

Qualification Pack



Account Executive (Advertising Agency)

QP Code: MES/Q0208

Version: 1.0

NSQF Level: 5

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Qualification Pack

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MES/Q0208: Account Executive (Advertising Agency)

Brief Job Description

Individuals at this job are responsible for managing preparation of clients advertisement end-products

Personal Attributes

This job requires the individual to understand advertising requirements from the client and coordinate with the creative teams with in the agency to have them executed. The individual may also be required to liaise with external vendors for production of advertisements, in which case they would be required to negotiate an agreeable fee on behalf of the client. The individual is required to present final work products to clients and obtain their approval.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [MES/N0104: Maintain Workplace Health & Safety](#)
2. [MES/N0213: Understand the requirements and creative goals of the client](#)
3. [MES/N0215: Coordinating with creative teams as well as external vendors](#)
4. [MES/N0216: Prepare MIS reports](#)

Qualification Pack (QP) Parameters

Sector	Media & Entertainment
Sub-Sector	Advertising
Occupation	Ad Sales/Account Management/Scheduling/Traffic
Country	India
NSQF Level	5
Aligned to NCO/ISCO/ISIC Code	NCO 2015- 2431.0202
Minimum Educational Qualification & Experience	Graduate with 3-5 Years of experience

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Minimum Level of Education for Training in School	
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 Years
Last Reviewed On	21/11/2014
Next Review Date	31/03/2022
NSQC Approval Date	28/09/2015
Version	1.0
Reference code on NQR	2019/ME/MESC/3420
NQR Version	1.0

Remarks:

This QP was approved in 2015 and NSQC Extended it in 2019 without any change in QP. Therefore, NQR code used is of 2019.

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MES/N0104: Maintain Workplace Health & Safety

Description

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

Scope

This unit/task covers the following:

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

Elements and Performance Criteria

Understanding the health, safety and security risks prevalent in the workplace

To be competent, the user/individual on the job must be able to:

- PC1.** understand and comply with the organizations 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

Knowing the people responsible for health and safety and the resources available

To be competent, the user/individual on the job must be able to:

- 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

Identifying and reporting risks

To be competent, the user/individual on the job must be able to:

- 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 through precautionary measures
- PC9.** identify and recommend opportunities for improving health, safety, and security to the designated person
- PC10.** report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected

Complying with procedures in the event of an emergency

To be competent, the user/individual on the job must be able to:

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- PC11.** follow organizations 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 individuals authority

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Organizations norms and policies relating to health and safety
- KU2.** Government norms and policies regarding health and safety and related emergency procedures
- KU3.** Limits of authority while dealing with risks/ hazards
- KU4.** The importance of maintaining high standards of health and safety at a workplace
- KU5.** The different types of health and safety hazards in a workplace
- KU6.** Safe working practices for own job role
- KU7.** Evacuation procedures and other arrangements for handling risks
- KU8.** Names and contact numbers of people responsible for health and safety in a workplace
- KU9.** How to summon medical assistance and the emergency services, where necessary
- KU10.** Vendors or manufacturers instructions for maintaining health and safety while using equipment, systems and/or machines

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** how to write and provide feedback regarding health and safety to the concerned people
- GS2.** how to write and highlight potential risks or report a hazard to the concerned people
- GS3.** read instructions, policies, procedures and norms relating to health and safety
- GS4.** highlight potential risks and report hazards to the designated people
- GS5.** listen and communicate information with all anyone concerned or affected
- GS6.** make decisions on a suitable course of action or plan
- GS7.** plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority
- GS8.** apply problem solving approaches in different situations
- GS9.** understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority
- GS10.** apply balanced judgments in different situations
- GS11.** How to write and provide feedback regarding health and safety to the concerned people
- GS12.** How to write and highlight potential risks or report a hazard to the concerned people
- GS13.** Read instructions, policies, procedures and norms relating to health and safety
- GS14.** Highlight potential risks and report hazards to the designated people
- GS15.** Listen and communicate information with all anyone concerned or affected



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- GS16.** Make decisions on a suitable course of action or plan
- GS17.** Plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority
- GS18.** Apply problem solving approaches in different situations
- GS19.** build and maintain positive and effective relationships with colleges and customers
- GS20.** analyze data and activites
- GS21.** Understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority
- GS22.** Apply balanced judgments in different situations

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Understanding the health, safety and security risks prevalent in the workplace</i>	15	15	-	-
PC1. understand and comply with the organizations current health, safety and security policies and procedures	5	5	-	-
PC2. understand the safe working practices pertaining to own occupation	5	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	3	2	-	-
PC4. participate in organization health and safety knowledge sessions and drills	2	3	-	-
<i>Knowing the people responsible for health and safety and the resources available</i>	10	10	-	-
PC5. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency	5	5	-	-
PC6. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms	5	5	-	-
<i>Identifying and reporting risks</i>	18	17	-	-
PC7. identify aspects of your workplace that could cause potential risk to own and others health and safety	5	5	-	-
PC8. ensure own personal health and safety, and that of others in the workplace through precautionary measures	5	5	-	-
PC9. identify and recommend opportunities for improving health, safety, and security to the designated person	3	2	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected	5	5	-	-
<i>Complying with procedures in the event of an emergency</i>	7	8	-	-
PC11. follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard	5	5	-	-
PC12. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority	2	3	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	MES/N0104
NOS Name	Maintain Workplace Health & Safety
Sector	Media & Entertainment
Sub-Sector	Film, Television, Animation, Gaming, Radio, Advertising
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	02/06/2014
Next Review Date	31/03/2022
NSQC Clearance Date	28/09/2015

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MES/N0213: Understand the requirements and creative goals of the client

Description

This unit is about understanding the advertising requirements and creative goals of the client

Scope

This unit/task covers the following:

- Understanding the advertisement requirements and creative goals of clients:
- Across a range of media vehicles including Television, Print, Radio, Digital, Out-Of-Home

Elements and Performance Criteria

Understanding the advertisement requirements and creative goals of the client

To be competent, the user/individual on the job must be able to:

- PC1.** research and understand the creative brief received from the advertiser
- PC2.** arrange meetings/discussions with the client to foster dialogue and a clear understanding of client requirements and creative goals, as required
- PC3.** interact and gather information effectively from the client to be able to create successful advertising solutions, as required
- PC4.** coordinate with internal teams to analyze and agree upon what work products need to be created based on the clients needs

Comprehending the safety and security procedures for conduct of operations

To be competent, the user/individual on the job must be able to:

- PC5.** respond positively to feedback and changes in creative requirements

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the advertising process followed at the agency
- KU2.** the clients advertising budget, vision and objectives
- KU3.** the clients advertising plan and campaign
- KU4.** fundamentals of advertising and marketing
- KU5.** how to effectively listen and understand client needs and objectives
- KU6.** how to ask the right questions and gather information effectively
- KU7.** how to discuss, flesh out and specify the objectives and creative vision of the client, where appropriate
- KU8.** how to present the idea/concept to the client and solicit their approval
- KU9.** the production costs for a variety of advertisements across mediums, and their fit with client needs
- KU10.** applicable legal and regulatory requirements

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Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** detail out the clients requirements and objectives
- GS2.** read the advertisers media plan and campaign details
- GS3.** liaise with the client and creative/ art & design teams and ensure that the formers needs are understood and well-executed by the latter
- GS4.** ensure that the advertising end-products are prepared and presented in line with pre-determined client requirements and creative goals
- GS5.** identify problems with the effective execution of the task and undertake measures to overcome them
- GS6.** set clear expectations of what advertising may or may not achieve at the outset of agreements with clients
- GS7.** reach agreement with clients about levels of customer care before the sale is agreed
- GS8.** analyse and evaluate completed advertising against client satisfaction, the time taken to service the contract and the money raised for your organisation
- GS9.** maintain contact with clients even when there is not the immediate possibility of a sale
- GS10.** deal with changes during campaigns in a way that meets the needs of your organization while maintaining a good relationship with clients

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Understanding the advertisement requirements and creative goals of the client</i>	40	40	-	-
PC1. research and understand the creative brief received from the advertiser	10	10	-	-
PC2. arrange meetings/discussions with the client to foster dialogue and a clear understanding of client requirements and creative goals, as required	10	10	-	-
PC3. interact and gather information effectively from the client to be able to create successful advertising solutions, as required	10	10	-	-
PC4. coordinate with internal teams to analyze and agree upon what work products need to be created based on the clients needs	10	10	-	-
<i>Comprehending the safety and security procedures for conduct of operations</i>	10	10	-	-
PC5. respond positively to feedback and changes in creative requirements	10	10	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	MES/N0213
NOS Name	Understand the requirements and creative goals of the client
Sector	Media & Entertainment
Sub-Sector	Advertising
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	21/11/2014
Next Review Date	31/03/2022
NSQC Clearance Date	28/09/2015

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MES/N0215: Coordinating with creative teams as well as external vendors

Description

This OS unit is about liaising between the client and the creative/ art & design departments to deliver the required advertising end-products

Scope

This unit/task covers the following:

- Liaising between the client and the creative/ art & design departments
- Across a range of media vehicles including Television, Print, Radio, Digital, Out-Of-Home

Elements and Performance Criteria

Liaising between the client and the creative/ art & design departments

To be competent, the user/individual on the job must be able to:

- PC1.** understand the creative brief received from the advertiser and communicate it comprehensively to the creative/ art & design team
- PC2.** oversee the conceptualization of ideas/concepts by the creative/ art & design team to ensure that the brief is executed accurately
- PC3.** estimate agency fees to develop the advertisement
- PC4.** negotiate with third-party vendors developing the advertisement (if required)
- PC5.** obtain approval on the fee/ ideas/ concepts
- PC6.** oversee preparation of the advertisement to ensure that the advertisers needs are met

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the advertising process followed at the agency
- KU2.** the clients advertising budget, vision and objectives
- KU3.** the clients advertising plan and campaign
- KU4.** the third-party vendors that a company deals with
- KU5.** fundamentals of advertising and marketing
- KU6.** how to prepare a brief for the creative/ art & design teams that clearly specifies client objectives
- KU7.** how to liaise and communicate effectively with the creative/ art & design teams, outlining client goals and creative vision
- KU8.** how to present the idea/concept to the client and solicit their approval
- KU9.** the production costs for a variety of advertisements across mediums
- KU10.** how to estimate the costs involved to prepare an advertisement across media vehicles and coordinate the preparation of an invoice

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- KU11.** how to negotiate with third-party vendors
- KU12.** applicable legal and regulatory requirements

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** prepare a brief for the creative/ art & design team that encapsulates the clients vision and expectations from the end-product
- GS2.** supervise/prepare a brief for the creative/ art & design team that encapsulates the clients vision and expectations from the end-product
- GS3.** prepare, or coordinate the preparation, of client and vendor billings and invoices, as required
- GS4.** read the advertisers media plan and campaign details
- GS5.** liaise with the client and creative/ art & design teams and ensure that the formers needs are understood and well-executed by the latter
- GS6.** discuss and finalise the fee to be charged for preparing an advertisement
- GS7.** ensure that the advertising end-products are prepared and presented to the client within the time-frame committed
- GS8.** identify problems with the effective execution of the task and undertake measures to overcome them
- GS9.** make relevant decisions related to the area of work e.g. sequencing of activities, choice of creative and art departments, conceptualization of ideas/concepts, production techniques & costs, choice of location, vendor selection etc.
- GS10.** how to assess the impact of selecting production techniques, cast, crew, vendors and suppliers on the time, location and budget of the production, and their impact on clients advertising budget, vision, campaign and objectives
- GS11.** communicate and coordinate properly about project requirements there by facilitating team development and meeting the client requirements
- GS12.** appraise the quality of the production activities to ensure they are in line with the expected quality standards and suggest areas of improvement.

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Liaising between the client and the creative/ art & design departments</i>	50	50	-	-
PC1. understand the creative brief received from the advertiser and communicate it comprehensively to the creative/ art & design team	10	10	-	-
PC2. oversee the conceptualization of ideas/concepts by the creative/ art & design team to ensure that the brief is executed accurately	5	5	-	-
PC3. estimate agency fees to develop the advertisement	10	10	-	-
PC4. negotiate with third-party vendors developing the advertisement (if required)	5	10	-	-
PC5. obtain approval on the fee/ ideas/ concepts	10	10	-	-
PC6. oversee preparation of the advertisement to ensure that the advertisers needs are met	10	5	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	MES/N0215
NOS Name	Coordinating with creative teams as well as external vendors
Sector	Media & Entertainment
Sub-Sector	Advertising
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	21/11/2014
Next Review Date	31/03/2022
NSQC Clearance Date	28/09/2015

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MES/N0216: Prepare MIS reports

Description

This OS unit is about using data from functional systems and processes to prepare MIS reports based on the individuals job role

Scope

This unit/task covers:

Elements and Performance Criteria

Using data from systems and processes to draw insights for reporting

To be competent, the user/individual on the job must be able to:

- 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 organisation
- PC4.** refresh information with latest data from time to time

Preparing MIS reports

To be competent, the user/individual on the job must be able to:

- 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
- PC7.** respond positively to feedback and changes in requirements
- PC8.** continuously review the reports to identify key trends and other variances

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** organizational norms and policies relating to advertising
- KU2.** organizational policies for constructing MIS reports, including the reports format, readability, guidelines, the imperatives it must incorporate and the terms and conditions for serving different clients
- KU3.** forecasts, objectives, targets and key performance indicators for the activities that are undertaken
- KU4.** the problems and issues which may impact upon the achievement of objectives, targets and key performance indicators
- KU5.** the information needed to be able to carry out analyses
- KU6.** how to realise the expected output from the MIS reports through the information available
- KU7.** how to interpret the information and draw suitable insights
- KU8.** how to analyse information in different ways

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Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** organize and store documentation
- GS2.** access information available through internal processes/ systems to draw insights
- GS3.** create and maintain advertising activity related databases
- GS4.** read and understand instructions, policies, procedures and norms regarding MIS reportage
- GS5.** liaise with relevant departments to understand reporting requirements
- GS6.** organise and interpret data in a detailed, organized manner, ensuring that no potential issues are overlooked
- GS7.** able to organize information efficiently and effectively.
- GS8.** make decisions for smooth & successful operation of businesses based on these reports
- GS9.** use these reports for analyzing different aspects of business
- GS10.** prepare MIS reports to support decision making/analysing the trend eg., market/product/competitor etc.,
- GS11.** make better plans and carefully organize business operations depending on these reports
- GS12.** share relevant information through MIS

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Using data from systems and processes to draw insights for reporting</i>	25	25	-	-
PC1. gather raw data from the various advertising systems used by the individual	10	5	-	-
PC2. interpret information by performing different analyses and draw suitable insights	5	10	-	-
PC3. present information in an easy to understand format, that is acceptable to the organisation	5	5	-	-
PC4. refresh information with latest data from time to time	5	5	-	-
<i>Preparing MIS reports</i>	25	25	-	-
PC5. understand the different types of reports expected by the management/ other internal functions	5	5	-	-
PC6. prepare and present information in the defined format to meet requirements	10	5	-	-
PC7. respond positively to feedback and changes in requirements	5	5	-	-
PC8. continuously review the reports to identify key trends and other variances	5	10	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	MES/N0216
NOS Name	Prepare MIS reports
Sector	Media & Entertainment
Sub-Sector	Advertising
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	21/11/2014
Next Review Date	31/03/2022
NSQC Clearance Date	28/09/2015

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ 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 Element/ PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.
6. To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.
7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

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Minimum Aggregate Passing % at QP Level : 70

(Please note: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
MES/N0104.Maintain Workplace Health & Safety	50	50	-	-	100	10
MES/N0213.Understand the requirements and creative goals of the client	50	50	-	-	100	30
MES/N0215.Coordinating with creative teams as well as external vendors	50	50	-	-	100	30
MES/N0216.Prepare MIS reports	50	50	-	-	100	30
Total	200	200	-	-	400	100



Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training

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Glossary

Sector	Sector is a conglomeration of different business operations having similar business 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.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
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 (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications 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 a 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 quality of performance required.
Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.

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Organisational Context	Organisational context includes the way the organisation 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 (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment 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.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.
AD VIEW	Total number of times the advertisement has been seen by the audience
BARTER	An offer in which advertisement space/time is exchanged for goods/ non-monetary consideration
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
DAY PART	Specific time-slots during the day
EFFECTIVE RATE	The final advertisement rate offered to the client after discounts
FREQUENCY	The number of times the audience is exposed to an advertisement in a particular medium
MAKE-GOOD	A repeat run of an advertisement to compensate for an error or omission by the broadcaster
MARKET SHARE	The share of the company in the total market of a product/service

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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
SPONSORSHIP	Paid advertising in the form of specifically generated programming/content advertising for the product/service of the client
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
SECTORS	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-FUNCTION	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.

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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 STANDARDS (NOS)	NOS are Occupational Standards which apply uniquely in the Indian context.
QUALIFICATION PACK CODE	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
QUALIFICATION 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.