INTELLECTUAL PROPERTY RIGHT

QP Name: Media IP (Intellectual Property) Merchandising Director

QP Code: MES/Q2507

QP Version: 1.0

NSQF Level: 6

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	**Media and Entertainment**
Sub-Sector	
Occupation	**Digital media**
Country	**India**
NSQF Level	**6**
Aligned to NCO/ISCO/ISIC Code	NCO-2015/2611.1001
Minimum Educational Qualification and Experience	Post Graduation with one year of relevant experience OR Graduate with three years of relevant experience OR Diploma (after class 12th) with three years of relevant experience OR Social Media Manager at NSQF Level-5 with two 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	**900 Hours**
Maximum Duration of the Course	**900 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.

- Analyse intellectual property and its importance
- Prepare annual and quarterly budgets
- Demonstrate ways to track inventory movement
- Oversee the planning and implementation of merchandising strategies
- Collaborate with the marketing and legal department
- 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
1. MES/N2523: Analyse intellectual property and its importance	60:00	90:00			150:00
2. MES/N2524: Preparing annual and quarterly budgets	60:00	120:00			180:00
3. MES/N2525: Tracking inventory movement	50:00	100:00			150:00
4. MES/N2526: Overseeing the planning and implementation of merchandising strategies	50:00	100:00			150:00
5. MES/N2527: Collaborating with the marketing and legal department	90:00	120:00			210:00
6. MES/N0104: Maintain Workplace Health & Safety	20:00	40:00			60:00
Total	330:00	570:00			900:00

Module Details

Module 1: Analyse intellectual property and its importance

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

- Describe and demonstrate the role of IP Merchandise Director
- Analyse the importance of intellectual property and protect its rights in the industry
- Demonstrate the processes of invention disclosure, invention market assessment, patent protection and IP management components for Institutions.

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 :**
- Analyze the role of IP Merchandise Director - Elaborate various intellectual property rights - Discuss what all needs to be covered while creating a layout of the company - Describe the processes of invention disclosure, invention market assessment, patent protection and IP management components for Participating Institutions - Enlist the sources used to receive advisory input in order to carry out the process of invention disclosure, invention market assessment, patent protection and IP management components for Participating Institutions - Discuss the importance of day-to-day management of the IP portfolio and its maintenance - List the points to be considered while making patenting decisions	- Demonstrate how to analyse the importance of intellectual property - Show how to analyse and protect the intellectual property rights in the industry - Create layouts that showcase the brand and aesthetic of the company - Develop and execute and the processes of invention disclosure, invention market assessment, patent protection and IP management components for Institutions - Demonstrate the ways to oversee the processes of invention disclosure, invention market assessment, patent protection and IP management components for Institutions - Showcase the process of coordinating with all outside patent counsel related to patent filings and prosecution - Display the process of docketing IP portfolio on behalf of the Institutions - Demonstrate the process to manage IP portfolio

Classroom Aids:

Laptop, whiteboard, marker, projector

Tools, Equipment and Other Requirements

Related equipment and document

Module 2: Preparing annual and quarterly budgets

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

- Draft a comprehensive IP Strategy
- Prepare budgets

Duration: *60:00*	**Duration**: *120:00*
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 :**
- Enlist various skills and abilities required to advise and inform institutions about their intellectual property - Elaborate that factors that play a role while dealing with intellectual property of any institution - Discuss the importance of creating a comprehensive IP strategy	- Demonstrate ways to gather information on operational issues and diagnosing and managing the resolution of issues - Show how to do team scheduling (rosters, overtime etc.), training and management - Draft A Comprehensive IP Strategy - Display how to audit IP Portfolio
Classroom Aids:	
Laptop, whiteboard, marker, projector	
Tools, Equipment and Other Requirements	
Related equipment and document	

Module 3: Tracking inventory movement

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

- Describe and demonstrate the process of managing IP inventory
- Create a strategy that can help businesses achieve effective IP inventory management

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 :**
• Describe what all is included in IP inventory management • Discuss the importance of maintain real time updates of the IPs • Illustrate about the tools that can help businesses achieve effective IP inventory management. • Discuss the relevance of maintaining centralized repository of records	• Demonstrate ways to manage IP inventory • Demonstrate ways to maintain real-time updates and the status of the IPs within a network • Create a strategy that can help businesses achieve effective IP inventory management • Demonstrate ways to keep track of inventory for all Ips of the company • Show how to manage multiple DHCP/DNS Services

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

Module 4: Overseeing the planning and implementation of merchandising strategies

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

- Create strategy to protect Intellectual Property and prepare a plan to Implement the strategy created.
- Establish Guidelines for Creating Intellectual Property

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 :**
- Analyze competitive Advantage and Barriers to entry - Elaborate about the activities to be kept in mind while creating budget plan - Discuss the relevance of creating IP protection policy - State the importance of auditing intellectual property	- Establish Guidelines for Creating Intellectual Property - Demonstrate ways to train sub-ordinates to manage protection of IP security - Show how to audit Intellectual property - Create strategy to protect IP - Prepare a plan to implement the strategy being created to protect IP - Display ways to Manage Modification to equipment inventory - Carry out budget plan for resource, maintenance and futuristic operational activities

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

Module 5: Collaborating with the marketing and legal department

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

- Demonstrate ways to manage a very large portfolio of trademarks
- Coordinate and work closely with marketing and legal department

Duration: *90:00*	**Duration**: *120:00*
Theory – Key Learning Outcomes **After the successful completion of this module, the Participant will be ableto:**	**Practical – Key Learning Outcomes** **After the successful completion of this module, the Participant will be able to:**
- Discuss ways to support Corporate Mergers and Acquisitions team with evaluating IP - Elaborate various legal rights and instruments - Describe the importance of analyzing search results and presenting recommendations to internal business clients - Illustrate ways to correspond with outside counsel on issues relating to applications including local office objections - Discuss ways to evaluate IP portfolio for gaps in protection - Analyse copyright laws and Legal instruments for protecting various creative works and products relevant to advertising industries	- File trademark applications for the mark cleared in territories around the world - Demonstrate ways to manage a very large portfolio of trademarks, monitor and handle any due dates, and assist with the enforcement of IP - Demonstrate ways to manage and market know-how, credit rating, an assembled workforce, and operational plant, goodwill, and ownership of various legal rights and instruments (e.g., patents, trademarks, designs, copyrights, franchises, and contracts, etc.) - Show how to facilitate the onboarding of new IP stemming from an acquisition - Conduct trademark clearances, for international program titles - Demonstrate ways to merchandise campaigns through online databases - Display how to manage the prosecution of international trademark filings - Demonstrate ways to review, analyze and provide recommendations for enforcement efforts to protect IP in international trademark offices - Draft affidavits and settlement agreements
Classroom Aids:	
Laptop, whiteboard, marker, projector	
Tools, Equipment and Other Requirements	
Related equipment and 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 ableto:
	Practical – Key Learning Outcomes
	        After the successful completion of this module, the Participant will be able to:

- 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.	- 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	

Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	*Specialization*	*Years*	*Specialization*	
Master in relevant field		4	Relevant experience in digital media required	2	-	-

Trainer Certification	
Domain Certification	Platform Certification
Certified for Job Role: "Media IP Merchandising Director" mappedto QP: "MES/Q0000", version 1.0. Minimum accepted score as per SSC guidelines is 80%.	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%.

Assessor Requirements

Assessor Prerequisites					
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training/Assessment Experience		Remarks
		Years	*Specialization*	*Years*	*Specialization*	
Master in relevant field		5	Relevant experience in digital media required	2	-	-

Assessor Certification	
Domain Certification	**Platform Certification**
Certified for Job Role: "Media IP Merchandising Director" mappedto QP: "MES/Q0000", version 1.0. Minimum accepted score as per SSC guidelines is 80%.	**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%.**

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.