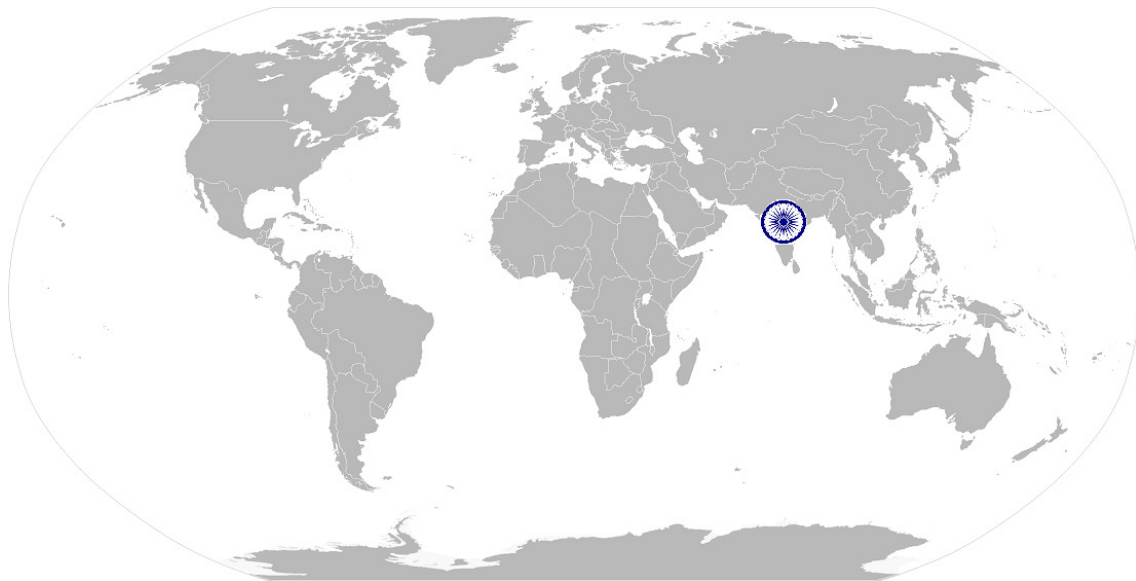
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> <li>KB1. Audience measurement tools (e.g. TAM, IRS, Google Analytics etc.)</li> <li>KB2. Advertising inventory utilization tools (e.g. ADex etc.)</li> <li>KB3. Cost of advertising in different forms of media (e.g. cost-per-sq.cm for print, and cost-per-10 seconds for television)</li> <li>KB4. The various advertising channels and platforms and how they relate to the target audience</li> <li>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</li> <li>KB6. The parameters that could be used to measure success including response, conversion, sales and income generated directly by the channel and platform activity</li> <li>KB7. The types of vendors and differences between them (i.e. differences in purchasing directly from a media organization and from a media agency)</li> <li>KB8. Cross platform advertising packages offered by media agencies and the individual media outlets (television networks, print publications, etc.)</li> <li>KB9. How to carry out regular cost benefit analysis of different types of channel and platform</li> <li>KB10. Regulatory, ethical and code of practice requirements impacting upon advertising practice in the organization's sector</li> </ul>
<b>Skills (S) (Optional)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SA1. Report media buying needs to senior management, based on analysis done on advertising utilization tools and primary findings</li> <li>SA2. Brief media buyers/organizations on the organization's media purchase needs</li> <li>SA3. Draft/Review legal documents and contracts to be entered into with selected vendors</li> </ul>
	<b>Reading Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SA4. Analyze platform reach and consumption research to assess the connection between certain demographics and different media platforms/channels</li> <li>SA5. Conduct consumer/audience research to judge which marketing mediums will be most effective for each target segment</li> </ul>
	<b>Oral Communication (Listening and Speaking skills)</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SA6. Discuss the various aspects of media buying like budget allocation, platform,</li> </ul>

	<p>frequency, scheduling, campaign duration, etc. with the marketing head/ manager</p> <p>SA7. Consult with media agencies regarding the rates and number of advertising spots that need to be bought in order to achieve marketing objectives</p>
<b>B. Professional Skills</b>	<b>Decision Making</b>
	<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>
	<b>Plan and Organize</b>
	<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>
	<b>Customer Centricity</b>
	<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>
	<b>Problem Solving</b>
	<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>
	<b>Analytical Thinking</b>
	<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>

MES/ N 2105

Media planning and buying

	Critical Thinking
	<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 2105

Media planning and buying

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

