

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

### What are Occupational Standards(OS)?

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

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Media & Entertainment Skills Council

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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

**ALIGNED TO:** NCO-2004/NIL

**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

<b>Qualifications Pack Code</b>	<b>MES/ Q 2103</b>		
<b>Job Role</b>	<b>Marketing Executive</b> This job role is applicable in both national and international scenarios		
<b>Credits(NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Sector</b>	<b>Media and Entertainment</b>	<b>Drafted on</b>	<b>18/03/15</b>
<b>Sub-sector</b>	<b>Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising</b>	<b>Last reviewed on</b>	<b>25/03/15</b>
<b>Occupation</b>	<b>Marketing/Branding and Communications</b>	<b>Next review date</b>	<b>24/03/17</b>

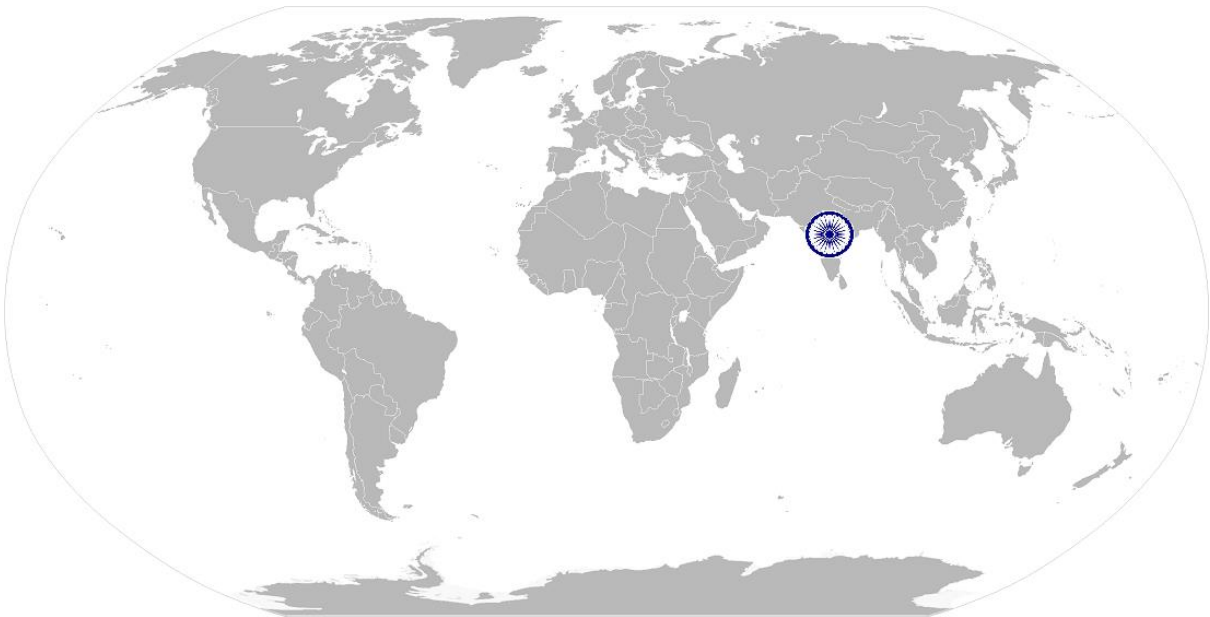
<b>Job Role</b>	<b>Marketing Executive</b>
<b>Role Description</b>	Execute marketing operations at a media and entertainment company
<b>NSQF level</b>	5
<b>Minimum Educational Qualifications</b>	Graduate
<b>Maximum Educational Qualifications</b>	Post graduate in Sales & Marketing
<b>Training</b> (Suggested but not mandatory)	Customer Relationship Management, Marketing techniques
<b>Minimum Job Entry Age</b>	18 years
<b>Experience</b>	3-5 years
<b>Applicable National Occupational Standards (NOS)</b>	<p><b>Compulsory:</b></p> <ol style="list-style-type: none"> <li><a href="#">MES / N 2104 (Identify and understand target audiences)</a></li> <li><a href="#">MES / N 2105 (Analyze audience ratings and research)</a></li> <li><a href="#">MES / N 2106 (Media planning and buying)</a></li> <li><a href="#">MES / N 2107 (Develop creative marketing communications)</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> <li><a href="#">MES / N 2110 (Prepare marketing collateral)</a></li> <li><a href="#">MES / N 0104 (Maintain workplace health and safety)</a></li> </ol> <p><b>Optional:N.A.</b></p>
<b>Performance Criteria</b>	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.
<b>Keywords /Terms</b>	<b>Description</b>
NOS	National Occupational Standard(s)
QP	Qualifications Pack
NVEQF	National Vocational Education Qualifications Framework
NVQF	National Vocational Qualifications Framework

# National Occupational Standard



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## Overview

This unit is about identifying and understanding target audiences

MES/ N 2104

Identify and understand target audiences

National Occupational Standard

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

MES/ N 2104

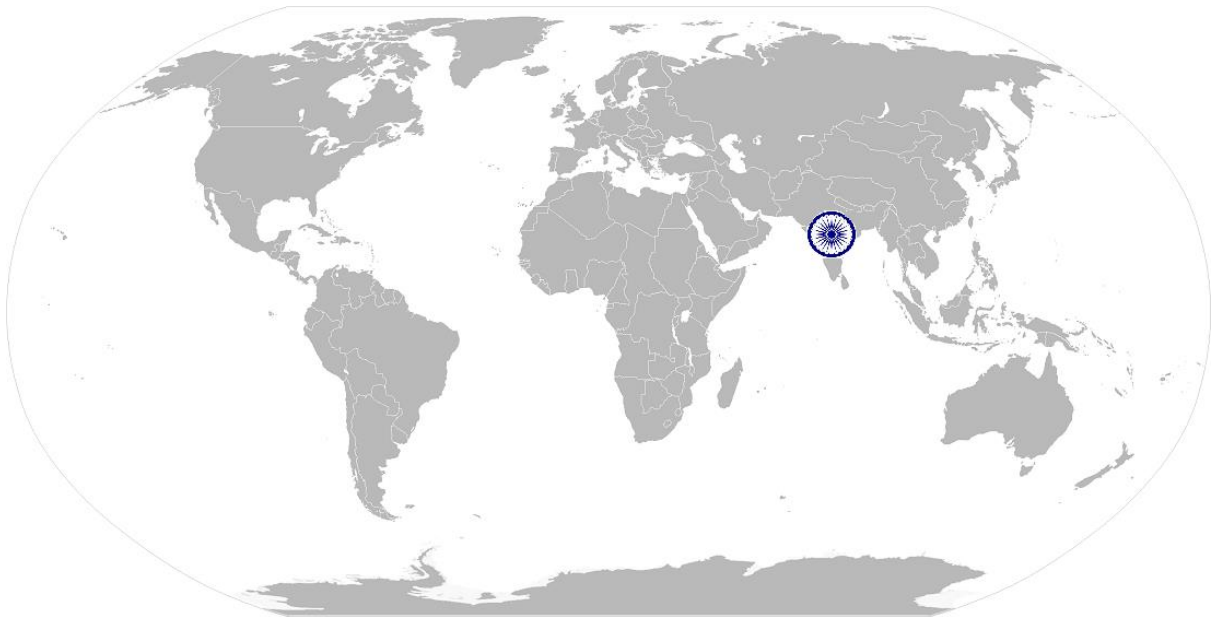
**Identify and understand target audiences**

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

MES/ N 2104

**Identify and understand target audiences**

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



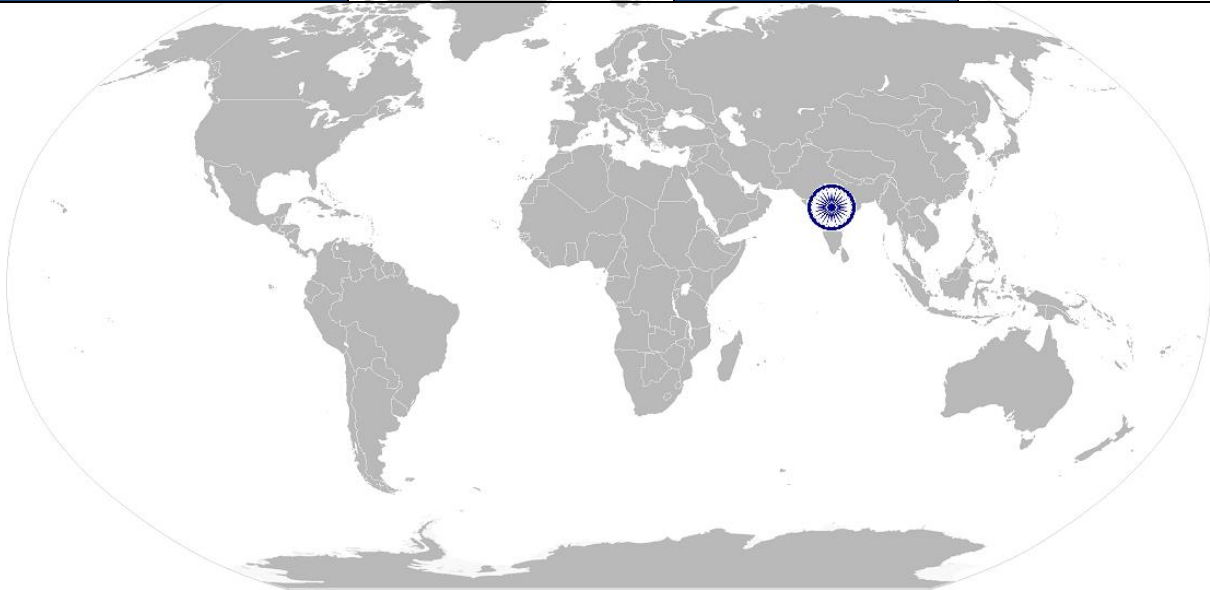


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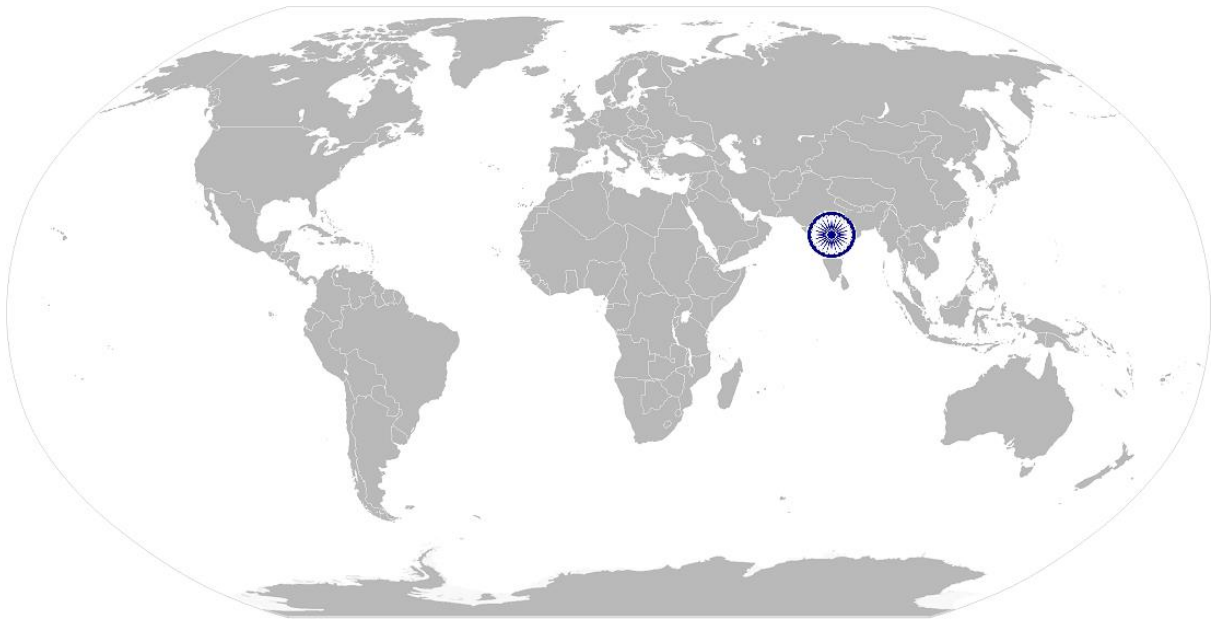
Identify and understand target audiences

## NOS Version Control

<b>NOS Code</b>	MES / N 2104		
<b>Credits(NSQF)</b>	TBD	<b>Version number</b>	1.0
<b>Sector</b>	Media and Entertainment	<b>Drafted on</b>	18/03/15
<b>Sub-sector</b>	Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising	<b>Last reviewed on</b>	25/03/15
<b>Occupation</b>	Marketing/Branding and Communications	<b>Next review date</b>	24/03/17



# National Occupational Standard



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## Overview

This unit is about analyzing audience ratings and relating it with the advertising performance of your media organization

MES/ N 2105

Analyze audience ratings and research

National Occupational Standard

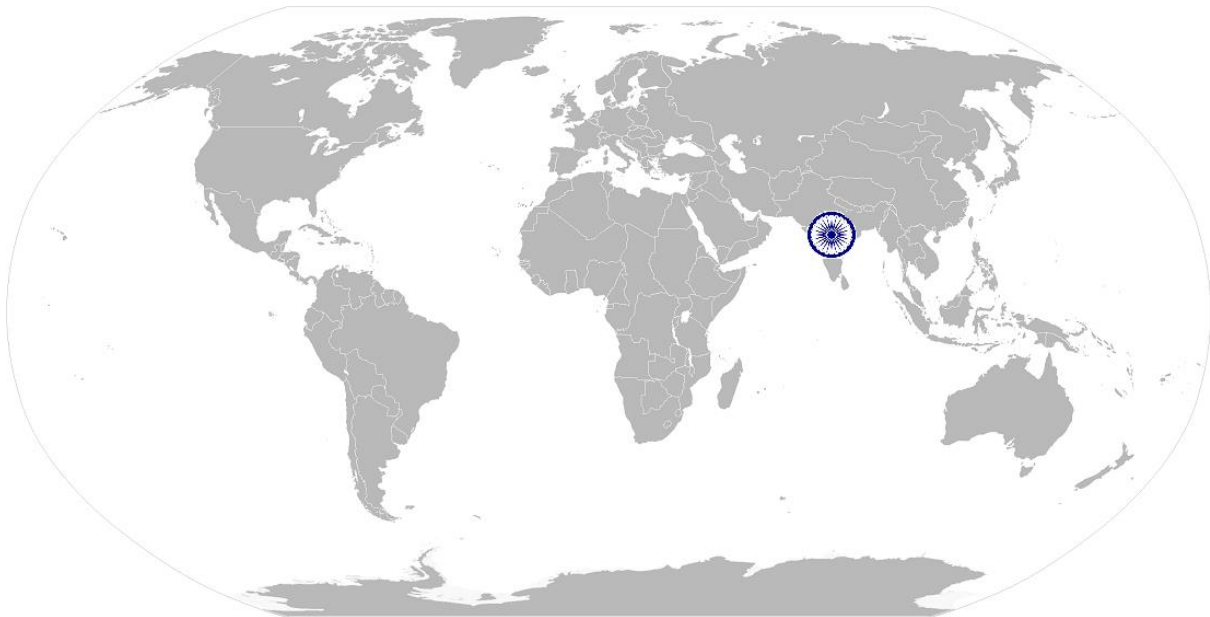
<b>Unit Code</b>	MES/ N 2105
<b>Unit Title (Task)</b>	Analyze audience ratings and research
<b>Description</b>	This OS unit is about analyzing audience ratings and relating it with the advertising performance of your media organization
<b>Scope</b>	This unit/task covers the following: <ul style="list-style-type: none"> <li>Carrying out research on audience ratings and advertising efforts</li> <li>Conducting audience ratings and advertising performance analysis</li> </ul>
<b>Performance Criteria (PC) with respect to the scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
Carrying out research on audience ratings and advertising efforts	To be competent, the user/individual on the job must be able to: PC1. Conduct platform-wise, program/product wise, audience wise, and region wise research with respect to audience ratings and advertising sales figures
Conducting audience ratings and advertising performance analysis	PC2. Analyze audience trends via analysis of various audience measurement metrics and tools PC3. Determine reach of existing marketing efforts contrasted against current advertising expenditure PC4. Identify improvements to future campaigns and activity and lessons that can be used in your work in the future
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. Organization's products or services, related key marketing activities and programmes appropriate to monitoring and evaluating advertising performance KA2. Existing marketing efforts, including the reach of those efforts contrasted with the marketing expenditure
<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand: KB1. How to operate and use audience measurement systems (e.g. TAM in India) KB2. How to operate and use advertising inventory monitors (e.g. AdEx in India) KB3. How to interpret and analyze audience ratings information (GRPs vs. TRPs) KB4. Program wise ratings data and how they compare with industry norms KB5. Types of media products (e.g. types of magazine, television programs) consumed by audiences in different regions KB6. Measures of financial performance available to the marketing communications function KB7. What to take into account, including incremental sales and profitability, when calculating return on investment KB8. How advertising and marketing efforts may affect audience ratings on different platforms KB9. Industry standards and regulations with respect to audience data gathering, and legislation concerning consumer privacy

<b>Skills (S) (Optional)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	The user/individual on the job needs to know and understand how to: 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.)
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to: SA2. Conduct research regarding advertising efforts to gauge the performance of inventory sales SA3. Conduct research regarding audience ratings to gauge performance of programs/services SA4. Monitor advertising efforts of competitors via advertising expenditure databases (e.g. AdEx)
	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to: SA5. Present findings of viewership measurement and advertising revenue analysis to senior management.
<b>B. Professional Skills</b>	<b>Decision Making</b>
	The user/individual on the job needs to know and understand how to: SB1. Compare figures from increased or predicted future sales or engagement with 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 stakeholder sin 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

**MES/ N 2105**

**Analyze audience ratings and research**

	<p>SB8. Analyze program ratings of other media outlets to assess how to proceed with own advertising efforts</p> <p>SB9. Conduct consumer segment-wise analysis of audience ratings to assess whether the target population is being reached</p> <p>SB10. Study frequency of advertising and compare it with the present reach</p> <p>SB11. Conduct region-wise analysis of own audience ratings</p>
	<p><b>Critical Thinking</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB12. Factors, in addition to marketing communications, which can impact upon the sales of products or services during a campaign, including their features, price, availability and competitor activities</p> <p>SB13. Assess changes in marketing efforts based on audience ratings and ad sales analysis</p>

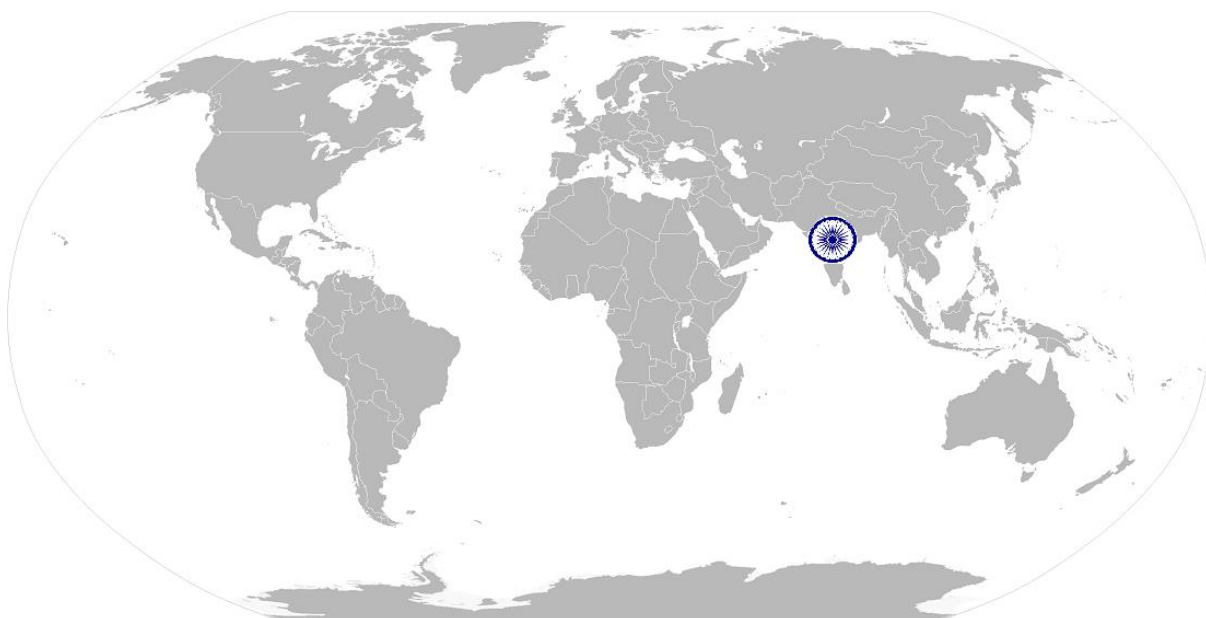


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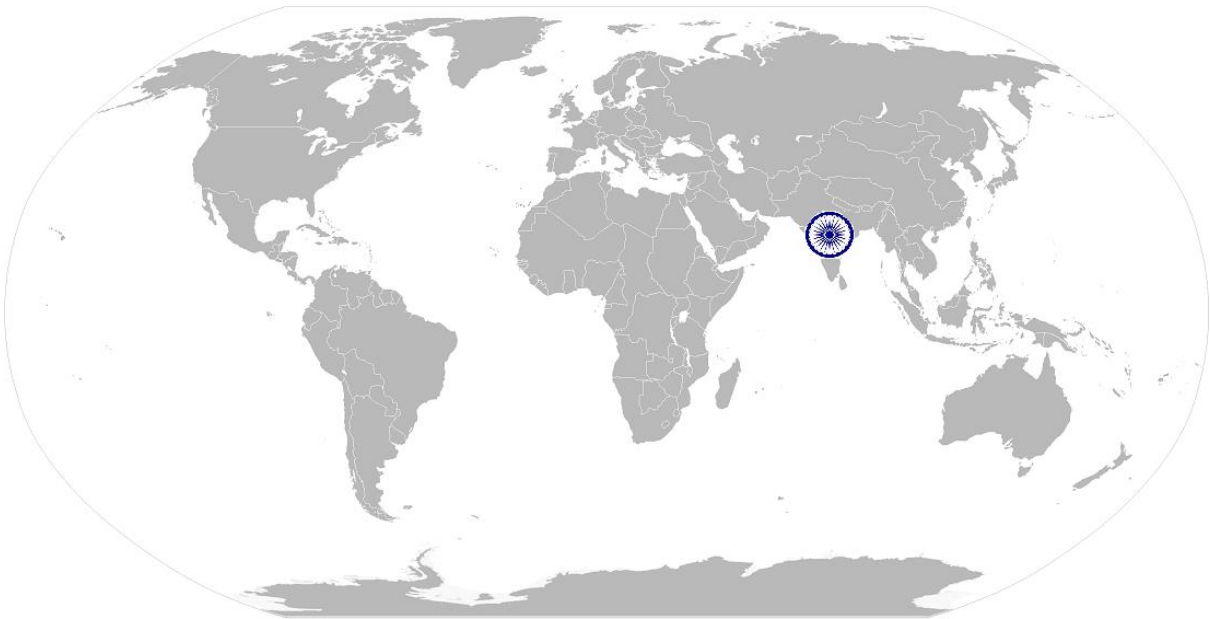
Analyze audience ratings and research

## NOS Version Control

<b>NOS Code</b>	MES / N 2105		
<b>Credits(NSQF)</b>	TBD	<b>Version number</b>	1.0
<b>Sector</b>	Media and Entertainment	<b>Drafted on</b>	18/03/15
<b>Sub-sector</b>	Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising	<b>Last reviewed on</b>	25/03/15
<b>Occupation</b>	Marketing/Branding and Communications	<b>Next review date</b>	24/03/17



# National Occupational Standard



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## Overview

This unit is about planning and purchasing advertising inventory

MES/ N 2106

Media planning and Buying

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



MES/ N 2106

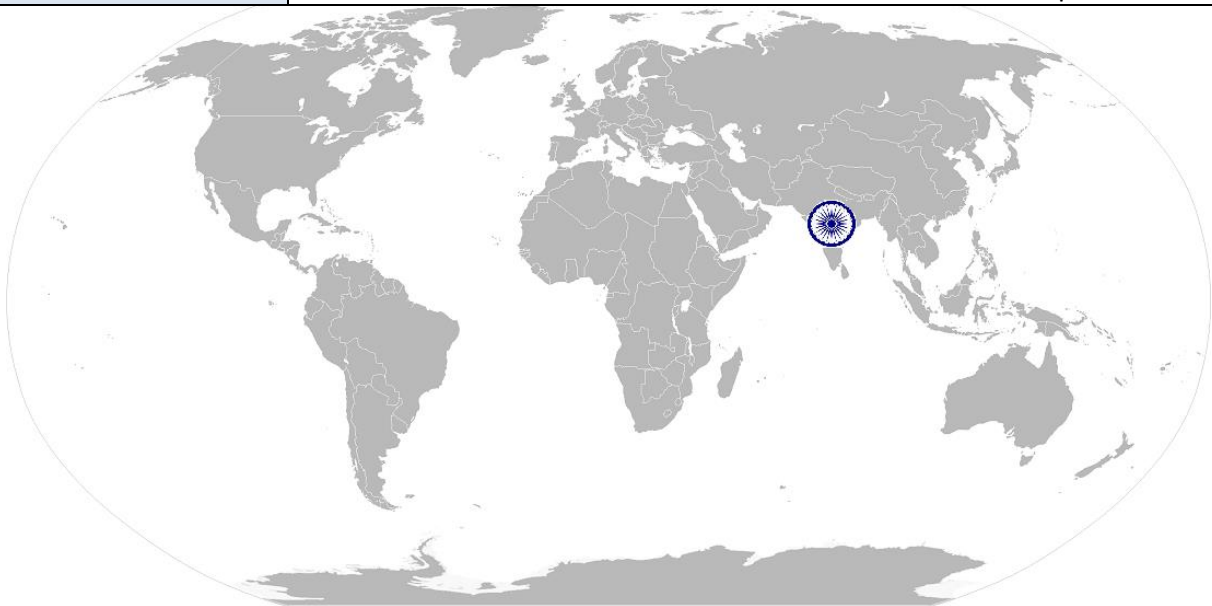
Media planning and Buying

	<p>individual media outlets (television networks, print publications, etc.)</p> <p>KB8. How to carry out regular cost benefit analysis of different types of channel and platform</p> <p>KB9. Regulatory, ethical and code of practice requirements impacting upon advertising practice in the organization’s sector</p> <p>KB10. Theory behind ad variations (e.g. double-truck and “above the fold” ads)</p>
<b>Skills (S) (Optional)</b>	
<p><b>A. Core Skills/ Generic Skills</b></p>	<p><b>Writing Skills</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. Report media buying needs to senior management, based on analysis done on advertising utilization tools and primary findings</p> <p>SA2. Brief media buyers/organizations on the organization’s media purchase needs</p> <p>SA3. Draft/Review legal documents and contracts to be entered into with selected vendors</p>
	<p><b>Reading Skills</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. Analyze platform reach and consumption research to assess the connection between certain demographics and different media platforms/channels</p> <p>SA5. Conduct consumer/audience research to judge which marketing mediums will be most effective for each target segment</p>
<p><b>B. Professional Skills</b></p>	<p><b>Oral Communication (Listening and Speaking skills)</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA6. Discuss with senior management the various aspects of media buying like budget allocation, platform, frequency, scheduling, campaign duration, etc.</p> <p>SA7. Consult with media agencies regarding the number of advertising spots that need to be bought in order to achieve marketing objectives</p>
	<p><b>Decision Making</b></p>
	<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>
	<p><b>Plan and Organize</b></p>
<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>	
<p><b>Customer Centricity</b></p>	
<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>	
<p><b>Problem Solving</b></p>	

MES/ N 2106

Media planning and Buying

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

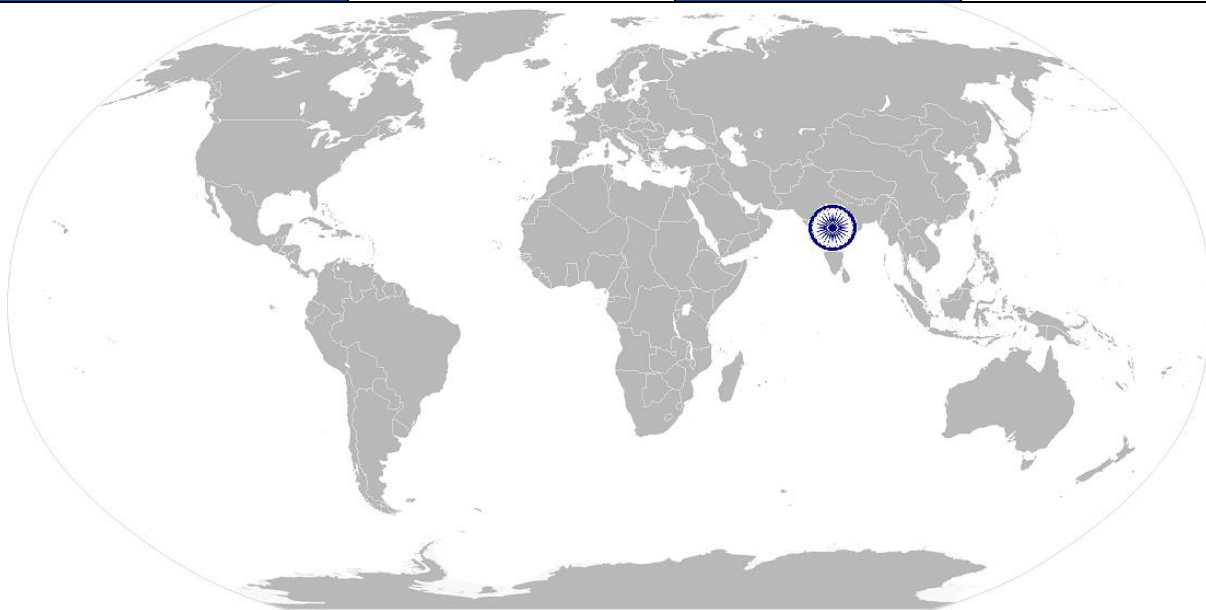


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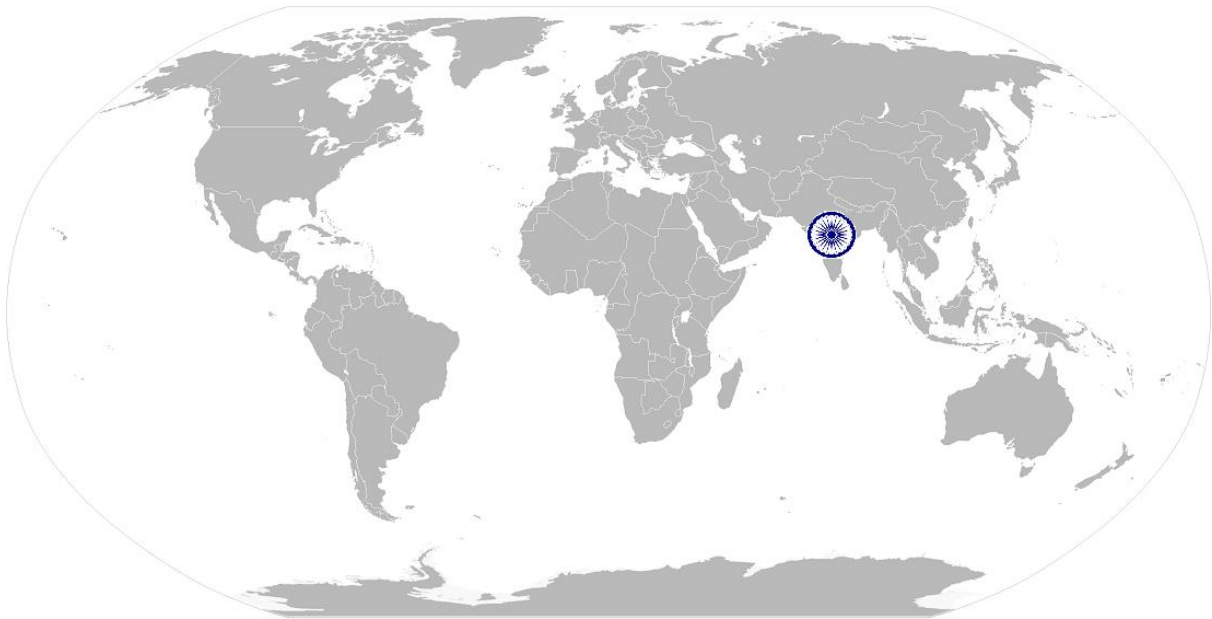
Media planning and Buying

## NOS Version Control

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



# National Occupational Standard



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## Overview

This unit is about developing creative marketing communications concepts and solutions

MES/ N 2107

Develop creative marketing communications

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

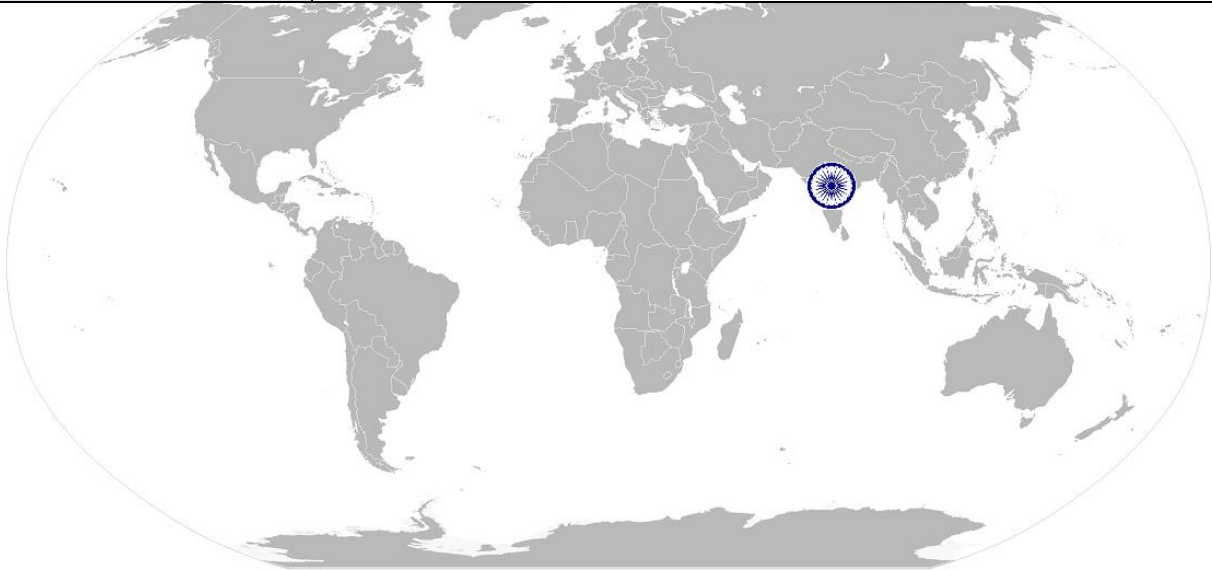
**MES/ N 2107**

**Develop creative marketing communications**

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

	<p><b>Oral Communication (Listening and Speaking skills)</b></p> <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 and media agencies upon which brief has been developed</li> <li>SA8. Correspond and co-ordinate with the media agencies to determine what the appropriate creative response should be</li> <li>SA9. Address senior management on effectiveness of creative marketing communication developed</li> </ul>
<p><b>B. Professional Skills</b></p>	<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. 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> <p><b>Plan and Organize</b></p> <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. Plan for the creative marketing communication of the brand in the future, based on research</li> <li>SB7. Control and monitor the creative marketing communication concepts and solutions currently active</li> <li>SB8. Take account of competitors' activity without letting it drive creative solutions</li> </ul> <p><b>Customer Centricity</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SB9. Base all major creative marketing communication decisions on consumer research and insights</li> <li>SB10. Emphasize to all internal and external stakeholders the importance of consumer centricity in developing creative marketing communication concepts and solutions</li> </ul> <p><b>Problem Solving</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SB11. Ensure timely and satisfactory delivery of creative marketing communication concepts and solutions in accordance to the initial timescale and budget</li> <li>SB12. Identify and utilize links and commonalities between different products and organizations in order to overcome obstacles</li> </ul>

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





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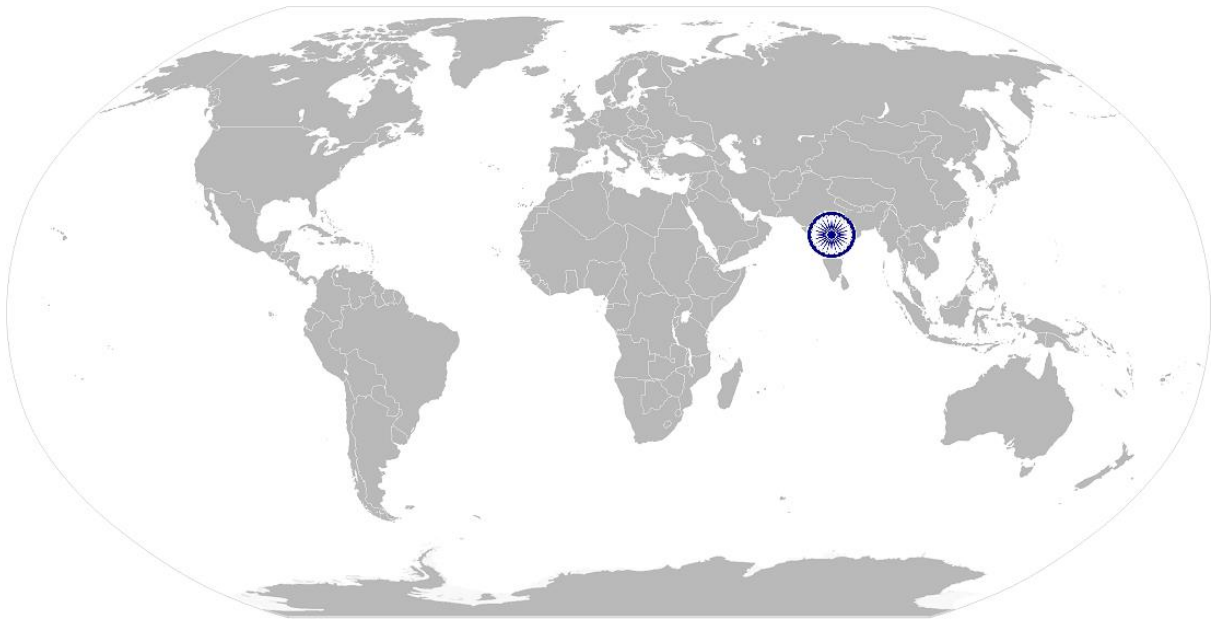
Develop creative marketing communications

## NOS Version Control

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



# National Occupational Standard



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## Overview

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

**MES/ N 2108**

**Develop corporate communications**

National Occupational Standard

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

**MES/ N 2108**

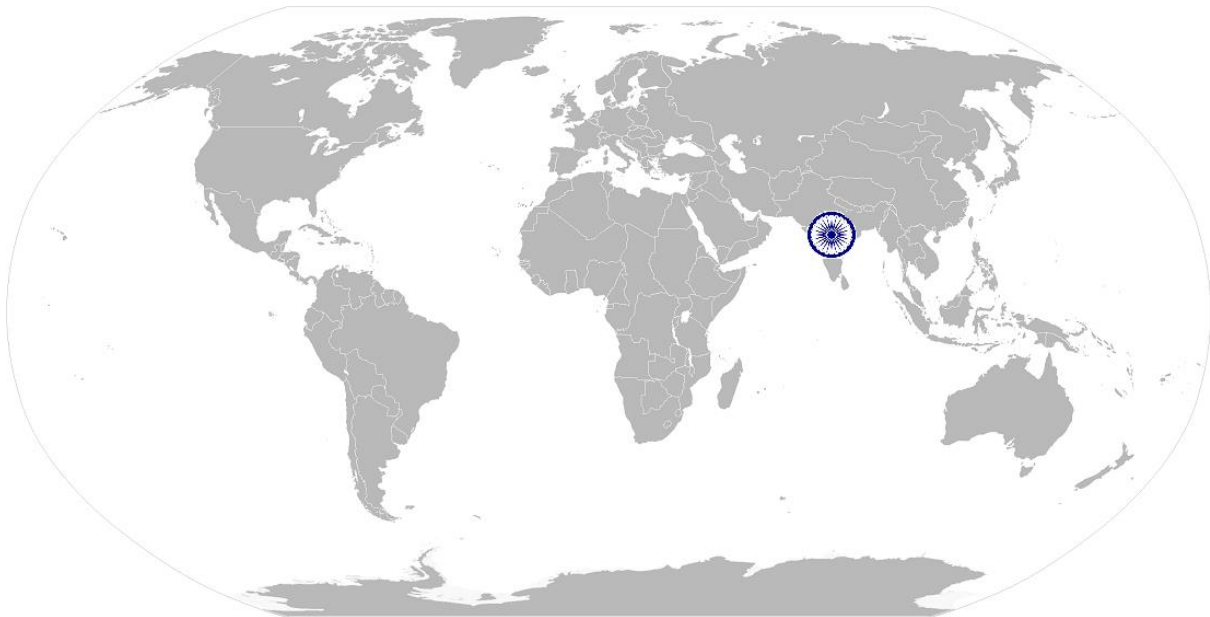
**Develop corporate communications**

	<p>KB5. The importance of corporate/brand image and identity, the factors contributing to these, and how these might be influenced</p> <p>KB6. The importance of planning, research and evaluation in the design of corporate communication programmes</p> <p>KB7. Industry standards and regulations with respect to audience data gathering, and legislation concerning consumer privacy</p>
<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. Interpret situations/policies and release statements to address a particular situation</p> <p>SA2. Draft internal/external communication messages aligned to the corporate communication strategy</p>
	<b>Reading Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Keep apprised with latest news/developments about the organization and the industry/sector it operates in</p> <p>SA4. Keep apprised with latest news/developments about the business, social and political environment in which the organization operates in</p> <p>SA5. Monitor the corporate communication of competitors</p> <p>SA6. Monitor latest trends in the world of corporate communications</p>
	<b>Oral Communication (Listening and Speaking skills)</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA7. Brief the corporate communications team/public relations agency the corporate communication strategy</p> <p>SA8. Present corporate communications solutions to senior management</p>
<b>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. Decide upon corporate communications strategy in alignment to overall corporate strategy</p> <p>SB2. Avenues to be used for communication to target audience</p>
	<b>Plan and Organize</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. Keep track of previous corporate communication in order to ensure continuity and consistency of message</p> <p>SB4. Collate corporate communication from competitors</p>
	<b>Customer Centricity</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. Assess the impact of corporate communications upon target audiences' attitudes and behavior towards the product or service, and determine the factors responsible</p>
<b>Problem Solving</b>	
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. Deliver solutions to public relations issues regarding the reputation of the</p>	

**MES/ N 2108**

**Develop corporate communications**

	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



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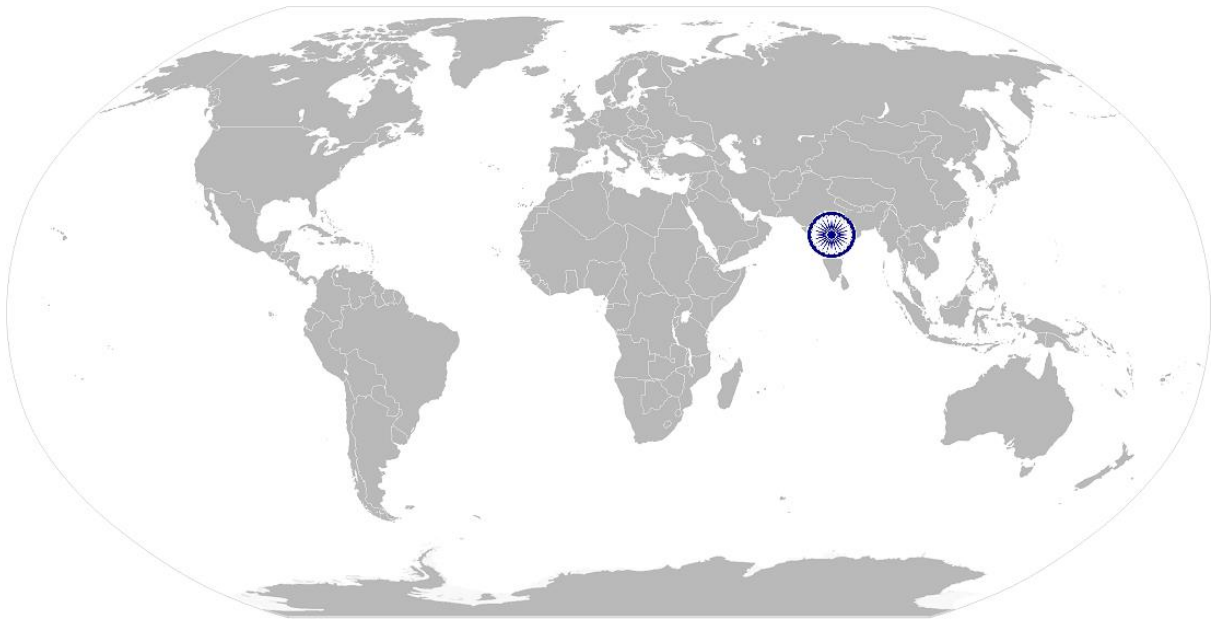
Develop corporate communications

## NOS Version Control

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



# 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**

MES/ N 2109

Assistance in content planning

<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>	This unit/task covers the following: <ul style="list-style-type: none"> <li>• Providing relevant data on audience measurement and ad spends to the content production team</li> <li>• Assisting in content planning</li> </ul>
<b>Performance Criteria (PC) with respect to the scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
Providing relevant data on audience measurement and ad spends to the content production team	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> <li>PC1. Interpret overall marketing strategy and objectives in order to ascertain content strategy of the organization</li> <li>PC2. Assess the target audience and determine the platform, frequency and timing of content consumed by audience</li> <li>PC3. Provide relevant data/analysis to the content production team, as required</li> </ul>
Assisting in content planning	<ul style="list-style-type: none"> <li>PC4. Confirm the agreed channel and platform plan for content</li> <li>PC5. Measure the audience and advertising impact of content against agreed parameters</li> </ul>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KA1. The overall content strategy laid out by senior management</li> <li>KA2. The organization's target audiences, their media habits and their typical response to channel and platform activity</li> </ul>
<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KB1. Audience measurement tools (e.g. TAM, 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-thousand for print, and cost-per-point 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. Cross platform advertising packages offered by media agencies and the individual media outlets (television networks, print publications, etc.)</li> <li>KB8. How to carry out regular cost benefit analysis of different types of channels</li> </ul>



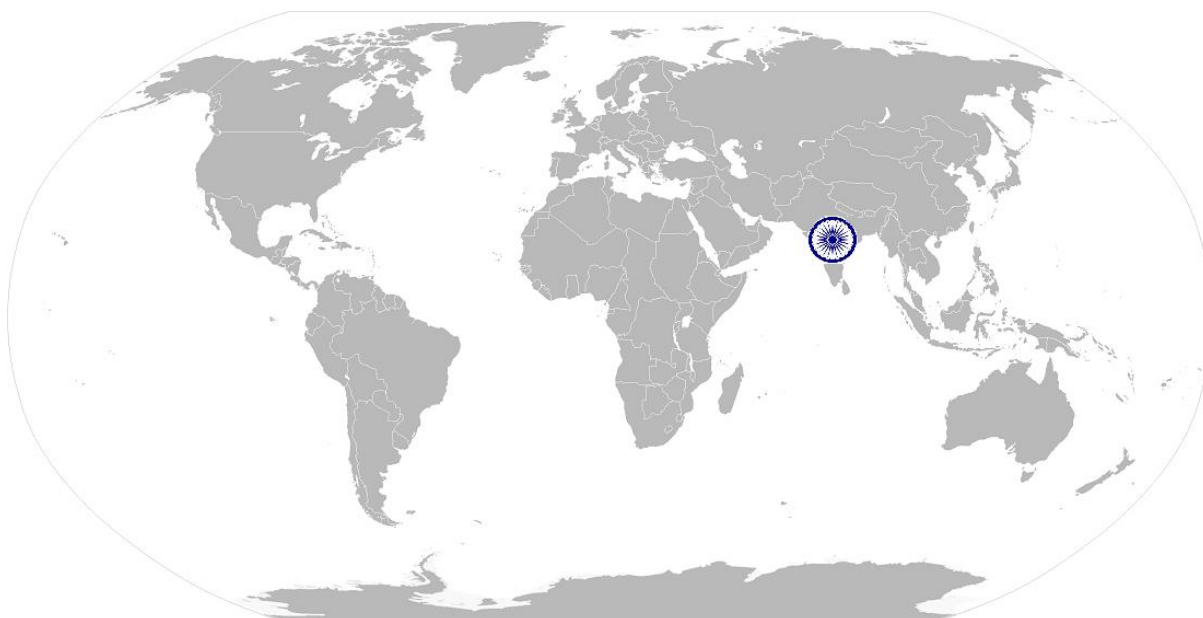
	<p>and platforms</p> <p>KB9. Regulatory, ethical and code of practice requirements impacting the advertising practice in the organization's sector</p>
<b>Skills (S) (Optional)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SA1. Report media consumption analysis and trends to the content team, based on analysis on advertising utilization tools and audience measurement tools</li> <li>SA2. Draft/review legal documents and contracts to be entered into with vendors</li> </ul>
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SA3. Analyze platform reach and consumption research to assess the connection between certain demographics and different content types</li> <li>SA4. Conduct consumer/audience research to judge which content type will be most effective for each target segment</li> </ul>
	<b>Oral Communication (Listening and Speaking skills)</b>
The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SA5. Liaise with the production team to communicate the desired message and content objectives</li> </ul>	
<b>B. Professional Skills</b>	<b>Decision Making</b>
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SB1. Determine performance of content based on audience measurement data</li> <li>SB2. The parameters that could be used to measure success including response, reach, revenues generated by the content</li> </ul>
	<b>Plan and Organize</b>
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SB3. Past media planning and buying decisions made for each type of content</li> <li>SB4. Lists of media buying agencies worked with and applicable rates offered to organization</li> </ul>
	<b>Customer Centricity</b>
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SB5. Align all content research/analysis based on consumer viewership patterns</li> </ul>
	<b>Problem Solving</b>
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SB6. Identify weaknesses/opportunities for content based on market research</li> </ul>
	<b>Analytical Thinking</b>
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SB7. Analyze viewership trends to identify opportunities for content production</li> </ul>
<b>Critical Thinking</b>	
The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SB8. Compare content performance to competitors in order to find gaps in current content plan</li> </ul>	

MES/ N 2109

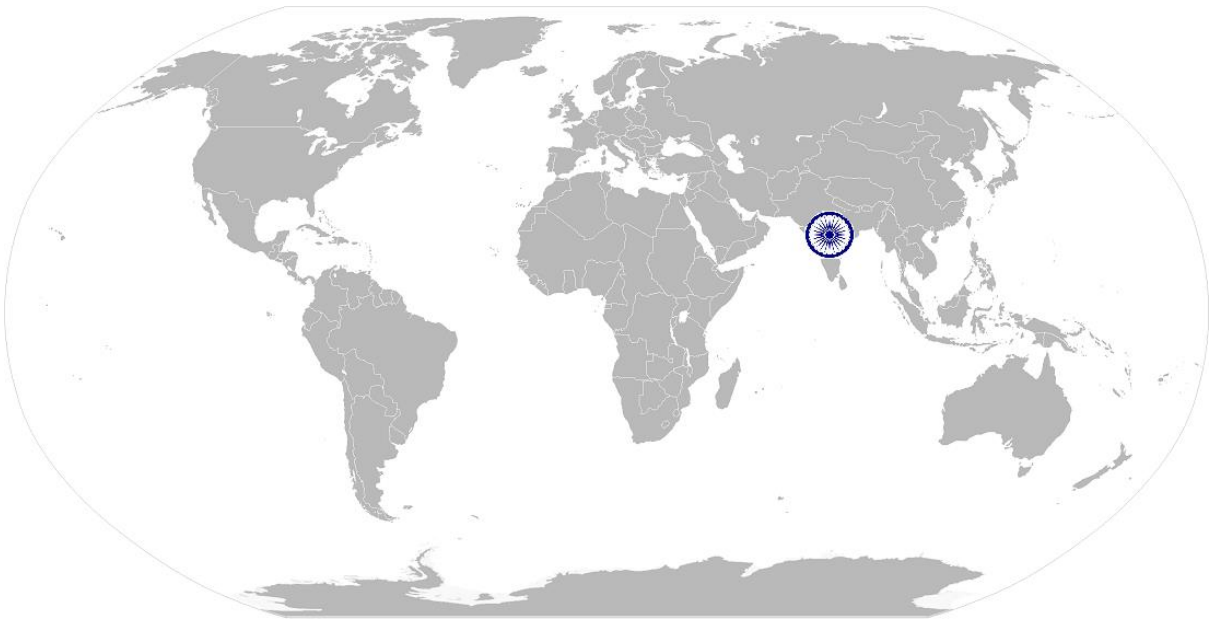
Assistance in content planning

## NOS Version Control

<b>NOS Code</b>	MES / N 2109		
<b>Credits(NSQF)</b>	TBD	<b>Version number</b>	1.0
<b>Sector</b>	Media and Entertainment	<b>Drafted on</b>	18/03/15
<b>Sub-sector</b>	Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising	<b>Last reviewed on</b>	25/03/15
<b>Occupation</b>	Marketing/Branding and Communications	<b>Next review date</b>	24/03/17



# National Occupational Standard



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## Overview

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

MES/ N 2110

Prepare Marketing Collateral

National Occupational Standard

<b>Unit Code</b>	MES/ N 2110
<b>Unit Title (Task)</b>	Preparing Marketing Collateral
<b>Description</b>	This OS unit is about preparing marketing collateral to assist sales of ad inventory
<b>Scope</b>	This unit/task covers the following: <ul style="list-style-type: none"> <li>• Preparing marketing collateral</li> <li>• Pitching marketing collateral to identified parties</li> </ul>
<b>Performance Criteria (PC) with respect to the scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
Preparing marketing collateral	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> <li>PC1. Apply relevant facts and figures uncovered by the research, and key marketing messages, to marketing collateral</li> <li>PC2. Design and produce marketing collateral that may include presentations, brochures, data sheets and white papers (articles)</li> </ul>
Pitching marketing collateral to identified parties	<ul style="list-style-type: none"> <li>PC3. Work with the relevant ad sales person to identify the parties/ teams that the collateral needs to be presented to</li> <li>PC4. Assist the sales team in presenting marketing collateral</li> </ul>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KA1. Strategic marketing objectives defined by senior management (key messages that need to be conveyed in marketing communication)</li> <li>KA2. The target audience for each type of collateral</li> <li>KA3. The persons within the organization responsible for audience ratings and ad sales research</li> </ul>
<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KB1. The types of marketing collateral and how each can be used to attract interested advertisers</li> <li>KB2. How to interpret audience ratings and ad sales research reports</li> <li>KB3. How to style, format, and portray tone of voice to engage and persuade audiences</li> <li>KB4. Advertising and marketing theory</li> <li>KB5. Types of media platforms at the organization</li> <li>KB6. Important statistics and data relating to the media platforms at the organization</li> <li>KB7. Organization specific design templates for each type of collateral</li> </ul>

## Prepare Marketing Collateral

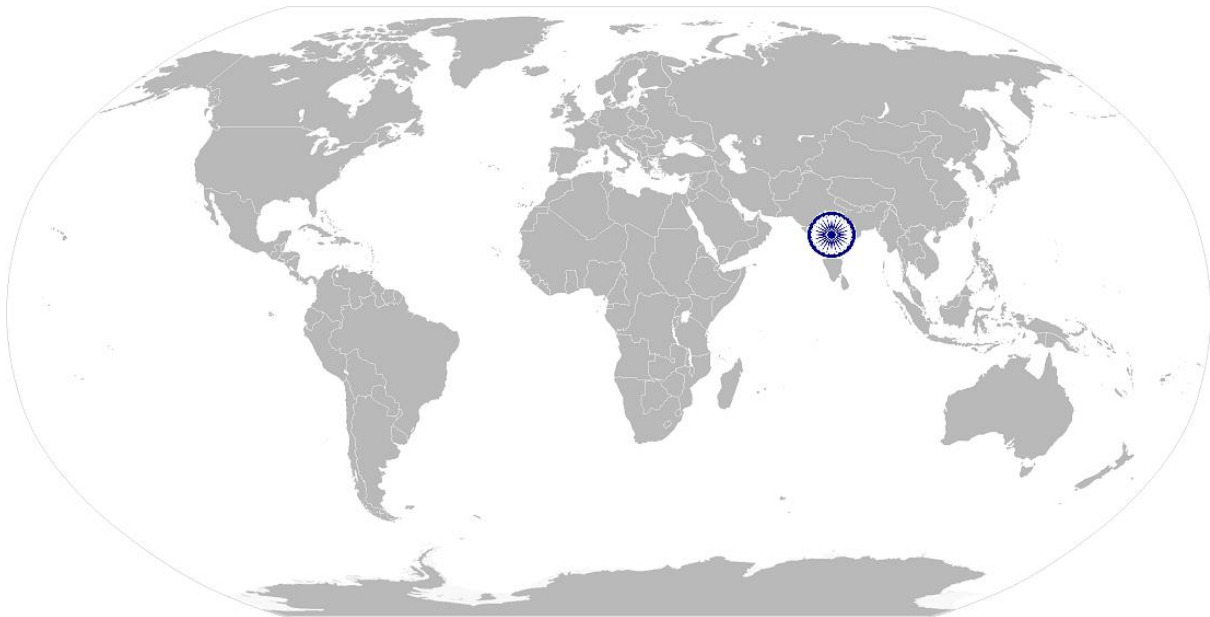
<b>Skills (S) (Optional)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SA1. Vary tone of voice and sentence structure to cater to different audiences</li> <li>SA2. Adhere to applicable grammar, punctuation, and spelling guidelines</li> <li>SA3. Adhere to appropriate style conventions</li> <li>SA4. Make use of innovative designs and layouts to catch the reader's attention</li> </ul>
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SA5. Keep abreast of trends in the industry/sector in which the organization operates in</li> <li>SA6. Inspect whether the facts and figures used in the marketing materials are accurate and not misleading</li> </ul>
	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SA7. Effectively communicate collateral particulars to the sales team</li> <li>SA8. If required, adequately present materials to interested advertisers</li> <li>SA9. Work with the sales team to develop a sales pitch that accompanies the marketing collateral</li> </ul>
<b>B. Professional Skills</b>	<b>Decision Making</b>
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SB1. Select appropriate facts and figures to be presented as part of the collateral</li> <li>SB2. Decide upon style and tone of voice of the materials</li> <li>SB3. Agree upon the design and layout of the brochure/data sheet</li> </ul>
	<b>Plan and Organize</b>
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SB4. Maintain a database of brochures and presentations prepared in the past</li> </ul>
	<b>Customer Centricity</b>
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SB5. Vary the style of marketing communications to cater to different audiences</li> </ul>
	<b>Problem Solving</b>
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SB6. Provide data points to ad sales team in order to respond to advertiser queries</li> </ul>
	<b>Analytical Thinking</b>
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SB7. Analyze latest trends in the industry/sector in order to customize marketing collateral to better suit the needs of the prospective advertiser</li> </ul>
<b>Critical Thinking</b>	
The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SB8. Research and analyze data in order to provide assistance to sales team to answer queries raised by prospective advertisers</li> </ul>	

MES/ N 2110

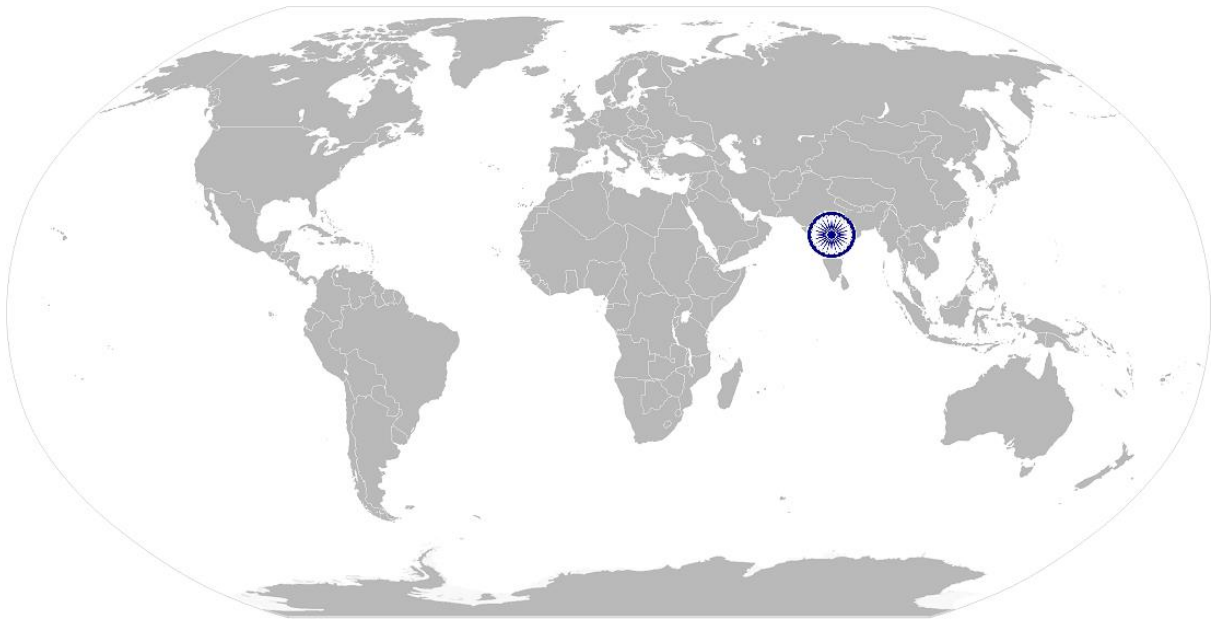
Prepare Marketing Collateral

## NOS Version Control

<b>NOS Code</b>	<b>MES / N 2110</b>		
<b>Credits(NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Sector</b>	<b>Media and Entertainment</b>	<b>Drafted on</b>	<b>18/03/15</b>
<b>Sub-sector</b>	<b>Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising</b>	<b>Last reviewed on</b>	<b>25/03/15</b>
<b>Occupation</b>	<b>Marketing/Branding and Communications</b>	<b>Next review date</b>	<b>24/03/17</b>



# National Occupational Standard



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## Overview

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

**MES/ N 0104**

**Maintain workplace health and safety**

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



MES/ N 0104

**Maintain workplace health and safety**

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

MES/ N 0104

Maintain workplace health and safety

## NOS Version Control

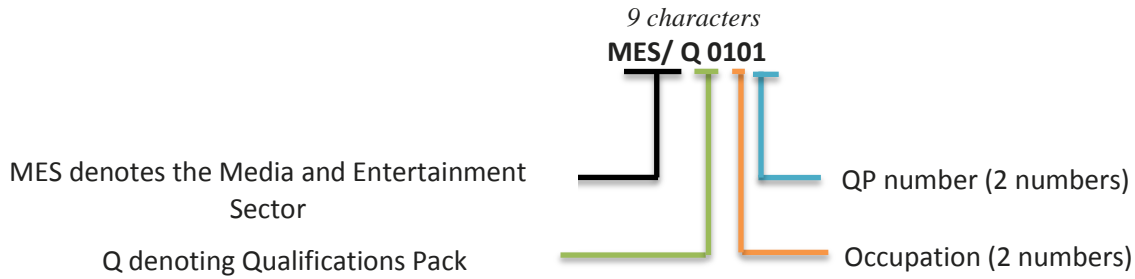
<b>NOS Code</b>	MES / N 0104		
<b>Credits(NSQF)</b>	TBD	<b>Version number</b>	1.0
<b>Sector</b>	Media and Entertainment	<b>Drafted on</b>	18/03/15
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## Annexure

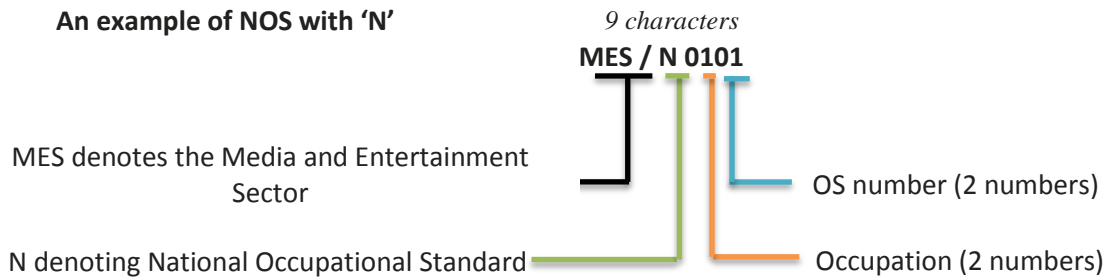
### Nomenclature for QP and NOS

#### 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

## CRITERIA FOR ASSESSMENT OF TRAINEES

**Job Role: Marketing Executive**

**Qualification Pack: MES Q 2103**

**Sector Skill Council: Media and Entertainment Skills Council**

	NOS	NOS NAME	Weightage
1	MES/ N 2104	Identify and understand target audiences	15%
2	MES/ N 2105	Analyze audience ratings and research	10%
3	MES/ N 2106	Media Planning and Buying	15%
4	MES/ N 2107	Develop creative marketing communications	20%
5	MES/ N 2108	Develop Corporate Communications	15%
6	MES/ N 2109	Assistance in content planning	10%
7	MES/ N 2110	Prepare marketing collateral	10%
8	MES/ N 0104	Maintain workplace health and safety	5%
			<b>100%</b>

### Guidelines for Assessment:

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.

2. The assessment for the theory & Practical part will be based on knowledge bank of questions created by the AA and approved by SSC.

3. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below)

4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criteria.

5. To pass the Qualification Pack , every trainee should score a minimum of 70% cumulatively (Theory and Practical).

Assessment Outcomes	Assessment criteria for outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
<b>MES/ N 2104 (Identify and understand target audience)</b>	PC1. Analyze audience viewership trends via analysis of various audience measurement metrics and demographic data	100	30	15	30
	PC2. Ensure that the strategic objectives for the brand/product/service reflect in the data gathered from audience measurement and advertising inventory tools		10	15	
	PC3. Determine reach of existing marketing efforts in relation with current advertising expenditure		30	20	
	PC4. Conduct platform-wise, program/product wise, audience wise, and region wise analysis with respect to audience ratings and advertising sales figures using ratings measurement tools and primary research		30	20	
		Total	100	70	30
Assessment Outcomes	Assessment criteria for outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
<b>MES/ N 2105 (Analyze audience ratings and research)</b>	PC1. Conduct platform-wise, program/product wise, audience wise, and region wise analysis with respect to audience ratings and advertising sales figures	100	20	10	30
	PC2. Analyze audience trends via analysis of various audience measurement metrics		30	20	
	PC3. Determine reach of existing marketing efforts contrasted against current advertising expenditure		25	20	
	PC4. Identify improvements to future campaigns and activity and lessons that can be used in your work in the future		25	20	
		Total	100	70	30

Assessment Outcomes	Assessment criteria for outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
<b>MES/ N 2106 (Media planning and buying)</b>	PC1. Interpret overall marketing strategy and objectives and plan inventory purchase accordingly	100	20	15	30
	PC2. Assess the target audience and determine the platform, frequency and timing of advertisements that will fulfill marketing objectives		20	15	
	PC3. Understand the benefits of each advertising channel or platform for own content and the associated costs		20	15	
	PC4. Negotiate and agree costs which are comprehensive and fulfill advertising budget requirements, and, where relevant, are in line with any established pricing structures agreed with the supplier		20	15	
	PC5. Measure the impact of buying activity against agreed parameters		20	10	
		Total	100	70	30
Assessment Outcomes	Assessment criteria for outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
<b>MES/ N 2107 (Develop creative marketing communications concepts and solutions)</b>	PC1. Understand the core values of the brand/product/service, in order to align marketing communications with those core values	100	20	10	30
	PC2. Understand the timescale and budget under which the creative marketing communication needs to be executed		30	20	
	PC3. Brief the advertising agency/marketing solutions firm/internal marketing team as to what they expect from the creative, in terms of story, look and message		25	20	
	PC4. Develop the creative aspects keeping in mind the effectiveness in inspiring and engaging target consumers and the ethics and regulations, imposed by government, judiciary, clients and the individuals/organizations themselves				
	PC5. Develop creative for all formats of communication; i.e. digital, print, TV, radio, outdoor, etc. for individuals working alone, in an advertising agency, in a marketing team and in any other organization in the media and entertainment industry that might require development of creative marketing communications		25	20	
		Total	100	70	30

Assessment Outcomes	Assessment criteria for outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
<b>MES/ N 2108 (Develop Corporate Communications)</b>	PC1. Identify and prioritize strategic communications objectives which are consistent with the organization's corporate objectives, business strategy & requirements for corporate social responsibility	100	30	15	30
	PC2. Establish & agree with the organization's senior team a communications strategy and associated objectives for the organization		30	15	
	PC3. Carry out activities that maintain enhance the organization's corporate reputation and that of its products/services, and which are line with agreed communications objectives		40	20	
	PC4. Identify and agree outcomes for communications projects which are measurable and in line with the agreed communications strategy		40	20	
		Total	100	70	30
Assessment Outcomes	Assessment criteria for outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
<b>MES/ N 2109 (Assistance in content planning)</b>	PC1. Interpret overall marketing strategy and objectives in order to ascertain content strategy of the organization	100	10	10	30
	PC2. Assess the target audience and determine the platform, frequency and timing of content consumed by audience		15	10	
	PC3. Provide relevant data/analysis to the content production team, as required		20	10	
	PC4. Confirm the agreed channel and platform plan for content		30	20	
	PC5. Measure the audience and advertising impact of content against agreed parameters		25	20	
		Total	100	70	30
Assessment Outcomes	Assessment criteria for outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
<b>MES/ N 2110 (Preparing Marketing Collateral)</b>	PC1. Apply relevant facts and figures uncovered by the research, and key marketing messages, to marketing collateral	100	20	15	30
	PC2. Design and produce marketing collateral that may include presentations, brochures, data sheets and white papers (articles)		25	15	
	PC3. Work with the relevant ad sales person to identify the parties/ teams that the collateral needs to be presented to		30	20	
	PC4. Assist the sales team in presenting marketing collateral		25	20	
		Total	100	70	30



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