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Model Curriculum

QP Name: Project Manager (OOH)

QP Code: MES/Q0707

QP Version: 1.0

NSQF Level: 5

Model Curriculum Version: 1.0

Media & Entertainment Skills Council, 522-524, DLF Tower-A, Jasola, New Delhi - 110025

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Training Parameters

Sector	Media and Entertainment
Sub-Sector	OOH Advertisement
Occupation	Advertising
Country	India
NSQF Level	5
Aligned to NCO/ISCO/ISIC Code	NCO-2015/7321.1200
Minimum Educational Qualification and Experience	<p>Graduate with one year of relevant experience. OR NSQF Level-4 Certification as Advertising Coordinator with two years of relevant experience OR Diploma with 3 year of relevant experience OR Class XII Pass with 4 years of relevant experience</p> <p>For Bachelor Studies: Pursuing Graduation (B.A. / B.Voc. in Media/Advertising) Minimum age 21 years</p>
Pre-Requisite License or Training	NA
Minimum Job Entry Age	21 years
Last Reviewed On	05/05/2021
Next Review Date	04/05/2025
NSQC Approval Date	30/12/2021
QP Version	1.0
Model Curriculum Creation Date	05/05/2020
Model Curriculum Valid Up to Date	04//05/2025
Model Curriculum Version	1.0
Minimum Duration of the Course	540 Hours
Maximum Duration of the Course	540 Hours

Program Overview

This section summarizes the end objectives of the program along with its duration.

Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills.

- Recognise outdoor media industry
- Design media for different kind of sites
- Execute project for erection of media at approved sites
- Ensure compliance of all statutory conditions
- Maintain workplace health and safety

Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
MES/N0729 Recognize outdoor media industry NOS Version No.1.0 NSQF Level 5	30:00	60:00			90:00
Advertisement industry and its importance	15:00	30:00			45:00
Scope of outdoor advertisement and creating brand value	15:00	30:00			45:00
MES/N0732 Design media for different kind of sites NOS Version No. 1.0 NSQF Level 5	30:00	60:00			90:00
Recognize location and appropriate media	15:00	30:00			45:00
Design media as per Location	15:00	30:00			45:00
MES/N0734 Execute project for erection of media at approved sites Version No. 1.0 NSQF Level 5	60:00	60:00			120:00
Ensuring all relevant approvals are on record for erecting site at location	10:00	10:00			20:00
Preparation of project execution plan with timelines	10:00	10:00			20:00

and costs and obtain all internal approvals for same					
Coordinate with Commercial and process selection of vendors for outsourced jobs	10:00	10:00			20:00
Supervise on-site execution of work to ensure compliance /adherence to designs/working drawings/approvals/statutory regulations	10:00	10:00			20:00
Conduct trial run post completion of erection and on satisfaction, hand-over for marketing; affix site identification board as per regulations / internal rules.	10:00	10:00			20:00
Record and file all drawings, modifications if any, approvals, project plan, execution details, copies of work orders issued, copies of all invoices received and all relevant documents for the new site.	10:00	10:00			20:00
MES/N0731 Ensure compliance of all statutory conditions Version No. 1.0 NSQF Level 5	60:00	60:00			120:00
Apply legal framework / statutory compliances	30:00	30:00			60:00
Team management	30:00	30:00			60:00
MES/N0104 Maintain workplace health and safety Version No. 1.0 NSQF Level 5	20:00	40:00			60:00
Analysing the health, safety and security risks prevalent in the workplace and on-site	05:00	10:00			15:00
knowing the people responsible for health and safety and the resources available	05:00	10:00			15:00
identifying and reporting risks	05:00	10:00			15:00
complying with procedures in the event of an emergency	05:00	10:00			15:00
Total Duration	200:00	280:00	60:00		540:00

Module Details

Module 1: Recognize outdoor media industry

Terminal Outcomes:

- Describe roles and responsibilities of a project manager
- Define scope of a project
- Factors affecting the planning and execution of the project
- Advertisement industry and its importance
- Scope of outdoor advertisement and creating brand value

Duration: 15:00	Duration: 30:00
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:
<ul style="list-style-type: none"> • Define the roles and responsibilities of a project manager • Describe scope of the project • Explain the factors responsible for success and failure of a project. 	<ul style="list-style-type: none"> • Demonstrate brief of advertisement task and management of such OOH Project
Classroom Aids:	
Laptop, white board, marker, projector	
Tools, Equipment and Other Requirements	
<ul style="list-style-type: none"> • Laptop/Computer with internet • Diary • Pen • First Aid Kit: Band aids, ice pack, Neosporin, rubber gloves, gauze, tape, butterfly closures, hand • wipes, gauze pads, burn cream and tweezers. ... • Sun and Bugs: Sunscreen, Bug Spray and Benadryl anti-itch spray for bug bites. • Survey-based evaluations. Surveys are a useful tool to gain feedback that accurately reflects <ul style="list-style-type: none"> • people's opinions • Media coverage, advertising and publicity evaluation • Vox-pop evaluation • Post event meeting evaluation • The blanket approach • Sample size 	

- **Gathering information**
- **☒ Survey sample size**

Duration: 15:00	Duration: 30:00
<p>Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:</p>	<p>Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:</p>
<ul style="list-style-type: none"> • Explain the role of advertising in marketing & sales of brands. • Update oneself about the OOH-Media industry. • Describe types of OOH advertising • Derive ways to convey advertising messages and create brand value by meeting client's expectations. • Explain visual language eg. composition, scale, framing, contrast, color, shape, line, texture for the outdoor advertisement • Explain different aspects of advertisement based on area, size and proximity of viewing for advertising in outdoors. • Explain the processes for monitoring displays • 	<ul style="list-style-type: none"> • Demonstrate how you will create a positive image of a brand with the help of advertising on social media. • Prepare different types of creative out of home ads. • Select the location considering all the factors for advertising keeping in mind the target audience. • Create and evaluate a billboard ad. • Carry out value addition to the advertisement by highlighting the product value. • Demonstrate the creation of business value of OOH- Advertising Media • Evaluate the factors for outdoor site selection • Apply various designs of outdoor display formats /types • Arrange lighting alternatives of outdoor display formats /types and display mounting processes. • Resolve any upcoming issues in campaign execution.

Classroom Aids:

Laptop, white board, marker, projector

Tools, Equipment and Other Requirements

- Laptop/Computer with internet
- Diary
- Pen
- First Aid Kit: Band aids, ice pack, Neosporin, rubber gloves, gauze, tape, butterfly closures, hand
- wipes, gauze pads, burn cream and tweezers. ...
- Sun and Bugs: Sunscreen, Bug Spray and Benadryl anti-itch spray for bug bites.
- Survey-based evaluations. Surveys are a useful tool to gain feedback that accurately reflects
- people's opinions
- Media coverage, advertising and publicity evaluation
- Vox-pop evaluation
- Post event meeting evaluation
- The blanket approach
- Sample size
- Gathering information

☒ Survey sample size

Module 3: Design media for different kind of sites

Terminal Outcomes:

- Recognize location and appropriate media
- Design media as per location

Duration: 30:00	Duration: 60:00
<p>Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:</p> <ul style="list-style-type: none"> • Recognise areas with maximum audiences. • Identify locations in specific areas that will add value to the organization’s media portfolio. • Take permissions for erecting site from land-owners and regulatory authorities • Explain the use various online project planning and monitoring tools & processes. • Negotiate with concerned for preventing cost increases on account of regulations, regulatory compliances, rents, etc.; • Check for offered locations and fill the tender and establish value for the same. • Participate in tender bids accordingly and obtain contracts for erection of sites as per tender conditions. • Create designs for OOH displays in various format genres and obtain approval from top management. • Discuss and prepare a detailed construction and electrical wiring drawings for approved designs in agreement of the discussion with Structural Engineering expert and Electrical (Illumination) Engineering expert. • Obtain structural stability certificate from Approved Structural Engineer of the City / Cities; • Create foundation, fabrication & erection drawings and electrical wiring drawings for the approved 	<p>Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:</p> <ul style="list-style-type: none"> • Demonstrate the Preparation of BOM/BOQ • Demonstrate the use various online project planning and monitoring tools. • Create digital designs for OOH display. • Prepare fabrication and erection drawing for the approved design.

<p>designs together with BOQ, BOM, etc., & release for execution.</p> <ul style="list-style-type: none"> • Maintain Design Inventory. 	
<p>Classroom Aids:</p>	
<p>Laptop, white board, marker, projector</p>	
<p>Tools, Equipment and Other Requirements</p>	
<ul style="list-style-type: none"> • Laptop/Computer with internet • Diary • Pen • First Aid Kit: Band aids, ice pack, Neosporin, rubber gloves, gauze, tape, butterfly closures, hand • wipes, gauze pads, burn cream and tweezers. ... • Sun and Bugs: Sunscreen, Bug Spray and Benadryl anti-itch spray for bug bites. • Survey-based evaluations. Surveys are a useful tool to gain feedback that accurately reflects • people's opinions • Media coverage, advertising and publicity evaluation • Vox-pop evaluation • Post event meeting evaluation • The blanket approach • Sample size • Gathering information <p>☑ Survey sample size</p>	

Module 4: Execute project for erection of media at approved locations

Terminal Outcomes:

- Ensuring all relevant approvals are on record for erecting site at location
- Preparation of project execution plan with timelines and costs and obtain all internal approvals for same
- Coordinate with Commercial and process selection of vendors for outsourced jobs
- Supervise on-site execution of work to ensure compliance /adherence to designs/working drawings/approvals/statutory regulations
- Conduct trial run post completion of erection and on satisfaction, hand-over for marketing; affix site identification board as per regulations / internal rules.
- Record and file all drawings, modifications if any, approvals, project plan, execution details, copies of work orders issued, copies of all invoices received and all relevant documents for the new site.

Duration: 60:00	Duration: 60:00
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:
<ul style="list-style-type: none"> • Prepare a check-list of all approvals necessary for a media site to be erected in the city • Check for any special conditions and arrange for compliance of the same • Make timely rental payments, renewal of rental agreements, license fee payments and renewals of all relevant licenses, electricity payments. • Prepare BOM/BOQ based on approvals by Structural Engineer and Electrical Designer • Use appropriate software to Prepare project plan with the help of time and cost estimates. • Prepare for contingencies. • Explain and discuss the approved plan with the team. Share Project plan with Commercial Team and identify outsourced jobs. • Explain and ensure that the job vendors understand Project Plan and all working drawings. 	<ul style="list-style-type: none"> • Prepare and maintain a record of relevant approvals for erecting site at location. • Demonstrate how to prepare and calculate BOM. • Demonstrate proper use of software required in preparing and estimating project plan and cost. • Demonstrate the presentation of the approved plan to the team and solve their queries if any. • Demonstrate the preparation of technical specifications for RFP/RFQ for material and job. • Demonstrate how to prepare an identification Board with Municipality License Number, name of company, size of the media and any other details specified by local regulations. • Prepare and maintain a check-list of all regulations / compliances to be maintained on-site and ensure knowledge of all concerned regarding same.

	<ul style="list-style-type: none">• Follow up with vendors, on-site supervisors, suppliers, and company accounts team and adhere to project plan timeline.• Check job accuracy and ensure timely payments to all.• Prepare a checklist for testing the work completed and record and compare the results.• Inform all concerned people about site, including GPS coordinates, take close view and long view photographs in daytime and in illuminated condition, and inform concerned regulatory authorities and land-owner. Prepare an identification Board with Municipality License Number, name specifications for RFP/RFQ for material and job.• Negotiate the commercials of offers received and finalize the vendors for quality material.• Follow up for release of Purchase Orders / Work Contracts on time and as per agreed terms.• Deliver quality compliant materials on time and ensure availability of job vendors on time.• Supervise each site daily and submit the status report mentioning material consumed and job completed and update on-line project plan to reflect daily status.• Scan and archive all documents as per the company policy.
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Classroom Aids:

Laptop, white board, marker, projector

Tools, Equipment and Other Requirements

- Laptop/Computer with internet
- Diary
- Pen
- First Aid Kit: Band aids, ice pack, Neosporin, rubber gloves, gauze, tape, butterfly closures, hand
- wipes, gauze pads, burn cream and tweezers. ...
- Sun and Bugs: Sunscreen, Bug Spray and Benadryl anti-itch spray for bug bites.
- Survey-based evaluations. Surveys are a useful tool to gain feedback that accurately reflects
- people's opinions
- Media coverage, advertising and publicity evaluation
- Vox-pop evaluation
- Post event meeting evaluation
- The blanket approach
- Sample size
- Gathering information

☐ Survey sample size

Module Details

Module 5: Ensure compliance of all statutory conditions

Terminal Outcomes:

- Apply legal framework / statutory compliances
- Team management

Duration: 24:00	Duration: 30:00
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:
<ul style="list-style-type: none"> • Describe Regulatory Authority governing OOH and applicable licensing rules, regulations & by-laws. • Enlist the Safety requirements. • Identify all the elements and select the material. • Plan and conduct training session for subordinates. • Understand the importance of managing risks. 	<ul style="list-style-type: none"> • Conduct successful training sessions and take the team’s feedback. • Demonstrate the reporting on status of the developments in project. • Assign and monitor assignments allocated to the team. • Demonstrate several ways of performance measurement and prepare a report. • Show how to assign respective assignments to the dedicated team members. • Demonstrate site allocation. • Measure team performance.
Classroom Aids:	
Laptop, white board, marker, projector	
Tools, Equipment and Other Requirements	
<ul style="list-style-type: none"> • Laptop/Computer with internet • Diary • Pen • First Aid Kit: Band aids, ice pack, Neosporin, rubber gloves, gauze, tape, butterfly closures, hand • wipes, gauze pads, burn cream and tweezers. ... • Sun and Bugs: Sunscreen, Bug Spray and Benadryl anti-itch spray for bug bites. • Survey-based evaluations. Surveys are a useful tool to gain feedback that accurately reflects • people's opinions • Media coverage, advertising and publicity evaluation • Vox-pop evaluation • Post event meeting evaluation • The blanket approach • Sample size 	

- **Gathering information**
- ☑ **Survey sample size**

Module 6: Maintain workplace health and safety

Terminal Outcomes:

- understanding the health, safety and security risks prevalent in the workplace
- knowing the people responsible for health and safety and the resources available
- Identifying and reporting risks
- complying with procedures in the event of an emergency

Duration: 20:00	Duration: 40:00
<p>Theory – Key Learning Outcomes After the successful completion of this module. The user will be able to:</p>	<p>Practical – Key Learning Outcomes After the successful completion of this module. The user will be able to:</p>
<ul style="list-style-type: none"> • Recall health, safety and security-related guidelines and identify the risks involved. • Maintain correct posture while working and maintain and use the first aid kit whenever required. • report health and safety risks/ hazards to concerned personnel • Recall people responsible for health and safety and able to contact in case of emergency • Illustrate security signals and other safety and emergency signals • Explain the process to identify and report risk. • Enumerate and recommend opportunities for improving health, safety, and security to the designated person • Describe how to report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn other people who may be affected • complying with procedures in the event of an emergency • Explain the impact of the violation of safety procedures. 	<ul style="list-style-type: none"> • Identify the different types of health and safety hazards in a workplace • Practice safe working practices for own job role • Perform evacuation procedures and other arrangements for handling risks • Perform the reporting of hazard • identify and document potential risks like sitting postures while using the computer, eye fatigue and other hazards in the workplace • Demonstrate the use of Personal Protective Equipment (PPE) appropriately.

Classroom Aids:	
Laptop, whiteboard, marker, projector, Health and Safety Signs and policy	
Tools, Equipment and Other Requirements	
Health and Safety Signs and policy	

Mandatory Duration: 50:00	Recommended Duration: 25:00
Module Name: On-the-Job Training	
Location: On Site	
Terminal Outcomes	
After the successful completion of On-the-Job Training the participant will be able to acquire knowledge and skills required to :	
<ul style="list-style-type: none"> • Recognize outdoor media industry • Design media for different kind of sites • Execute project for erection of media at approved sites • Ensure compliance of all statutory conditions • Maintain workplace health and safety 	

Annexure

Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate (Science / Mechanical / Electrical)	Project Management	3	Relevant experience required in Project Management.	NA	-	-
OR						
Post graduate (PG in Structural Engineering);	Project Management	3	Project Management	NA		
OR						
Diploma in Project Management	Project Management	3	Project Management	NA		

Trainer Certification	
Domain Certification	Platform Certification
Certified for Job Role: "Project Manager (OOH)" mapped to QP: "MES/Q908", version 1.0. Minimum accepted score as per SSC guidelines is 80%.	Recommended that the Trainer is certified for the Job Role: "Trainer", mapped to the Qualification Pack: "MEP/Q2601, v1.0 Trainer" with the scoring of a minimum of 80%.

Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training/Assessment Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate (Science / Mechanical / Electrical)	NA	5	Project Management	NA	-	-
	OR					
Post graduate (PG in Structural Engineering);	Project Management	4	Project Management	NA	-	-
OR						
Diploma in Project Management		4	Project Management	NA	-	-

Assessor Certification	
Domain Certification	Platform Certification
<p>Certified for Job Role: “Project Manager (OOH)” mapped to QP: “MES/Q908”, version 1.0. Minimum accepted score as per SSC guidelines is 80%.</p>	<p>Recommended that the Assessor is certified for the Job Role: “Assessor”, mapped to the Qualification Pack: “MEP/Q2701, v1.0 Assessor” with the scoring of a minimum 80%.</p>

Assessment Strategy

This section includes the processes involved in identifying, gathering and interpreting information to evaluate the learner on the required competencies of the program.

Assessment system Overview:-

Assessment will be carried out by MESC affiliated assessment partners. Based on the results of assessment, MESC certifies the learners. Candidates have to pass online theoretical assessment which is approved by MESC. The assessment will have both theory and practical components in 30:70 ratio. While theory assessment is summative and an online written exam; practical will involve demonstrations of applications and presentations of procedures and other components. Practical assessment will also be summative in nature.

Testing Environment:-

Training partner has to share the batch start date and end date, number of trainees and the job role. Assessment is fixed for a day after the end date of training. It could be next day or later. Assessment will be conducted at the training venue. Question bank of theory and practical will be prepared by assessment agency and approved by MESC. From this set of questions, assessment agency will prepare the question paper. Theory testing will include multiple choice questions, pictorial question, etc. which will test the trainee on theoretical knowledge of the subject. The theory and practical assessments will be carried out on same day. If there are candidates in large number, more assessors and venue will be organized on same day of the assessment.

Assessment			
Assessment Type	Formative or Summative	Strategies	Examples
Theory	Summative	Written Examination	Knowledge of facts related to the job role and functions. Understanding of principles and concepts related to the job role and functions
Practical	Summative	Structured tasks	Presentation
Viva	Summative	Questioning and Probing	Mock interview on topics

Assessment Quality Assurance framework

Only certified assessor can be assigned for conducting assessment. Provision of 100 % video recording with clear audio to be maintained and the same is to be submitted to MESC. The training partner will intimate the time of arrival of the assessor and time of leaving the venue.

Methods of Validation:-

Unless the trainee is registered, the person cannot undergo assessment. To further ensure that the person registered is the person appearing for assessment, id verification will be carried out. Aadhar card number is required of registering the candidate for training. This will form the basis of further verification during the assessment. Assessor conducts the assessment in accordance with the

assessment guidelines and question bank as per the job role. The assessor carries tablet with the loaded questions. This tablet is geotagged and so it is monitored to check their arrival and completion of assessment. Video of the practical session is prepared and submitted to MESC. Random spot checks/audit is conducted by MESC assigned persons to check the quality of assessment. Assessment agency will be responsible to put details in SIP. MESC will also validate the data and result received from the assessment agency.

Method of assessment documentation and access

The assessment agency will upload the result of assessment in the portal. The data will not be accessible for change by the assessment agency after the upload. The assessment data will be validated by MESC assessment team. After upload, only MESC can access this data. MESC approves the results within a week and uploads it.
