NSQF QUALIFICATION FILE
Approved in 15th NSQC Meeting-NCVET- Dated 27 January 2022

NCVET Code

2022/ME/MESC/05191

CONTACT DETAILS OF THE BODY SUBMITTING THE QUALIFICATION FILE

Name and address of submitting body:

Media and Entertainment Skill Council

522-524, DLF Tower-A,

Jasola, New Delhi 110025

Name and contact details of individual dealing with the submission

Name: Mohit Soni

Position in the organisation: Chief Executive Officer

Address if different from above:

Tel number(s): 01149048335/ 49048336

E-mail address: ceo@mescindia.org

List of documents submitted in support of the Qualifications File

1. Occupational Map
2. Qualification Pack
3. Progression matrix
4. Protocol for Affiliation of Assessment

Model Curriculum to be added which will include the following:

- **Indicative list of tools/equipment to conduct the training**
- **Trainer's prerequisite qualification**
- **Lesson Plan**
- **Distribution of training duration into theory/practical/OJT component**

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SUMMARY

1	**Qualification Title**	ADVERTISING OPERATIONS COORDINATOR
2	**Qualification Code, if any**	MES/Q0206
3	**NCO code and occupation**	NCO-2015/NCO2015- 1222.0102 Ad Sales / Account Management/ Scheduling/ Traffic
4	**Nature and purpose of the qualification (Please specify whether qualification is short term or long term)**	Nature of qualification is Creative Art and purpose is to provide job and freelance opportunity as Advertising Operation Coordinator in M&E Industry (This qualification is Short Term Course)
5	**Body/bodies which will award the qualification**	MESC – Media & Entertainment Skill Council
6	**Body which will accredit providers to offer courses leading to the qualification**	MESC – Media & Entertainment Skill Council
7	**Whether accreditation/affiliation norms are already in place or not , if applicable (if yes, attach a copy)**	YES
8	**Occupation(s) to which the qualification gives access**	Advertising Operations Coordinator.
9	**Job description of the occupation**	The individuals in this job are required to fulfil sales orders for online campaigns, including placing media bought by advertisers/agencies and running it as planned. The individual is also responsible to evaluate the effectiveness of online campaigns, manage the online advertisement hardware and systems and troubleshoot and technical and delivery issues that might arise. The individual must also be equipped with a thorough knowledge of online advertising and advertisement operations, coding languages and trafficking solutions.
10	**Licensing requirements**	NO
11	**Statutory and Regulatory requirement of the relevant sector (documentary evidence to be provided)**	NO
12	**Level of the qualification in the NSQF**	NSQF LEVEL 4
13	**Anticipated volume of training/learning required to complete the qualification**	450 hours
14	**Indicative list of training tools required to deliver this qualification**	
15	**Entry requirements and/or recommendations and minimum age**	Class XII with one year of relevant experience **OR**

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		ITI (2 years after 10th) with one year of relevant experience **Min Age:** 18 Year	
16	**Progression from the qualification (Please show Professional and academic progression)**	Manager-Operations/Sales Manager	
17	**Arrangements for the Recognition of Prior learning (RPL)**	RPL with prominent players in the Film, Television, Gaming, Animation and Advertising industry are in progress	
18	**International comparability Where known (research evidence to be provided)**	Creative Skills Set (United Kingdom) & IBSA (Australian Business Skill Council)	
19	**Date of planned review of the qualification**	25/01/2027	
20	**Formal structure of the qualification** **Mandatory components**		
	Title of component and identification code/NOSs/Learning outcomes	**Estimated size (learning hours)**	**Level**
	MES / N 0208 Implement online advertisements)	120	4
	MES / N 0209 (Ensure that online advertisements function smoothly)	90	4
	MES N / 0216 (Prepare MIS reports)	120	4
	MES N / 0104 (Maintain workplace health and safety)	60	4
	Sub Total (A)	**390**	**4**
	Optional component		
	Title of component and identification code/NOSs/Learning outcomes	**Estimated size (learning hours)**	**Level**
(i)	**OJT**	60	
	Sub Total (B)	60	
	Total A+B	**450**	**LEVEL 4**

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SECTION 1
ASSESSMENT

21	**Body/Bodies which will carry out assessment:** MESC will conduct assessment through its empanelled/aligned assessment agency and through certified assessors.
22	**How will RPL assessment be managed and who will carry it out?** Yes. The RPL assessment will be carried out through screening, identifying skills gaps through NOS level assessment issuing NOS level scores sheets providing bridge training to cover competency gaps and conduct final assessment of the candidates
23	**Describe the overall assessment strategy and specific arrangements which have been put in place to ensure that assessment is always valid, reliable and fair and show that these are in line with the requirements of the NSQF.** Assessment is done through third parties who are affiliated to MESC as Assessment Body. Assessors are trained & certified by MESC through Training of Trainers program. The assessment involves two processes. The first process is gathering the evidence of the competency of individuals. The second part of the assessment process is the judgement as to whether a person is competent or not. The assessment plan contains the following information: What will be assessed, i.e. the competency based on each NOS How assessment will occur i.e. methods of assessment When the assessment will occur Where the assessment will take place i.e. context of the assessment (workplace/simulation) The criteria for decision making i.e. those aspects that will guide judgements and The assessment is conducted through theory, viva voce and practical.

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ASSESSMENT EVIDENCE

Grid for each component as listed in "Formal structure of the qualification" in the Summary.

24. Assessment evidences Title of Component:

Outcomes to be assessed/NOSs to be assessed	Assessment criteria for the outcome
Implement online advertisements	PC1.Manage traffic operations to fulfil sales orders for online campaigns, ensuring that media bought by advertisers/agencies are placed and run as planner
	PC2.Evaluate campaign performance and delivery
	PC3.Check all the parameters to ensure that the advertising campaigns are implemented smoothly
	PC4.Respond positively to feedback and changes in requirements
Ensure that online advertisements function smoothly	PC1.Serve as a bridge between the sales and technology functions within the company, assisting in product creation, research, pricing etc., where required
	PC2.Operate and control the online advertisement hardware and software systems and servers
	PC3.Identify any issues that may be occurring with the implementation
	PC4.Help resolve the issues efficiently and effectively
	PC5.Take precautions to ensure that the implementation is carried out smoothly
	PC6.Respond positively to feedback and changes in requirements
Prepare MIS reports	PC1.Gather raw data from the various advertising systems used by the individual
	PC2.Interpret information by performing different analyses and draw suitable insights
	PC3.Present information in an easy to understand format, that is acceptable to the organization
	PC4.Refresh information with latest data from time to time
	PC5.Understand the different types of reports expected by the management/ other internal functions
	PC6.Prepare and present information in the defined format to meet requirements

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	PC7.Respond positively to feedback and changes in requirements
	PC8.Continuously review the reports to identify key trends and other variances
Maintain workplace health and safety	PC1. Understand and comply with the organization's current health, safety and security policies and procedures
	PC2. Understand the safe working practices pertaining to own occupation
	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
	PC4. Participate in organization health and safety knowledge sessions and drills
	PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency
	PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms
	PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety
	PC8. Ensure own personal health and safety, and that of others in the workplace though precautionary measures
	PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person
	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
	PC11. Follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard
	PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority
Means of assessment 1	Online (Multiple choice Questions) Offline (Practical) or Through online platform and online Procter(s)
Means of assessment 2 Add boxes as required.	
Pass/Fail	**Pass : Above 70**

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SECTION 2

25. EVIDENCE OF LEVEL

OPTION A

Title/Name of qualification/component: Account Executive		**Level : 4**	
NSQF Domain	**Outcome of the qualification/component**	**How the outcomes relates to the NSQF level descriptors**	**NSQF Level**
Process	1. Implement online advertisements 2. Ensure that online advertisements function smoothly 3. Prepare MIS reports 4. Maintain workplace health and safety Description	The jobholder needs to evaluate campaign performance, trafficking online inventory, troubleshoot issues in process/technology, and use data to draw insights for reporting and preparing MIS reports. The jobholder also needs to identify and understand the health, safety and security risks prevalent in the workplace.	**Level 4**
Professional knowledge	1. Implement online advertisements 2. Ensure that online advertisements function smoothly 3. Prepare MIS reports 4. Maintain workplace health and safety Description	The jobholder needs to know and understand the company's product offering and positioning within the internet industry, roles and responsibilities within the advertisement operations and the fundamentals of online advertising. The jobholder also needs to understand the organizations norms and policies relating to advertising and preparing MIS reports. Advertising Operations Coordinator must also understand the norms and policies relating to health and safety and the importance of maintaining high standards of health and safety at a workplace.	**Level 4**
Professional skills	1. Implement online advertisements 2. Ensure that online advertisements function smoothly	The jobholder should be equipped with logical skills like, planning and organising, Analytical thinking, problem solving and decision	**Level 4**

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	3. Prepare MIS reports 4. Maintain workplace health and safety Description	making. They are required to plan activities to ensure that all trafficking requirements are executed within the specified time, interpret the impact of new product launches, workflow changes on online advertisements and data management. Advertising Advertising Operations coordinator is required to understand the hazards and plan and organize resources to deal with the risks.	
Core skills	1. Implement online advertisements 2. Ensure that online advertisements function smoothly 3. Prepare MIS reports 4. Maintain workplace health and safety Description	Advertising Operations Coordinator must be competent in preparing a management dashboard that puts together data from various sources for analysis and generate advertisement reports for media campaigns. The jobholder needs to understand client requirements from sales personnel and liaise with marketing department and billing teams to gather requirements on advertisement reports. Moreover the individual must organize and store documentation and access information to draw insights. Advertising Operations Coordinator must highlight the potential risks in a workplace and provide feedback to the concerned people	**Level 4**
Responsibility	1. Implement online advertisements 2. Ensure that online advertisements function smoothly 3. Prepare MIS reports	Advertising Operations Coordinator must be able to manage traffic operations to fulfil sales orders for online campaigns and ensuring that media bought by advertisers are placed as planned. The jobholder must be able to evaluate campaign performance and delivery	**Level 4**

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	4. Maintain workplace health and safety Description	and respond positively to feedback, to serve as a bridge between the sales and technology functions within the company and identify issues that may be occurring with the implementation. Moreover, gathering raw data and drawing suitable insights. Advertising Operations Coordinator must understand the health, safety and security risks prevalent in the workplace and identifying people responsible for the same.	

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SECTION 3 EVIDENCE OF NEED

26	**What evidence is there that the qualification is needed? What is the estimated uptake of this qualification and what is the basis of this estimate?**		
	Basic	**In case of SSC**	**In case of other Awarding Bodies (Institutes under Central Ministries and states departments)**
	Need of the qualification	As per the 2021 MESC/Deloitte skill gaps report the Entertainment industry is growing at a very significant rate and to cater the demand of the industry we need to skill our youth. As per the report its evident that the qualification is needed.	
	Industry Relevance	The MESC has undertaken validation of the job roles with actual end-user industry and association where such employment is going to be generated and absorbed instead of generic validation of industry. MESC submitted the endorsements from users / intended users of the qualification clearly supporting need for trained people against specific job role.	
	Usage of the qualification	MESC prepared this on the basis of requirement from industry and demand raised by various association. The qualification will be used both for new inductees as well as RPL of working actors in the industry.	
	Estimated uptake	MESC has conducted skill gap study in consultation with Deloitte and interaction with the industry. The skill gap study and industry interaction says huge demand of manpower for this	

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		qualification. MESC will share the tentative demand sheet whenever desired.	
27	**Recommendation from the concerned Line Ministry of the Government/Regulatory Body. To be supported by documentary evidences** MESC has approached the line Ministry (Ministry of information and broadcasting) and submitted detail Qualification for their concurrence. Response is yet to be received.		
28	**What steps were taken to ensure that the qualification(s) does (do) not duplicate already existing or planned qualifications in the NSQF? Give justification for presenting a duplicate qualification** As part of the skilled Gap Survey we have done functional mapping for all the job roles ,ensuring there is no duplications in the in the planned qualifications in NSQF through vertical career progression and horizontal multiskilling.		
29	**What arrangements are in place to monitor and review the qualification(s)? What data will be used and at what point will the qualification(s) be revised or updated? Specify the review process here** The qualification will be revised and updated when any one of the below instances occur 1. 60 months from the approval of the NSQC 2. If less than 30% of the certified candidates get employed 3. When there is significant improvement in technology/processes for executing the job role		

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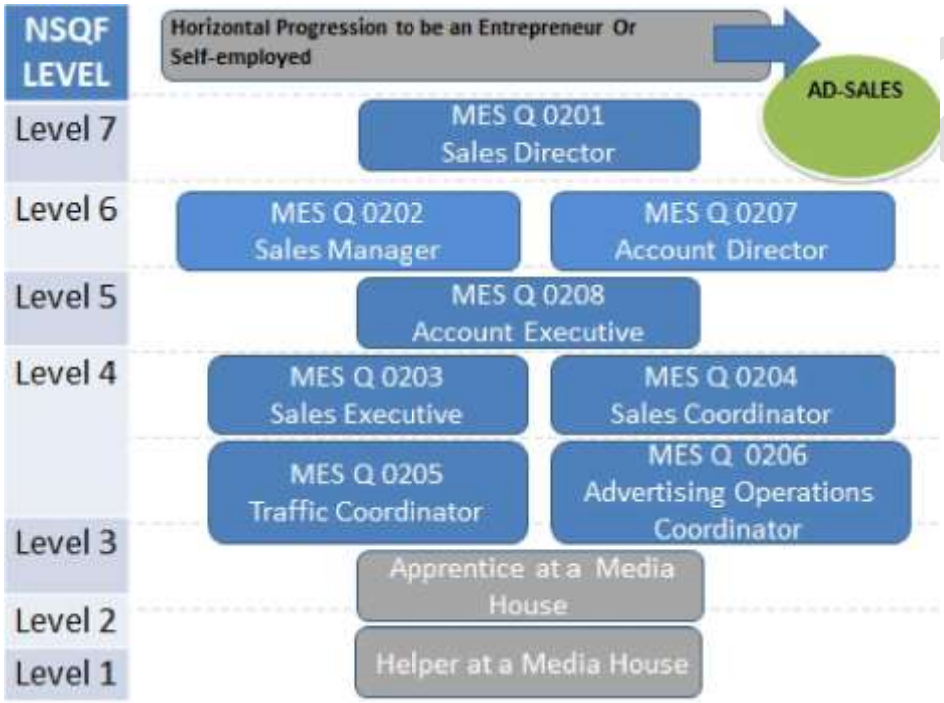
SECTION 4
EVIDENCE OF PROGRESSION

30	**What steps have been taken in the design of this or other qualifications to ensure that there is a clear path to other qualifications in this sector?** ***Show the career map here to reflect the clear progression***



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CRITERIA FOR ASSESSMENT OF TRAINEES

Job role: Advertising Operations Coordinator (Digital)

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).
6. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack

Assessment Outcomes	**Assessment Criteria for outcomes**			**Marks Allocation**	
		Total Mark	**Out Of**	**Theory**	**Skills Practical**
MES/N0208 (Implement online advertisements)	PC1.Manage traffic operations to fulfill sales orders for online campaigns, ensuring that media bought by advertisers/agencies are placed and run as planned	100	25	7	70
	PC2.Evaluate campaign performance and delivery		25	7	
	PC3.Check all the parameters to ensure that the advertising campaigns are implemented smoothly		25	8	
	PC4.Respond positively to feedback and changes in requirements		25	8	
		Total	**100**	**30**	**70**
MES/N0209 (Ensure that	PC1.Serve as a bridge between the sales and technology functions within the	100	20	6	70

online advertisements function smoothly)	company, assisting in product creation, research, pricing etc., where required				
	PC2.Operate and control the online advertisement hardware and software systems and servers		10	4	
	PC3.Identify any issues that may be occurring with the implementation		20	6	
	PC4.Help resolve the issues efficiently and effectively		15	4	
	PC5.Take precautions to ensure that the implementation is carried out smoothly		20	6	
	PC6.Respond positively to feedback and changes in requirements		15	4	
		Total	**100**	**30**	**70**
MES/N0216 (Prepare MIS reports)	PC1.Gather raw data from the various advertising systems used by the individual	100	15	5	70
	PC2.Interpret information by performing different analyses and draw suitable insights		15	5	
	PC3.Present information in an easy to understand format, that is acceptable to the organization		10	3	
	PC4.Refresh information with latest data from time to time		10	3	
	PC5.Understand the different types of reports expected by the management/ other internal functions		10	3	
	PC6.Prepare and present information in the defined format to meet requirements		15	5	
	PC7.Respond positively to feedback and changes in requirements		10	3	
	PC8.Continuously review the reports to identify key trends and other variances		15	3	
		Total	**100**	**30**	**70**

MES/N0104 **(Maintain workplace health and safety)**	PC1. maintain one's posture and position to minimize fatigue and the risk of injury	100	10	3	70
	PC2. maintain first aid kit and keep oneself updated on the first aid procedures		10	3	
	PC3. identify and document potential risks like sitting postures while using computer, eye fatigues and other hazards at the workplace		5	2	
	PC4. accurately maintain accident reports		5	2	
	PC5. report health and safety risks/ hazards to concerned personnel		10	3	
	PC6. participate in organization's health and safety knowledge sessions and drills		10	2	
	PC7. identify the people, responsible for health and safety at the workplace, including those to contact in case of an emergency		10	2	
	PC8. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms		10	3	
	PC9. identify aspects of workplace that could cause potential risk to own and others health and safety		5	2	
	PC10. ensure own personal health and safety, and that of others in the workplace though precautionary measures		5	2	
	PC11. identify and recommend opportunities for improving health, safety, and security to the designated person		5	2	
	PC12. 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		5	2	

		Total	**100**	**30**	**70**

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