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QP Name: Celebrity PR Manager

QP Code: MES/Q0211

QP Version: 1.0

NSQF Level: 5

Model Curriculum Version: 1.0

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

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Training Parameters

Sector	Celebrity PR Manager
Sub-Sector	
Occupation	Account Management
Country	India
NSQF Level	5
Aligned to NCO/ISCO/ISIC Code	NCO-2015/1222.0100
Minimum Educational Qualification and Experience	Bachelor in Public Relations with one year of relevant experience OR Graduate with two years of relevant experience OR Class 12th with five years of relevant experience OR ITI (After class 10th) with five years of relevant experience
Pre-Requisite License or Training	NA
Minimum Job Entry Age	22 Years
Last Reviewed On	
Next Review Date	30/03/2027
NSQC Approval Date	
QP Version	1.0
Model Curriculum Creation Date	
Model Curriculum Valid Up to Date	30/03/2027
Model Curriculum Version	1.0
Minimum Duration of the Course	840 Hours
Maximum Duration of the Course	840 Hours

Program Overview

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

Training Outcomes

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

- Develop a marketing communications plan
- Coordinate all public relations activities
- Monitor, analyze and communicate PR results on a quarterly basis
- Schedule meetings and block dates for debate, shooting, events, and interviews etc.
- Celebrity endorsement and branding
- Maintain workplace health and Safety

Compulsory Modules

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

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
MES/N0228: Develop a marketing communications plan NOS Version No. 1 NSQF Level 5	80:00	100:00			180:00
Develop a marketing communications plan	80:00	100:00			180:00
MES/N0229: Coordinate all public relations activities NOS Version No. 1 NSQF Level 5	60:00	90:00			150:00
Coordinate all public relations activities	60:00	90:00			150:00
MES/N0230: Monitor, analyze and communicate PR results on a quarterly basis NOS Version No. 1 NSQF Level 5	60:00	90:00			150:00
Monitor, analyze and communicate PR results on a quarterly basis	60:00	90:00			150:00
MES/N0231: Schedule meetings and block dates for debate, shooting, events, and interviews etc. NOS Version No. 1	60:00	90:00			150:00

NSQF Level 5					
Schedule meetings and block dates for debate, shooting, events, and interviews etc.	60:00	90:00			150:00
MES/N0232: Celebrity endorsement and branding NOS Version No. 1 NSQF Level 5	50:00	100:00			150:00
Celebrity endorsement and branding	50:00	100:00			150:00
MES/N0104: Maintain workplace health and Safety NOS Version No. 1 NSQF Level 5	20:00	40:00			60:00
Maintain workplace health and Safety	20:00	40:00			60:00
Total	330:00	510:00			840:00

Module Details

Module 1: Develop a marketing communications plan

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Create plan for marketing and communication
- Discuss and demonstrate the work of a celebrity PR Manager

Duration: 80:00	Duration: 100:00
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to :
<ul style="list-style-type: none"> • Analyse the job as celebrity PR Manager • Explain the work profile of aligned celebrity • Discuss the relevance of planning and organizing work • Recall the importance of meeting with persons or groups to explore a celebrity’s involvement in a project • Discuss the importance of keeping oneself updated about current and industry developments • Enlist ways to keep oneself updated 	<ul style="list-style-type: none"> • Demonstrate ways to represent high-profile individuals • Demonstrate the personality of celebrity • Create plan for marketing and communication • Demonstrate how to plan and organize work to meet expected outcomes • Show how to interact and negotiate with agencies, publicists, and other professionals • Display how to use the celebrity’s social media profiles to make posts • Develop a marketing and promotion strategy for the celebrity • Demonstrate ways to assess and negotiate employment contracts • Conduct research about social competitive landscape
Classroom Aids:	
Laptop, whiteboard, marker, projector	
Tools, Equipment and Other Requirements	
Related document	

Module 2: Coordinate all public relation activities

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Demonstrate ways to coordinate for all the PR activities
- Show how to use various techniques to create and stimulate interest in a person, product, organization or cause

Duration: 60:00	Duration: 90:00
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to :
<ul style="list-style-type: none"> • Enlist various PR tools and activities • Recall all that needs to be covered under content for press releases, byline articles and keynote presentations • Discuss the importance of treating confidential information as per the guidance of celebrity / organization • List all that which has to be covered while preparing position papers • Elaborate about various guest receptive activities • Discuss the relevance of developing strategic communication and media relations • Illustrate various techniques to create and stimulate interest in a person, product, organization or cause 	<ul style="list-style-type: none"> • Demonstrate ways to coordinate for public relations tools and activities • Create and maintain a positive public image for respective celebrity / organization • Create content for press releases, byline articles and keynote presentations • Demonstrate ways to manage media inquiries and interview requests • Prepare position papers on issue of importance • Demonstrate how to carryout guest receptive activities • Prepare and carryout celebrity marketing campaigns • Show how to use various techniques to create and stimulate interest in a person, product, organization or cause
Classroom Aids:	
Laptop, whiteboard, marker, projector	
Tools, Equipment and Other Requirements	
Related document	

Module 3: Monitor, analyze and communicate PR results on a quarterly basis

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Demonstrate ways to monitor and analyze PR results
- Develop a marketing communications plan including strategy, goals, budget etc.

Duration: 60:00	Duration: 90:00
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to :
<ul style="list-style-type: none"> • Analyse the effect of PR communication on a regular basis. • Discuss various skills required to do celebrity marketing • Explain the importance and ways of networking with companies and clients • Enlist all that which needs to be covered to make an effective marketing communications plan • Discuss ways to ensure that celebrity maintains their brand and image 	<ul style="list-style-type: none"> • Demonstrate ways to Implement, analyze, and optimize organic and paid search engine marketing activities • Conduct research on PR relation • Show how to overlook and monitor the assignments of Advertisement and other aligned business • Show how to analyse media landscape • Demonstrate ways to evaluate and negotiate work contract • Develop a marketing communications plan including strategy, goals, budget etc.

Classroom Aids:
Laptop, whiteboard, marker, projector
Tools, Equipment and Other Requirements
Relevant document

Module 4: Schedule meetings and block dates for debate, shooting, events and interviews etc.

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Demonstrate ways to communicate and negotiate with agents, publicists and other professionals on behalf of the celebrity
- Oversee celebrity's finances and taxes
- Schedule meeting and block dates for various events in which the celebrity needs to participate

Duration: 60:00	Duration: 90:00
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to :
<ul style="list-style-type: none"> • Discuss various ways to respond to interview and other requests from media outlets • Enlist points to be taken care of while developing celebrity’s schedule • Discuss how to create/develop media relations strategy 	<ul style="list-style-type: none"> • Demonstrate ways to communicate and negotiate with agents, publicists and other professionals on the celebrity's behalf • Show how to oversee the celebrity's finances and taxes • Develop a media relations strategy • Respond to interview and other requests from media outlets • Prepare a plan to manage the celebrity's schedule • Demonstrate ways to book tours, travel, promotional appearances and events • Conduct meeting with organizations or individuals to discuss a celebrity's participation in a project • Deal with media requests for interviews and other information • Display ways to Collect the fees and payments owed to the celebrity.

Classroom Aids:

Laptop, whiteboard, marker, projector

Tools, Equipment and Other Requirements

Relevant document

Module 5: Celebrity endorsement and branding

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Develop marketing and promotion strategy for the celebrity
- Conduct social media promotion of celebrity/brand/organization

Duration: 50:00	Duration: 100:00
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to :
<ul style="list-style-type: none"> • Discuss ways to increase connections with businesses and clients • Recall the importance of meeting with persons or groups to explore a celebrity’s involvement in a project • Elaborate the relevance of being attentive on mail for communication exchange • Discuss the importance being accessible to the clients at all hours of the day and night 	<ul style="list-style-type: none"> • Demonstrate ways to use the celebrity’s social media profiles to make posts • Develop marketing and promotion strategy for the celebrity • Provide guidance on financial and career decisions to celebrity • Conduct social media promotion of celebrity/brand/organization • Show how to handle social media account twitter, facebook etc. of the celebrity • Demonstrate ways to assess and negotiate employment contracts • Demonstrate ways to ensure that the celebrity’s brand and image are safeguarded

Classroom Aids:
Laptop, whiteboard, marker, projector
Tools, Equipment and Other Requirements
Relevant document

Module 6: Maintain Workplace Health and Safety

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Discuss the health, safety and security risks prevalent in the workplace and report health and safety issues to the person responsible for health and safety and the resources available.
- Comply with procedures in the event of an emergency
- Discuss the various safety precautions to be taken.

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

Annexure

Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate in relevant field	Public relations	5	Relevant experience in Public relations required	3	-	-

Trainer Certification	
Domain Certification	Platform Certification
<p>Certified for Job Role: “Celebrity PR Manager” mapped to QP: “MES/Q0000”, version 1.0. Minimum accepted score as per SSC guidelines is 80%.</p>	<p>Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MEP/Q2601, v1.0 Trainer” with the scoring of a minimum of 80%.</p>

Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training/Assessment Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate in relevant field	Public relations	6	Relevant experience in Public relations required	4	-	-

Assessor Certification	
Domain Certification	Platform Certification
<p>Certified for Job Role: “Celebrity PR Manager” mapped to QP: “MES/Q0000”, version 1.0. Minimum accepted score as per SSC guidelines is 80%.</p>	<p>Recommended that the Assessor is certified for the Job Role: “Assessor”, mapped to the Qualification Pack: “MEP/Q2701, v1.0 Assessor” with the scoring of a minimum 80%.</p>

Assessment Strategy

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

Assessment system Overview:-

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

Testing Environment:-

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

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

Assessment Quality Assurance framework

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

Methods of Validation:-

Unless the trainee is registered, the person cannot undergo assessment. To further ensure that the person registered is the person appearing for assessment, id verification will be carried out. Aadhar card number is required of registering the candidate for training. This will form the basis of further verification during the assessment. Assessor conducts the assessment in accordance with the assessment guidelines and question bank as per the job role. The assessor carries tablet with the loaded questions. This tablet is geotagged and so it is monitored to check their arrival and completion of assessment. Video of the practical session is prepared and submitted to MESC. Random spot checks/audit is conducted by MESC assigned persons to check the quality of assessment. Assessment agency will be responsible to put details in SIP. MESC will also validate the data and result received from the assessment agency.

Method of assessment documentation and access

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