

Model Curriculum

Account Director

SECTOR: MEDIA AND ENTERTAINMENT
SUB-SECTOR: Film, Television, Animation, Advertising
OCCUPATION: Account Director
REF ID: MES/ Q 0207
NSQF LEVEL: 6



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: '**Account Director**' QP Ref. No. '**MES/Q0207, NSQF Level 6**'

Date of Issuance: 24th February 2022

Valid up to: 23rd February 2027

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

Authorized Signatory
Media and Entertainment Skill Council

TABLE OF CONTENTS

1. Curriculum	01
2. Trainer Prerequisites	07
3. Annexure: Assessment Criteria	08

Account Director

CURRICULUM / SYLLABUS

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

Program Name	Account Director		
Qualification Pack Name & Reference ID. ID	MES/ Q 0201		
Version No.	3.0	Version Update Date	24/02/2022
Pre-requisites to Training	<ul style="list-style-type: none"> • Postgraduate OR • Graduate (Advertisement/Film) with one year of relevant experience) OR • Graduate with three years of relevant experience OR • Three years diploma after Class 12th in relevant field with three years of relevant experience OR • Account Manager at NSQF Level-5 with two years of experience Min Age: 22 Years 		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Monitoring and understanding the market and the competitors and • Continuously seeking out new opportunities. • Identifying information needed to carry out the job effectively • Identifying new innovations and future developments that might benefit the organization or the clients. • Account planning and forecasting • Set targets for Account teams • Estimating the cost of Account activities and preparing an ad Account budget ,Monitoring an ad Account budget • Clients could include Media agencies, Brand Managers and Marketing Heads of leading companies across industry sectors. • For various mediums: Television, Print, Radio, Digital and Out-of-home To sell any of the following ad inventory: 10 second ad spots (Television/Radio), Sq.cm. ad space (Print), Banners (frames, pop-ups, • floating/expanding ads), classifieds, text ads (Digital), Bill-boards, 		

	<ul style="list-style-type: none">• promotions, street furniture, transit assets, alternative media• Including digital displays, cinema, stadiums, airports, malls (OOH).• Manage Account teams and monitor achievement of targets, as appropriate.• Understanding the health, safety and security risks prevalent in the workplace• Knowing the people responsible for health and safety and the resources available• Complying with procedures in the event of an emergency.
--	---

This course encompasses 6 out of 6 National Occupational Standards (NOS) of “Account Director” Qualification Pack issued by “Media & Entertainment Skill Council”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p>Keeping apprised with developments in the industry</p> <p>Theory Duration (hh:mm) 100:00</p> <p>Practical Duration (hh:mm) 140:00</p> <p>Corresponding NOS Code MES/N 0201</p>	<ul style="list-style-type: none"> ● Monitor any changes or updates in the market. ● Understand the market, its various elements and how they affect the organization. ● Identify new opportunities in the market. ● Analyze how these opportunities can be leveraged to benefit the organization. ● Identify who the competitors are, who their major Clients are and how their activity is changing. ● Extract key facts from formal and informal sources and analyze how it can be used by the organization. ● Actively participate in forums and discussions to be able to keep updated with any new changes in the Industry/ its practices. ● Keep up-to-date with the laws and any other regulations that can apply to the organization' ● Keep track of any changes in the industry and how they can be converted into useful opportunities ● Analyze the market and forecast what the powerful trends would be that can affect the organization in anyway ● Keep up-to-date with any changes in policies that can affect the client's business. 	Laptop, PowerPoint & white board, marker, projector, Laptop,
2	<p>Analyse the requirements and creative goals of the client</p> <p>Theory Duration</p>	<ul style="list-style-type: none"> ● Identify the key areas and focus for the organization and how it is intended to translate into the Account strategy, objectives and plans. ● Establish Account and collection targets that address and deliver in accordance with the organization's strategy. 	Laptop, PowerPoint & white board, marker, projector, Laptop,

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	(hh:mm) 100:00 Practical Duration (hh:mm) 170:00 Corresponding NOS Code MES/N 0213	<ul style="list-style-type: none"> • Determine if the current customer acquisition channels i.e. direct/ online/ contact center are adequate and if the methods deployed are aligned to the Account objectives • Determine if the current structure of the Account team is aligned to meet the Account objectives. • Determine Account targets for each segment, assign responsibility and institute key performance indicators to help monitor the execution of these targets. • Put in place a tracking mechanism / dashboard that encapsulates the key metrics that can help determine the progress towards plans and achievement of Account objectives. • Monitor achievement of Account objectives • Develop a Account incentive structure along with the business and Human Resources head. • .Determine the requirements to achieve the Account forecasts and corresponding costs, taking into account team salaries and variable bonuses, ad Account volume commissions, Account conferences and events, travel, hotel and local conveyance, communication expenses, annual license cost for inventory and billing software. • Determine the sequence of activities in terms of their cost implications and expenses for each item. • Prepare a Account budget (either using budgeting/ tabulation software or by hand) with details on required expenses for each activity. • Track the outflow of funds against the budget, highlight variances and escalate issues to key departments (especially the financier) in a coordinated and timely manner. • 	
3	Manage Delivery of work products)	<ul style="list-style-type: none"> • Identify potential clients and build a client base through personal 	Laptop, white board, marker, projector,

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	<p>Theory Duration (hh:mm) 100:00</p> <p>Practical Duration (hh:mm) 170:00</p> <p>Corresponding NOS Code MES /N 0218</p>	<p>networks, and through primary and secondary research.</p> <ul style="list-style-type: none"> ● Understand the client's need to advertise in a particular market. ● Analyze the type's resources available in a particular market. ● Market the credibility and track record of your organization to potential clients, and sell them the benefits of advertising through it. ● Develop a Account plan to achieve targets within the designated area of responsibility. ● Lead, monitor and motivate the Account force to achieve ales targets. ● Supervise meetings with Account executives to monitor ales activities and suggest ways/methods to improve performance. ● Prepare a monthly Account performance report. ● Resolve conflicts and escalate issues (where required) to the Account Director ● 	
4	<p>Maintain Workplace, Health & Safety</p> <p>Theory Duration (hh:mm) 20:00</p> <p>Practical Duration (hh:mm) 40:00</p> <p>Corresponding NOS Code MIN/N 0104</p>	<ul style="list-style-type: none"> ● Explain the meaning of health ● List common health issues ● Follow safety measures during operations to ensure that the health and safety of self or others (including members of the public) is not at risk. ● Carry out operations as per the manufacturer's and worksite related health and safety guidelines. ● Handle the transport, storage and disposal of hazardous materials and waste in compliance with worksite health, safety and environmental guidelines. ● Follow safety regulations and procedures about worksite hazards and risks. ● Operate various grades of fire extinguishers, as applicable. 	Handbook, White board, marker, computer system, projector, PPTs
	<p>Total Duration 840:00</p>	<p>Unique Equipment Required:</p>	

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	Theory Duration 320:00 Practical Duration 520:00	Laptop, PowerPoint & white board, marker, projector, Laptop, Sample pictures and videos, Cleaning tools, electricity tester, safety and ergonomics chart, Fire Extinguisher, First-Aid Kit	

Grand Total Course Duration: **840 Hours, 0 Minutes**

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

Trainer Prerequisites for Job role: “Account Director” mapped to Qualification Pack: “MES/ Q 0201, v3.0”

Sr. No.	Area	Details
1	Description	Account Director (Media Organization) in the Media & Entertainment Industry is the Head of the Account Division (Media Organization)/ heading Account for a channel at a senior level. Individuals at this job are responsible for leading the Account efforts of a media and entertainment company
2	Personal Attributes	This job requires the individual to understand business objectives and develop Account plans, forecasts, targets and budgets. The individual is required to finalize the structure of the Account team and oversee their Account efforts to ensure that they are in line with the targets that need to be Achieved. The individual must also manage the key clients of the company and Procure new clients.
3	Minimum Educational Qualifications	Preferable Post Graduate.
4a	Domain Certification	Certified for Job Role: “ <u>Account Director</u> ” mapped to QP: “MES/ Q 0201, 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/Q0202”. Minimum accepted % as per respective SSC guidelines is 60%.
5	Experience	Minimum 5 -7 years of experience as <u>Account Director</u> .

Annexure: Assessment Criteria

Assessment Criteria	
Job Role	Account Director
Qualification Pack	MES/ Q 0201, 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 0201	MES N / 0201 (Keep appraised with developments in the industry)	30%
2	MES/ N 0202	MES N / 0213 (Analyse the requirements and creative goals of the client)	30%
3	MES/ N 0203	MES N / 0214 (manage Delivery of work products)	30%
6	MES / N 0104	Maintain workplace health and safety	10%
			100

Job Role	Account Director					
NOS CODE	NOS NAME	Performance Criteria			Marks Allocation	
			Total Mark	Out Of	Theory	Skills Practical
MES/ N 0201	keep apprised with developments in the industry	PC1.Research and understand the creative brief received from the advertiser	100	5	5	50
		PC2.Arrange meetings/discussions with the client to foster dialogue and a clear understanding of client requirements and creative goals, as required		5	0	
		PC3.Interact and gather information effectively from the client to be able to create successful advertising solutions, as required		10	5	
		PC4.Coordinate with internal teams to analyze and agree upon what work products need to be created based on the client's needs		10	5	
		PC5.Respond positively to feedback and changes in creative requirement		10		
		PC6.Extract key facts from formal and informal sources and analyze how it can be used by the organization		10	5	

		PC7. Actively participate in forums and discussions to be able to keep updated with any new changes in the industry/ its practices		10	5	
		PC8. Keep up-to-date with the laws and any other regulations that can apply to the organization		10	5	
		PC9. Keep track of any changes in the industry and how they can be converted into useful opportunities		10	5	
		PC 10. Analyze the market and forecast what the powerful trends would be that can affect the organization in any way		10	5	
		PC11. Keep up-to-date with any changes in policies that can affect the client's business		10	5	
		Total		100	50	
MES/ N 0202	Develop Account plans and forecasts	PC1. Identify the key areas and focus for the organization and how it is intended to translate into the Account strategy, objectives and plans,	100	20	10	
		PC2. Establish Account and collection targets that address and deliver in accordance with the organization's strategy		10	5	
		PC3. Determine if the current customer acquisition channels i.e. direct/ online/ contact center are adequate and if the methods deployed are aligned to the Account objectives		10	5	

		PC4.Determine if the current structure of the Account team is aligned to meet the Account objectives		10	5	
		PC5.Determine Account targets for each segment, assign responsibility and institute key performance indicators to help monitor the execution of these targets		10	5	50
		PC6.Put in place a tracking mechanism / dashboard that encapsulates the key metrics that can help determine the progress towards plans and achievement of Account Objectives.		10	5	
		PC7.Monitor achievement of Account objectives.		10	5	
		PC8.Develop a Account incentive structure along with the business and Human Resources head		20	10	
			Total	100	50	50
MES/ N 0203	(Create and Monitor the Ad Account budget)	PC1.Determine the requirements to achieve the Account forecasts and corresponding costs, taking into account team salaries and variable bonuses, ad Account volume commissions, Account conferences and events, travel, hotel and local conveyance, communication expenses, annual license cost for inventory and billing software	100	25	10	50
		PC2.Determine the sequence of activities in terms of their cost implications and expenses for each item		25	10	

		PC3.Prepare a Account budget (either using budgeting/ tabulation software or by hand) with details on required expenses for each activity		25	15	
		PC4.Track the outflow of funds against the budget, highlight variances and escalate issues to key departments (especially the financier) in a coordinated and timely manner		25	15	
			Total	100	50	50
MES/ N 0205	Acquire and maintain advertising Account clients)	PC1.Identify potential clients and build a client base through personal networks, and through primary and secondary research	100	25	15	50
		PC2.Understand the client's need to advertise in a Particular market.		25	10	
		PC3.Analyze the types resources available in a particular Market.		25	10	
		PC4.Market the credibility and track record of your Organization to potential clients, and sell them the benefits of advertising through it.		25	15	
			Total	100	50	50
MES / N 0206	(Manage Account teams)	PC1.Develop a Account plan to achieve targets within the designated area of responsibility	100	20	10	50

		PC2. Lead, monitor and motivate the Account force to achieve Account targets.		20	10	
		PC3. Supervise meetings with Account executives to monitor Account activities and suggest ways/methods to improve performance		20	10	
		PC4. Prepare a monthly Account performance report		20	10	
		PC5. Resolve conflicts and escalate issues (where required) to the Account Director		20	10	
		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		10	5	
		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	100	5	3	50
		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 you 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	
			Total	100	50	50