

Model Curriculum

Advertising Operations Coordinator

SECTOR: MEDIA AND ENTERTAINMENT
**SUB-SECTOR: Television, Print, Radio, Digital,
Out-of-home**
OCCUPATION: Advertising Operations Coordinator
REF ID: MES/ Q 0206
NSQF LEVEL: 4



Certificate

CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

Media and Entertainment Skill Council

for

MODEL CURRICULUM

Complying to National Occupational Standards of

Job Role/ Qualification Pack: **'Advertising Operations Coordinator'** QP Ref. No. **'MES/0206, NSQF Level 4'**

Date of Issuance: 27th January 2022

Valid up to: 25th January 2027

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

Authorized Signatory
Media and Entertainment Skill Council

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Advertising Operations Coordinator

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a “*Advertising Operations Coordinator*”, in the “Media and Entertainment” Sector/Industry and aims at building the following key competencies amongst the learner

Program Name	<i>Advertising Operations Coordinator</i>		
Qualification Pack Name & Reference ID. ID	MES/Q0206		
Version No.	2.0	Version Update Date	27-Jan-22
Pre-requisites to Training	Class XII with one year of relevant experience OR ITI (2 years after 10th) with one year of relevant experience		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> Trafficking online inventory, evaluating campaign performance, Troubleshooting issues in process/technology, Using data from functional systems and processes to draw insights for reporting Preparing MIS reports, 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. 		

This course encompasses 4 out of 4 National Occupational Standards (NOS) of “Advertising Operations Coordinator” Qualification Pack issued by “Media & Entertainment Skill Council”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p>Implement online advertisements</p> <p>Theory Duration (hh:mm) 30:00</p> <p>Practical Duration (hh:mm) 90:00</p> <p>Corresponding NOS Code MES /N 0208</p>	<ul style="list-style-type: none"> Manage traffic operations to fulfill sales orders for online campaigns, ensuring that media bought by advertisers/agencies are placed and run as planned. Evaluate campaign performance and delivery. Check all the parameters to ensure that the advertising campaigns are implemented smoothly. Respond positively to feedback and changes in requirements. 	Laptop, white board, marker, projector,
2	<p>Ensure that online advertisements function smoothly</p> <p>Theory Duration (hh:mm) 30:00</p> <p>Practical Duration (hh:mm) 60:00</p> <p>Corresponding NOS Code MES /N 0209</p>	<ul style="list-style-type: none"> Serve as a bridge between the sales and technology functions within the company, assisting in product creation, research, pricing etc., where required. Operate and control the online advertisement hardware and software systems and servers. Identify any issues that may be occurring with the implementation. Help resolve the issues efficiently and effectively. Take precautions to ensure that the implementation is carried out smoothly. Respond positively to feedback and changes in requirements. 	Laptop, white board, marker, projector,
3	<p>Prepare MIS reports</p> <p>Theory Duration (hh:mm) 30:00</p> <p>Practical Duration (hh:mm) 90:00</p> <p>Corresponding NOS Code MES /N 0216</p>	<ul style="list-style-type: none"> Gather raw data from the various advertising systems used by the individual. Interpret information by performing different analyses and draw suitable insights. Present information in an easy to understand format, that is acceptable to the organization. Refresh information with latest data from time to time. Understand the different types of reports expected by the management/ other internal functions. Prepare and present information in the defined format to meet requirements Respond positively to feedback and changes in requirements. 	

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> Continuously review the reports to identify key trends and other variances. 	
4	<p>Maintain Workplace, Health & Safety</p> <p>Theory Duration (hh:mm) 30:00</p> <p>Practical Duration (hh:mm) 30:00</p> <p>Corresponding NOS Code MES/N 0104</p>	<ul style="list-style-type: none"> Understand and comply with the organisation's current health, safety and security policies and procedures Understand the safe working practices pertaining to own occupation 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 Participate in organization health and safety knowledge sessions and drills Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms Identify aspects of your workplace that could cause potential risk to own and others health and safety Identify and recommend opportunities for improving health, safety, and security to the designated person 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 Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority. 	<p>Handbook, White board, marker, computer system, projector, PPTs</p>
	<p>Total Duration</p> <p>Theory Duration 120:00</p> <p>Practical Duration 270:00</p> <p>OJT Duration 60:00</p>	<p>Unique Equipment Required: Laptop, PowerPoint & white board, marker, projector, Laptop, Sample pictures and videos, Cleaning tools, electricity tester, safety and ergonomics chart, Fire Extinguisher, First-Aid Kit</p>	

Grand Total Course Duration: **450 Hours, 0 Minutes**

(This syllabus/ curriculum has been approved by [Media and Entertainment Skill Council](#))

Trainer Prerequisites for Job role: “Advertising Operations Coordinator” mapped to Qualification Pack: “MES/Q0206, v2.0”

Sr. No.	Area	Details
1	Description	Advertising Operations Coordinator (Digital) in the Media & Entertainment Industry is also known as an Ad trafficker/ Ad campaign manager, job are responsible for implementing online advertisement campaigns.
2	Personal Attributes	This job requires the individual to fulfill 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/resolve any technical and delivery issues that might arise. The individual must be equipped with a thorough knowledge of online advertising and advertisement operations, coding languages and trafficking solutions.
3	Minimum Educational Qualifications	Preferable Graduate in any subject
4a	Domain Certification	Certified for Job Role: “Advertising Operations Coordinator” mapped to QP: “MES/ Q 0206, v1.0”. Minimum accepted score is 70%
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MES/Q0206”. Minimum accepted % as per respective SSC guidelines is 60%.
5	Experience	Minimum 3 years of experience as Advertising Operations Coordinator.

Annexure: Assessment Criteria

Assessment Criteria	
Job Role	Advertising Operations Coordinator
Qualification Pack	MES/ Q 0206, v1.0
Sector Skill Council	Media & Entertainment

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack will be created by the Media and Entertainment 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 each PC.
2	Each NOS will be assessed both for theoretical knowledge and practical
3	The assessment will be based on knowledge bank of questions created by the SSC.
4	Individual assessment agencies will create unique question papers for theory and skill practical part for each candidate at each examination/training centre
5	To pass the Qualification Pack, every trainee should score a minimum of 60% in every NOS
6	In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack

	NOS	NOS NAME	Weightage
1	MES / N 0208	Implement online advertisements	30%
2	MES / N 0209	Ensure that online advertisements function smoothly	30%
3	MES/ N 0216	Prepare MIS reports	30%
4	MES / N 0104	Maintain workplace health and safety	10%
Total Percentage			100%

NOS CODE	Performance Criteria	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
MES/ N 0208 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	10	50
	PC2.Evaluate campaign performance and delivery.		25	10	
	PC3.Check all the parameters to ensure that the advertising campaigns are implemented smoothly.		25	15	
	PC4.Respond positively to feedback and changes in requirements.		25	15	
		Total	100	50	50
MES/ N 0209 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	100	20	10	50
	PC2.Operate and control the online advertisement hardware and software systems and servers.		10	5	
	PC4.Help resolve the issues efficiently and effectively		15	5	
	PC5.Take precautions to ensure that the implementation is carried out smoothly		20	10	
	PC6.Respond positively to feedback and changes in requirements		15	10	
		Total	100	50	50
MES/ N 0216 Prepare MIS reports	PC1.Gather raw data from the various advertising systems used by the individual.	100	15	10	50
	PC2.Interpret information by performing different analyses and draw suitable insights		15	5	

	PC3.Present information in an easy to understand format, that is acceptable to the organization		10	5	
	PC4.Refresh information with latest data from time to time		10	5	
	PC5.Understand the different types of reports expected by the management/ other internal functions.		10	5	
	PC6.Prepare and present information in the defined format to meet requirements.		15	10	
	PC7.Respond positively to feedback and changes in requirements.		10	5	
	PC8.Continuously review the reports to identify key trends and other variances		15	5	
		Total	100	50	50
MES/ N 0104 Maintain workplace health and safety	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 though 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	
Total			100	50	50