Model Curriculum

Traffic Coordinator (Media Organisations)

SECTOR: **MEDIA AND ENTERTAINMENT**
SUB-SECTOR: **Television, Print, Radio, Digital, Out-of-home**
OCCUPATION: **Traffic Coordinator**
REF ID: **MES/ Q 0205**
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: **'Traffic Coordinator'** QP Ref. No. **'MES/Q0205, NSQF Level 5'**

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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

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Traffic Coordinator

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a "_Traffic Coordinator_", in the "Media and Entertainment" Sector/Industry and aims at building the following key competencies amongst the learner

Program Name	Traffic Coordinator		
Qualification Pack Name & Reference ID. ID	MES/ Q 0205		
Version No.	2.0	Version Update Date	24/02/2022
Pre-requisites to Training	• Class 12th with one year of relevant experience OR • ITI (2 years after 10th) with one year of relevant experience OR • Class 8th Pass and ITI with three years of relevant experience Min Age: 18 Year		
Training Outcomes	**After completing this programme, participants will be able to:** • Advertisement scheduling/ re-scheduling, • Coordination with the agency, • Inventory management , Quality/ technical checks on advertisements , 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 <u>4</u> out of <u>4</u> National Occupational Standards (NOS) of "<u>Traffic Coordinator</u>" Qualification Pack issued by "Media & Entertainment <u>Skill Council</u>".

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	**Schedule advertisements** **Theory Duration** (hh:mm) 30:00 **Practical Duration** (hh:mm) 60:00 **Corresponding NOS Code** MES /N 0207	● Schedule advertisements using the inventory scheduling software and create daily broadcast schedules/logs. ● Check all necessary information with the clients. ● Make changes to the logs, to accommodate requests/changes by the content production teams/ agency. ● Understand instructions and exceptions from the agency/ through sales contracts. ● Ensure that agency's requirements are passed on promptly to those responsible for fulfilling them. ● Where orders cannot be processed, note the reasons and promptly report them to relevant people in the organization.	Laptop, white board, marker, projector,
2	**Track Inventory** **Theory Duration** (hh:mm) 40:00 **Practical Duration** (hh:mm) 120:00 **Corresponding NOS Code** MES /N 0212	● PC1.Run the reconciliation for the previous day's log, keep track of available inventory and inform sales coordinators on non-availability and missed advertisements. ● Fully and accurately complete the documents, contracts, and records required by the organization relating to the sale. ● Keep agencies and clients informed of progress at regular intervals. ● Perform technical and quality checks on advertisements received from the agency, to ensure they are fit for playout. ● Identify future opportunities with agencies and clients for advertisements.	Laptop, white board, marker, projector,
3	**Prepare MIS reports** **Theory Duration** (hh:mm) 40:00 **Practical Duration** (hh:mm) 110:00 **Corresponding NOS Code** MES /N 0216	● 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.	

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		● Respond positively to feedback and changes in requirements. ● Continuously review the reports to identify key trends and other variances.	
4	**Maintain Workplace, Health & Safety** **Theory Duration** (hh:mm) 10:00 **Practical Duration** (hh:mm) 50:00 **Corresponding NOS Code** MIN/N 0104	● 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**
	Total Duration **540:00** **Theory Duration** **120:00** **Practical Duration** **360:00** **OJT Duration** **60:00**	**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	

Grand Total Course Duration: **540 Hours, 0 Minutes**

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

Trainer Prerequisites for Job role: "Traffic Coordinator" mapped to Qualification Pack: "MES/ Q 0205, v2.0"

Sr. No.	Area	Details
1	Description	Traffic Coordinator (Media Organization) in the Media & Entertainment Industry manages advertising inventory. Individuals at this job are responsible for managing and scheduling advertisement inventory.
2	Personal Attributes	This job requires the individual to manage inventory and schedule advertisements for a broadcasting company. The individual needs to be well versed with the daily program schedules and must be able to coordinate with the programming teams, as well as the agencies, to receive information on the duration of programs/advertisements to prepare playout schedules and make adjustments in the event of any changes.
3	Minimum Educational Qualifications	Preferable Class XII
4a	Domain Certification	Certified for Job Role: "Traffic Coordinator" mapped to QP: "MES/ Q 0205, 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/Q0205". Minimum accepted % as per respective SSC guidelines is 60%.
5	Experience	Minimum 1 -3 years of experience as Traffic Coordinator.

Assessment Criteria	
Job Role	Traffic Coordinator
Qualification Pack	MES/ Q 0205, 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 0207	Schedule advertisements	30%
2	MES/ N 0212	Track Inventory	30%
3	MES/ N 0216	Prepare MIS reports	30%
4	MES / N 0104	Maintain workplace health and safety	10%
			100%

Job Role	**Traffic Coordinator**					
NOS CODE	NOS NAME	Performance Criteria			**Marks Allocation**	
			Total Mark	Out Of	Theory	Skills Practical
MES/ N 0207	**Schedule advertisements**	PC1.Schedule advertisements using the inventory scheduling software and create daily broadcast schedules/logs	100	20	10	50
		PC2.Check all necessary information with the clients		10	5	
		PC3.Make changes to the logs, to accommodate requests/changes by the content production teams/ agency		20	10	
		PC4.Understand instructions and exceptions from the agency/ through sales contracts		15	5	
		PC5.Ensure that agency's requirements are passed on promptly to those responsible for fulfilling them		20	10	
		PC6.Where orders cannot be processed, note the reasons and promptly report them to relevant people in the organization		15	10	
			Total	100	50	50

MES/ N 0212	Track Inventory	PC1.Run the reconciliation for the previous day's log, keep track of available inventory and inform sales coordinators on non-availability and missed advertisements	100	20	10	50
		PC2.Fully and accurately complete the documents, contracts, and records required by the organization relating to the sale		20	10	
		PC3.Keep agencies and clients informed of progress at regular intervals		20	10	
		PC4.Perform technical and quality checks on advertisements received from the agency, to ensure they are fit for playout		20	10	
		PC5.Identify future opportunities with agencies and clients for advertisements		20	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