

Model Curriculum

Account Executive (Advertising Agency)

SECTOR: Media and Entertainment

SUB-SECTOR: Advertising

OCCUPATION: Ad Sales / Account Management / Scheduling / Traffic

REF ID: MES/Q0208, V 1.0

NSQF LEVEL: 5

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Certificate

CURRICULUM COMPLIANCE TO QUALIFICATION PACK - NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

Media and Entertainment Skill Council

for the

MODEL CURRICULUM

Complying to National Occupational Standards of
Job Role/ Qualification Pack: '**Account Executive**'

QP Ref. No. '**MES/Q0208 V 1.0 NSQF Level 5**'



Authorized Signatory

Date of Issuance: **July 29, 2015**

Valid up to: **March 20, 2020**

* Valid up to the next review date of the Qualification Pack

Account Executive (Advertising Agency)

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a “Account Executive (Advertising Agency)”, in the “Media and Entertainment” Sector/Industry and aims at building the following key competencies amongst the learner

Program Name	Account Executive (Advertising Agency)		
Qualification Pack Name & Reference ID	MES/Q0208, V1.0		
Version No.	1.0	Version Update Date	29/07/2015
Pre-requisites to Training	Graduate		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> Identify different accounts involved in media & entertainment industry. Coordinate between the advertising agency and the clients. Discuss the requirements of the client for providing advertising solutions. Determine role of various agencies / vendors / department to whom the creative work needs to be assigned. Estimate / discuss commercials involved in each account of the project. Compile information collected from clients / vendors and present it with management of the organization. Maintain workplace health and safety. 		

This course encompasses 5 out of 5 National Occupational Standards (NOS) of “Account Executive (Advertising Agency)” Qualification Pack issued by “Media and Entertainment Skill Council”.

S. No.	Module	Key Learning Outcomes	Equipment's
1	<p>Understanding requirements and goals of client</p> <p>the and</p> <p>Theory Duration (hh:mm) 34:00</p> <p>Practical Duration (hh:mm) 120:00</p> <p>Corresponding NOS Code MES/N0213</p>	<ul style="list-style-type: none"> • Discuss about different accounts involved in media and entertainment industry • Discuss the aspect of key business resources in the industry • Describe the role and responsibilities of Account Executive in the industry • Discuss the importance of allied units providing advertising solutions. • Describe the functions of each unit providing advertising solutions. • Carryout research to find different advertisement solutions for the possible / existing clients. • Determine different methods for providing advertisement solutions, such as OOH, electronic media, print media etc. • Prepare list of allied units / vendors suitable to carry out specific task, such as designing, shooting, data capturing etc. • Prepare estimate of tentative expenditure for providing complete advertising solution. 	Laptop, White board, Marker, Projector
2	<p>Coordinating with creative teams as well as external vendors</p> <p>Theory Duration (hh:mm) 20:00</p> <p>Practical Duration (hh:mm) 110:00</p> <p>Corresponding NOS Code MES/N0215</p>	<ul style="list-style-type: none"> • Prepare check list as per the requirements • Explain requirement for advertisement received from the client • Explain brief creative work to be created • Determine role of applicable agencies / vendors / department or creation of advertisement (design/shootings) • Articulate the market strategy for potential clients 	

		<ul style="list-style-type: none"> • Create client report and maintain data for each account • Manage with team to deliver the final deliverable 	
3	<p>Prepare MIS reports</p> <p>Theory Duration (hh:mm) 25:00</p> <p>Practical Duration (hh:mm) 130:00</p> <p>Corresponding NOS Code MES/N0216</p>	<ul style="list-style-type: none"> • Prepare check list for preparing solution in line with client's expectation • Analyse the information in an effective manner • Interpret and state conclusions such as consequences and implications in logical way • Prepare a priority order for tasks • Use, follow and determine the prior information for accuracy • Determine the particular kind of texts, follow a particular type of formatting guide 	
4	<p>Maintain workplace Health and Safety</p> <p>Theory Duration (hh:mm) 16:00</p> <p>Practical Duration (hh:mm) 25:00</p> <p>Corresponding NOS Code MES/N0104</p>	<ul style="list-style-type: none"> • Identify aspects of workplace that could cause potential risk to own and others health and safety • Recognize security signals such as, fire alarms and places such as staircases, fire warden stations, first aid, and medical rooms • Maintain a healthy, safe and secure working environment by identifying the relevant people responsible for health and safety, identifying risks, following emergency procedures etc. • Use first aid kit when needed and keep oneself informed on first aid procedures. • Identify and recommend opportunities for improving health, safety, and security to the designated person. • Report hazards outside one's authority to 	<p>Fire extinguisher, First aid kit, Health and Safety Signs</p>

		<p>the relevant person in line with organizational procedures and warn other people who may be affected by these hazards.</p> <ul style="list-style-type: none"> Follow organisation's emergency procedures for accidents, fires or any other natural calamity in case of a hazard. 	
	<p>Total Duration 480:00</p> <p>Theory Duration 95:00</p> <p>Practical Duration 385:00</p>	<p>Unique Equipment Required:</p> <p>Classroom aids: Diary, notebook, pen, Music equipments, Props as and when required, Computer System, white-board, marker, projector etc.</p> <p>Other Aids: Fire extinguisher, First aid kit, Health and Safety Signs</p>	

Grand Total Course Duration: **480 Hours, 0 Minutes**

(This syllabus/ curriculum has been approved by **Media and Entertainment Skill Council**)

Trainer Pre-requisites for Job role: “Account Executive (Advertising Agency)” mapped to Qualification Pack: “MES/Q0208, version 1.0”

Sr. No.	Area	Details
1	Job Description	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with Qualification Pack “MES/Q0208”
2	Personal Attributes	The candidate should have aptitude for conducting training, with good communication skills, interpersonal skills, ability to work as team; diligent and is passionate for maintaining the quality in content and training delivery methodology. He/she must be able to speak, read and write in the local language.
3	Minimum Educational	Post-Graduation or management degree.
4a	Domain Certification	Certified for Job Role: “Account Executive (Advertising Agency)” mapped to QP: “MES/Q0208”, Version 1.0. Minimum accepted score as per SSC guidelines is 80%.
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MEP/Q2601” with scoring of minimum 80%.
5	Experience	The candidate should have a minimum of 5 years of work experience in the similar job role. Good communication skills and conversant with local language.

Annexure: Assessment Criteria

Assessment Criteria for Account Executive (Advertising Agency)	
Job Role	Account Executive (Advertising Agency)
Qualification Pack	MES/Q0208, Version 1.0
Sector Skill Council	Media and Entertainment Skill Council

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2	The assessment for the theory part will be based on knowledge bank of questions created by the SSC
3	Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below)
4	Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criteria
5	To pass the Qualification Pack, every trainee should score a minimum of 70% aggregate in QP
6	In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack

Assessment Outcomes	Assessment Criteria for outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
MES/N0213 (Understanding the requirements and creative goals of the client)	PC1.Research and understand the creative brief received from the advertiser	100	20	10	50
	PC2.Arrange meetings/discussions with the client to foster dialogue and a clear understanding of client requirements and creative goals, as required		20	10	
	PC3.Interact and gather information effectively from the client to be able to create successful advertising solutions, as required		20	10	
	PC4.Coordinate with internal teams to analyze and agree upon what work products need to be created		20	10	
	PC5.Respond positively to feedback and changes in creative requirements		20	10	
		Total	100	50	50
MES/ N 0215 (Coordinating with creative teams as well as external vendors)	PC1.Understand the creative brief received from the advertiser and communicate it comprehensively to the creative/ art & design team	100	20	10	50
	PC2.Oversee the conceptualization of ideas/concepts by the creative/ art & design team to ensure that the brief is executed accurately		10	5	
	PC3.Estimate agency fees to develop the advertisement		20	10	
	PC4.Negotiate with third-party vendors developing the		15	5	
	PC5.Obtain approval on the fee/ ideas/ concepts		20	10	
	PC6.Oversee preparation of the advertisement to ensure that the advertisers needs are met		15	10	
		Total	100	50	50
MES/N0216 (Prepare MIS reports)	PC1.Gather raw data from the various advertising	100	15	10	50
	PC2.Interpret information by performing different analyses and draw suitable insights		15	5	
	PC3.Present information in an easy to understand		10	5	
	PC4.Refresh information with latest data from time to time		10	5	
	PC5.Understand the different types of reports expected by the management/ other internal functions		10	5	
	PC6.Prepare and present information in the defined format to meet requirements		15	10	

	PC7. Respond positively to feedback and changes in requirements		10	5	
	PC8. Continuously review the reports to identify key trends and other variances		15	5	
		Total	100	50	50
MES/N0104 (Maintain workplace health and safety)	PC1. Understand and comply with the organisation's current health, safety and security policies and procedures		10	5	
	PC2. Understand the safe working practices pertaining to own occupation		10	5	
	PC3. Understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises		5	3	
	PC4. Participate in organization health and safety knowledge sessions and drills		5	2	
	PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency		10	5	
	PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms		10	5	
	PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety		10	5	
	PC8. Ensure own personal health and safety, and that of others in the workplace through precautionary measures		10	5	
	PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person		5	3	
	PC10. Report any hazards outside the individual's authority to the relevant person in line with organizational procedures and warn other people who may be affected		10	5	
	PC11. Follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard	100	10	5	50
	PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority		5	2	
		Total	100	50	50