



**STANDARD KEMAHIRAN PEKERJAAN KEBANGSAAN
(NATIONAL OCCUPATIONAL SKILL STANDARD)**

**FB-019-3:2012
ADVERTISING AND PROMOTION
SERVICES
LEVEL 3**



**Jabatan Pembangunan Kemahiran
Kementerian Sumber Manusia, Malaysia**

ADVERTISING AND PROMOTION SERVICES LEVEL 3



STANDARD KEMAHIRAN PEKERJAAN
KEBANGSAAN
(NATIONAL OCCUPATIONAL SKILL STANDARD)

STANDARD PRACTICE & STANDARD CONTENT
FOR

FB-019-3:2012
ADVERTISING AND PROMOTION SERVICES

LEVEL 3



JABATAN PEMBANGUNAN KEMAHIRAN
KEMENTERIAN SUMBER MANUSIA, MALAYSIA

TABLE OF CONTENTS

No.	Contents	Pages
<i>Standard Practice</i>		
	Glossary	i
1	Introduction	ii – v
2	Occupational Structure	vi – vii
3	Description Of Competency Level	viii
4	Malaysian Skill Certification	ix
5	Job Competencies	ix
6	Working Conditions	ix
7	Employment Prospects	x – xii
	7.1 Malaysian Market	
	7.2 International Market	
8	Training, Industrial / Professional Recognition, Other Qualifications and Advancement	xii
9	Sources Of Additional Information	xiii – xiv
	9.1 Local	
	9.2 International	
10	Acknowledgement	xiv
11	Committee Members For Development Of Standard Practice (SP), Competency Profile Chart (CPC), Competency Profile (CP) And Curriculum Of Competency Unit (CoCU)	xv
12	Competency Profile Chart (CPC)	xvi
13	Competency Profile (CP)	1 – 19
14	<i>Curriculum of Competency Unit (CoCU)</i>	
	• Advertising And Promotion Project Coordination	20 – 33
	• Clients Relationship Coordination	34 – 44
	• Suppliers Relationship Coordination	45 – 54
	• Legislative Bodies Relationship Coordination	55 – 62
	• Below The Line (BTL) Promotion Coordination	63 – 74
	• Above The Line (ATL) Advertising Coordination	75 – 85
	• Media Monitoring And Compilation Services	86 – 96
	• Advertising And Promotion Copywriting Development Coordination	97 – 105
15	Training Hour Summary	106

GLOSSARY

- i. Above The Line (ATL)**
Above The Line (ATL) refer mostly to media advertising and services for which agencies received a commission for ads placed
- ii. Below The Line (BTL)**
Below The Line (BTL) means a mix of traditional marketing activities such as event promotion and loyalty discounts as well as advertising activities like coupons and catalogues
- iii. Marketing mix**
Marketing mix is defined as a combination of factors that can be controlled by a company to influence consumers to purchase its products. It is made of the four P's – product, price, promotion and place. It's a business tool that combines, or mixes of marketing elements including advertising and promotional, direct mail and public relation into one cohesive marketing program.
- iv. Project Brief**
Project brief is a statement that describes the purpose, cost, time, performance requirements and constraints of a project. It captures a summary of project including project schedule/charter and sign off section indicating the completion of a project.
- v. Project Work Breakdown Structure (WBS)**
Project Work Breakdown Structure (WBS) defines and groups a project's discrete work elements (ie: product, data, services or any combination) in a way that helps organize and define the total work scope of the project
- vi. Crisis and Risk Management**
Crisis and Risk Management is the identification, assessment and prioritization of crisis and risks which may come from uncertainty in financial markets, project failures (at any phase in design, development, production, or sustainment life-cycles), legal liabilities, credit risk, accidents, natural causes and disasters as well as deliberate attack from an adversary, or events of uncertain or unpredictable root-cause. The crisis management involve a process of responding to an event that might threaten the operation, employee, clients, reputation or the legal and financial of an organization. The risk management involves the identification of treats, devising plans to cope with the treats and put in place strategies to deal with risks either before or after their occurrence.
- vii. Contingency Plan**
Contingency plan is a plan back up procedures, emergency response and post disaster recovery. The plan comprises of activities and immediate follow-up steps will be taken by a management and staff in an emergency. Its major objectives are to ensure continuity of the key operations of the organization and containment of damage/injury/loss of personnel and property
- viii. Work In Progress (WIP)**
Work In Progress is defined as something that is being developed/worked/suggested but that is not yet complete
- ix. Copywriting**
Copywriting jobs involve writing advertising material be it brochures, leaflets, website content etc, which helps in promoting the products and services of a company.

STANDARD PRACTICE

NATIONAL OCCUPATIONAL SKILLS STANDARD (NOSS) FOR; ADVERTISING AND PROMOTION SERVICES LEVEL 3

1. INTRODUCTION

Advertising is a form of communication for marketing. It is a single component of the marketing process. It involves the process of developing strategies such as ad placement frequency etc. Advertising includes the placement of an ad in such medium as newspapers, direct mail, billboard, television, radio and internet. Advertising is often regarded as the most important means of marketing a company's services and tools. [Http://marketing.about.com/cs/advertising/a/marketvsad.htm](http://marketing.about.com/cs/advertising/a/marketvsad.htm) (24/9/12 3pm)

Advertising and Promotion (A&P) services are to communicate messages to current customers or potentially target new customers. The purpose of the communication is to encourage or persuade an audience such as viewers, readers or listeners; sometimes a targeted group to continue or take some new action to a commercial offering, although political and ideological advertising is also common. It also helps a company get a message or a piece of information across to their customer base regarding a new product or special deal for example. Without advertising, how will customers know what is going on within a company. Indeed, if a company does not tell its customers a big sale is starting the following week, the only people who will know about it are those who just happen to visit the store on that particular day. The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Advertising messages are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail; or new media such as blogs, websites or text messages.

Though most people tend to think of mass media advertising as the primary type of advertising, advertisers take quite a different view. Often, advertising activities are divided into two categories: Above The Line (ATL) advertising and Below The Line (BTL) advertising. ATL advertising refers mostly to media advertising. BTL advertising is a mix of traditional marketing activities such as event promotion and loyalty discounts as well as advertising activities like coupons and catalogues. The confusing nomenclature is a relic of advertising industry semantics: Above The Line advertising referred to services for which agencies received a commission for ads placed while Below The Line referred to services which were often performed for a set fee. A mixture of the two types of advertising is usually called "through the line."

Despite the obvious expense involved in advertising, companies still recognize the vital roles it plays and despite financial difficulties caused by the economic recession, advertising and marketing is one of the budgets companies are less willing to cut. This scenario answered in the advertising benefits such as it communicate a message and process information directly to the consumer/customers to keep them informed of what is happening within the company e.g.: new products, sales, new store openings,

etc. A&P also be able to increase revenue, customer loyalty and repeat business by keeping customers informed of an upcoming sale for instance, the company are holding onto loyal customers and may even attract some new business. This will also offer economic benefits for the wider community as it may give a company better scope to offer more employment opportunities.

A person who is competent in Advertising and Promotion Services (Level 3) is an individual who is trained in coordinating the core activities/elements of Advertising and Promotion, which specializes in the processes involved. This NOSS document shows the structured career path of personnel in Advertising and Promotion Services (Level 3). It provides structured set of activities that enable a person who aspires to achieve competency in this particular occupation, ultimately enables him or her to embark on a career in the Advertising and Promotion Industry.

Standard Practise and Standard Content are part of NOSS document. The job areas being developed are based on the Occupational Area Analysis (OAA). This document covers the competency standard of Advertising and Promotion Services (Level 3) that is currently gaining popularity in the Advertising and Promotion industry. There is a high demand for skilled personnel in this field as the industry is developing rapidly and the supply of talents is lacking. Based on the 10th Malaysian Plan i.e. to increase number of knowledge workers, the needs to create the pool of talented personnel for the Advertising and Promotion industry is in high demand. The job area for this profession is mostly significant in the industries such as Fast Moving Consumer Goods, Oil and Gas, Telecommunication, Automotive, Retail, F&B, Entertainment, Education, Property, Tourism, Financial Institutions, etc.

Pre-requisite

Based on the workshop findings, it is decided that the minimum requirements for those interested to enrol in this course areas below:

- i. Be able to calculate (basic), read and write in Bahasa Malaysia and/or English and/or other languages and;
- ii. At least passes with credits of one (1) subject in Sijil Pelajaran Malaysia (SPM) or its equivalent e.g. Sijil Pelajaran Vocational Malaysia (SPMV) and a minimum pass in English in SPM/SPVM and/or;
- iii. Three (3) years' experience in advertising related industries will be considered and;
- iv. Full interest in creative industry and demonstrate an acceptable level of communication skills and;
- v. Good competency and high interest in literature and;
- vi. Physically and mentally fit and not colour blind.

These pre-requisite is also in line with the Advertising Association needs and requirements of Safety, Health and Environmental set by Department of Occupational Safety and Health (DOSH).

Association

Advertising Standards Authority (ASA) Malaysia

The Advertising Standards Authority (ASA) was established in 1977 to provide independent scrutiny of the then newly created self-regulatory system set up by the industry.

Its chief tasks are to promote and enforce high ethical standards in advertisements. To investigate complaints, to identify and resolve problems, to ensure that the system operates in the public interest and to act as a channel for communications with those who have an interest in advertising standards.

The interests of the consumer are at the heart of the advertising business - brands succeed or fail on the basis of consumer trust and confidence being translated into purchasing decisions.

Some advertisers set out to defraud, offend or mislead the public. They rarely succeed. When they do it is to the detriment of advertising as a whole, because it compromises its credibility and is inequitable to the companies and practitioners who painstakingly verify their claims or refrain from causing offence as a means of merely attracting attention. <http://www.asa.org.my/about.htm> (28/9/12 2pm)

The constituent members of ASA are:

- The Malaysian Advertisers Association
- Association of Accredited Advertising Agents, Malaysia
- Malaysian Newspaper Publishers Association
- Sistem Televisyen Malaysia Bhd
(Observers: Malaysian Association of Commercial Radio Operators and Outdoor Advertising Association of Malaysia)

Malaysian Advertisers Association (MAA)

The Malaysian Advertisers Association (MAA) represents the interests of brands and marketers in all areas of commercial and marketing communications.

Founded in the 1964, the MAA currently represents the interests of brands whose total annual marketing and communications expenditure is in excess of RM6 Billion. These include some of the largest, most influential and innovative marketers in the country across categories as diverse as travel, packaged goods, technology and healthcare.

Today the MAA leads initiatives to tackle some of the most business-critical issues affecting marketers today:

- Promoting marketing effectiveness. (Link to effies)
- Strengthening and standardizing of marketing measurements and metrics and advocating the standardisation advertising rate cards.
- Representing collective interests of marketers in managing agency-, government- and media- related challenges in areas of business environment, regulation and cost.
- Promoting advertising self-regulation.

- Creating a collaborative business environment for marketing together with agencies, media & regulatory stakeholders.
- Advocating the complete and accurate disclosure of circulation figures by media proprietors by participating in the management of Audit Bureau of Circulation and Circulations Audit Board.
- Advancement of knowledge and sharing of expertise in emerging areas of marketing & communications. {learn more: link to Future of advertising feature}
- Issuing advisories and guidance on key topical issues to members. (learn more: link to features)
- Acting as arbitrator or mediator in settlement of disputes arising out of communications-related transactions.
- Eliminating all fraudulent, untruthful, misleading or otherwise objectionable advertising, increasing thereby the public confidence in advertising and in advertised goods and services.

<http://www.malaysiaadvertisers.com.my> (28/9/12 3.02pm)

Association of Accredited Advertising Agencies of Malaysia (4As)

Founded in the 1960's, our aim is to promote good advertising, communicate its benefits to the public, as well as protect the interests of ad agencies in relation to their clients, the advertisers. Establishing links with various industry bodies within the business and beyond, we help negotiate for better advertising practices. We liaise with the Government and other bodies regarding these matters, and seek an optimal regulatory environment for the industry. Our Members are all, responsible, professional advertising practitioners in their own right. We engage the business community in ongoing dialogue to communicate the vital role of advertising as an effective marketing vehicle. We also function as an educator, conducting training programmes and providing our members and the industry at large with a regular supply of qualified advertising personnel.

<http://www.aaaa.org.my/index.php/the-association/intro-to-4as> (28/9/12 3.04pm)

Department of Occupational Safety and Health (DOSH)

As a regulatory body, which enforces the occupational safety and health aspects in Malaysia, the role of DOSH is to study and review the policies and legislations of occupational safety and health. In regard of the Advertising industry, the following acts are enforced by DOSH:

- a) Occupational Safety and Health Act 1994 and its regulations.
- b) Factories and Machinery Act 1967 and its regulations.
- c) Part of Petroleum Act 1984 (Safety Measures) and its regulations.
- d) Guidelines, codes of practice, circulars.

With regard to the respective acts, DOSH comes forward to apply the functions as to:

- Conduct research and technical analysis on issues related to occupational safety and health at the workplace;
- Carry out promotional and publicity programs to employers, workers and the general public to foster and increase the awareness of occupational safety and health; and
- Become a secretariat for the national council regarding occupational safety and health.

2. OCCUPATIONAL STRUCTURE

Advertising and Promotion Services (Level 3) personnel come under sub-sector Advertising. Figure 1.1 and 1.2 show the structured career path and area of Advertising and Promotion Services (Level 3) personnel.

OCCUPATIONAL STRUCTURE (OS)

SECTOR	PENGURUSAN BISNES / BUSINESS MANAGEMENT					
SUB SECTOR	ADVERTISING					
AREA	EVENT	CREATIVE			PUBLIC RELATION	MEDIA
LEVEL 5	EVENT MANAGER	CREATIVE DIRECTOR			PR MANAGER	MEDIA MANAGER
LEVEL4	EVENT EXECUTIVE	ART DIRECTOR	COPY WRITER	CREATIVE VISUALIZER	PR EXECUTIVE	MEDIA EXECUTIVE
LEVEL3	EVENT COORDINATOR	CREATIVE COORDINATOR			PR COORDINATOR	MEDIA COORDINATOR
LEVEL2	NO LEVEL	NO LEVEL			NO LEVEL	NO LEVEL
LEVEL1	NO LEVEL	NO LEVEL			NO LEVEL	NO LEVEL

Figure 1.1 Occupational Framework matrix of Advertising and Promotion Services for Sector Business Management – Sub sector of Advertising in Malaysia

OCCUPATIONAL AREA ANALYSIS (OAA)

SECTOR	PENGURUSAN BISNES / BUSINESS MANAGEMENT			
SUB SECTOR	ADVERTISING			
AREA	EVENT	CREATIVE	PUBLIC RELATION	MEDIA
Level 5	ADVERTISING AND PROMOTION MANAGEMENT			
Level 4	ADVERTISING AND PROMOTION DEVELOPMENT			
Level 3	ADVERTISING AND PROMOTION SERVICES			
Level 2	Not Available			
Level 1	Not Available			

Figure 1.2 Occupational Area Framework matrix of Advertising and Promotion Services for Sector Business Management – Sub sector of Advertising in Malaysia

3. DESCRIPTION OF COMPETENCY LEVEL

The NOSS is developed for various occupational areas. Candidates for certification must be assessed and trained at certain levels to substantiate competencies. Below is a guideline of each NOSS Level as defined by the Department of Skills Development, Ministry of Human Resources, Malaysia.

Malaysia Skills Certificate: Level 1	Competent in performing a range of varied work activities, most of which are routine and predictable.
Malaysia Skills Certificate: Level 2	Competent in performing a significant range of varied work activities, performed in a variety of contexts. Some of the activities are non-routine and required individual responsibility and autonomy.
Malaysia Skills Certificate: Level 3	Competent in performing a broad range of varied work activities, performed in a variety of contexts, most of which are complex and non-routine. There is considerable responsibility and autonomy and control or guidance of others is often required.
Malaysia Skills Diploma: Level 4	Competent in performing a broad range of complex technical or professional work activities performed in a wide variety of contexts and with a substantial degree of personal responsibility and autonomy. Responsibility for the work of others and allocation of resources is often present.
Malaysia Skills Advanced Diploma: Level 5	Competent in applying a significant range of fundamental principles and complex techniques across a wide and often unpredictable variety of contexts. Very substantial personal autonomy and often significant responsibility for the work of others and for the allocation of substantial resources features strongly, as do personal accountabilities for analysis, diagnosis, planning, execution and evaluation.

4. MALAYSIAN SKILL CERTIFICATION

Candidates after being assessed and verified and fulfilled Malaysian Skill Certification requirements shall be awarded with Malaysia Skills Certificate for Level 3.

5. JOB COMPETENCIES

The Advertising and Promotion Services (Level 3) personnel are competent in performing the following core competencies:

- Advertising And Promotion Project Coordination
- Clients Relationship Coordination
- Suppliers Relationship Coordination
- Legislative Bodies Relationship Coordination
- Below The Line (BTL) Promotion Coordination
- Above The Line (ATL) Advertising Coordination
- Media Monitoring And Compilation Services
- Advertising And Promotion Copywriting Development Coordination

6. WORKING CONDITIONS

Generally they work indoor in advertising agencies and also outdoor at the project site. The personnel work under similar operating hours of the organisation or company, which may also in outside normal working hours or work during weekends. They may work individually or in a group. A&P services personnel either work for an employer or can be self-employed in a variety of environments such as in creative agencies, public relation or event management company. The personnel should be able to concentrate on detailed work long periods of working hours The personnel is accountable and responsible for his/her own work since this will reflect industries image and reputation. They are expected to work within their operational scope and ethics that portray their professionalism. They should keep abreast of new developments technology and global trends in the industry in order to excel in the rapidly changing advertising industries. They work in advertising industries locally or overseas as a team to ensure services are successfully delivered. Since this is media based services oriented industry, they need to have effective coordination knowledge and communication skills, positive attitude and effective communication to deal with various related functions in the organization.

The work areas will usually be busy and may be involved outdoor activities. Personnel in this field of work also required to adhere to safety and security procedures, statutory/regulatory bodies' requirements in order to protect self and public rights as their job scope involve in maintaining human confidentiality and creativity.

7. EMPLOYMENT PROSPECTS

7.1 Malaysian Market

The total advertising spend in Malaysia recorded a steady growth over the last two decades, rising from about RM0.5 billion in 1988 to approximately RM7.7 billion in 2010, with a Compound Annual Growth Rate (CAGR) of about 13.2% between 1988 and 2010. When examining the total advertising spend on different mediums, total advertising spend growth rates for TV, radio, and point-of-sale are the strongest in Malaysia, with CAGRs of 17.2%, 17.9%, and 25.9% respectively between 2006 and 2010. The outdoor medium has also grown, with a CAGR of about 16.1% between 2005 and 2010.

(<http://www.asiamedia.net.my/advertising-and-oooh-industry-malaysia>: [28/9/2012, 3.00pm])

The advertising industry is moving towards trends in creativity, personalisation, interactivity, multiple distributors, consumer control and connectivity. The changes and developments in technology allow consumers to have more control of what they want to see, interact with, or purchase. Advertisers and advertising agencies are expected to grow more creatively and innovatively, in order to meet the changing consumer needs. The advertising model in a way, has to meet both the traditional as well as the digital viewers' attention to maximise business opportunities arising.

Traditional media owners will need to infuse innovation and alertness to changes in the media environment into their business models so as not to risk losing significant revenue to the new media platforms such as the Internet, mobile device providers and interactive home portals. Tracking and measuring actual viewership, engagement and response to advertisements through the new media seem to be easier. Many companies are moving towards providing enhanced delivery capabilities across media platforms in line with targeted user behaviour such as mobile platforms.

Meanwhile, the Malaysian advertising market holds much promise with ample advertising opportunities in the changing traditional and new media platforms. There is a rapidly growing Internet audience in Malaysia, where marketers need to take stock of this avenue and seek ways to engage targeted audience. It is not likely that the digital media will totally transform and displace old media totally, but perhaps if players in the industry can leverage by integrating across media platforms empowering the interactive and rich media technology, audience could be engaged and communicated effectively.

This NOSS is developed focusing on the Advertising and Promotion Services. The experts in this field can also pursue careers in similar Advertising and Promotion industries in Malaysia or internationally. The demand for qualified and Advertising and Promotion is important as of now and would increase in the near future. Hence, the development of this NOSS is essential for the industry to have certain guidelines and standards based on the level of competencies that have been set by the industry experts in this field.

The knowledge and skills gained by the Advertising and Promotion Services (Level 3) personnel in handling the coordination works in the advertising and promotion and the ability to work independently would be advantageous for employment in other related industries such as listed below.

Other related occupation with respect to employment opportunities is:

- Audio-Visual producer
- Reporter/Broadcast Journalist
- Multimedia Producer/Writer
- Advertising and Promotion Coordinator
- Event Coordinator
- Creative Coordinator
- Public Relations Coordinator
- Media Coordinator
- Account Coordinator
- Communication Coordinator
- Product Coordinator
- Brand Coordinator
- Advertising Coordinator
- Web Designer
- Editor
- Copywriter
- Scriptwriter

Other related industries with respect to employment opportunities are:

- Fast Moving Consumer Goods
- Information and Communications Technology (ICT)
- Oil and Gas
- Telecommunication
- Automotive
- Retail
- Food & Beverages (F&B)
- Entertainment
- Education
- Property
- Tourism
- Financial Institutions

7.2 International Market

The demands of advertisement and promotion is everywhere in the world. The global advertising spend continue to rise in 2012 with the growth of 3.1%. The Middle East and Africa was up 23.3 percent as advertisers turned to budding and stabilizing economies there. In particular, Egypt saw ad spend growth of 67 percent in Q1 following last year's Arab Spring. Latin America also saw significant year-over-year growth of 9.6 percent. Asia-Pacific grew 1/7 percent, a small increase following large gains in recent years. The advertising market did not have the same level of increase in North America and Europe North American advertising spend grew 2/1 percent. The advertising spends in Europe declined slightly (-1/4%), with countries most impacted by the recession the hardest hit. With consumer confidence up and brands looking to reconnect, it's no surprise that spending on advertising is on the rise—around the globe and across media types.

Television, Newspapers, Radio, Outdoor, Internet and Cinema all saw an increase in ad spend in the beginning of 2012 compared to last year. Though Television continues to attract the majority of advertising dollars, Internet advertising saw the biggest increases, with advertisers spending 12.1 percent more in Q1 2012 than one year prior. (Global Advertising Trends-Q1 2012,<http://www.nielsen.com/us/en/practices/social-media-intelligence.html>, 17/10/2012: 3.00 pm)

8. TRAINING, INDUSTRIAL/PROFESSIONAL RECOGNITION, OTHER QUALIFICATIONS AND ADVANCEMENT

The candidate should be able to demonstrate good communication skills and have a certain amount of creative flair. As for career advancement, most competent Advertising and Promotion Services personnel learn their craft on the job. They are trained either via apprenticeship programmes/internship programme or through On-The Job training in the workplace. They usually begin as an Advertising and Promotion Coordinator, and gradually enhance their skills as they gain experience. Job enlargements and enhancements may increase their chances of career advancement within the organization. Thus with additional informal training/on-going on the job training, certification, mentoring and coaching, this experience competent Advertising and Promotion Coordinators can be advanced to become Advertising and Promotion Assistant, Advertising and Promotion Specialist and beyond. For example, short courses such as Excel training, Power Point training programme to enhance their competency levels to upgrade the skills level of the personnel in the Advertising and Promotion industry.

9. SOURCES OF ADDITIONAL INFORMATION

9.1 Local

- **Advertising Standards Authority (ASA) Malaysia**
Unit 706, Block B, Pusat Dagangan Phileo Damansara 1,
9 Jalan 16/11, Off Jalan Damansara,
46350 Petaling Jaya, Selangor, Malaysia
Tel : 03 – 7660 8535
Fax : 03 – 7660 8532
E-mail : asa@macomm.com.my
Website : www.asa.org.my
- **Malaysian Advertisers Association (MAA)**
Macomm Management Services SdnBhd
Unit 706, Block B, Pusat Dagangan Phileo Damansara 1,
9 Jalan 16/11, Off Jalan Damansara,
46350 Petaling Jaya, Selangor, Malaysia
Tel : 03 – 7660 8535
Fax : 03 – 7660 8532
E-mail : asa@macomm.com.my
Website: <http://www.malaysiaadvertisers.com.my/>
- **Association of Accredited Advertising Agencies of Malaysia (4As)**
Unit 706, Block B, Pusat Dagangan Phileo Damansara 1,
9 Jalan 16/11, Off Jalan Damansara,
46350 Petaling Jaya, Selangor, Malaysia
Tel : 03 – 7660 8535
Fax : 03 – 7660 8532
E-mail : asa@macomm.com.my
Website : <http://www.aaaa.org.my/>
- **Malaysian Digital Association (MDA)**
Macomm Management Services Sdn. Bhd.
Unit 706, Block B, Pusat Dagangan Phileo Damansara 1,
9 Jalan 16/11 Off Jalan Damansara,
46350 Petaling Jaya
Tel : 03 – 7660 8535
Fax : 03 – 7660 8532
Website : <http://www.digital.org.my/>

- **Department of Occupational Safety and Health (DOSH)**
Ministry of Human Resource
Level 2,3 & 4 Block D3, Complex D
Federal Government Administrative Centre
62530 W.P. Putrajaya
Tel : 03 – 8886 5000
Fax : 03 – 8889 2443
Website : www.dosh.gov.my

9.2 International

- **International Advertising Association's (IAA)**
International Advertising Association
Global Office (World Service Centre)
275 Madison Avenue
Suite 2102
New York, NY 10016
United States of America
Website : <http://www.iaaglobal.org/home.aspx>

10. ACKNOWLEDGEMENT

The Director General of DSD would like to extend his gratitude to the organisations and individuals who have been involved in developing this standard.

- Puan Shahana binti Azlan
Council Member of Institute o Marketing Malaysia
- Mr Jason Hong
Marketing Manager
Versalink Marketing Sdn. Bhd.
- Cik Suzynah Isma Bt. Hasan
Sky Gemilang Communications Sdn. Bhd.
- Encik Abdul Razak Bin Mohd Idris
Manager
Group Corporate Communication Media Prima Berhad.

**11. COMMITTEE MEMBERS FOR DEVELOPMENT OF STANDARD PRACTICE (SP),
COMPETENCY PROFILE CHART (CPC), COMPETENCY PROFILE (CP) AND
CURRICULUM OF COMPETENCY UNIT (CoCU)**

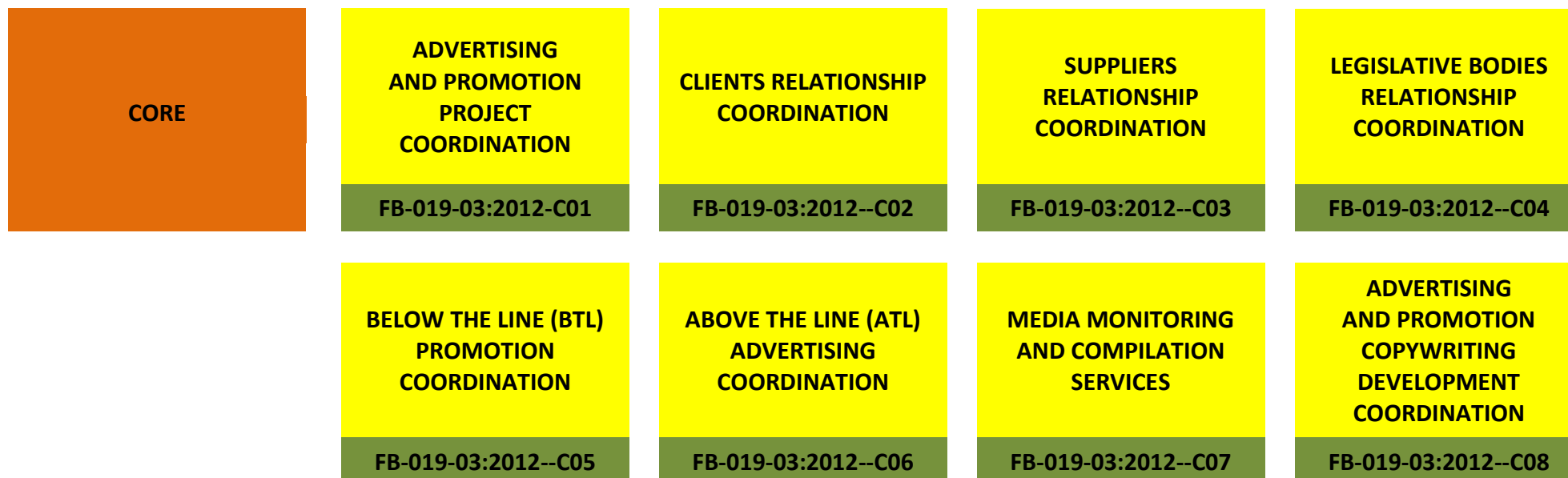
ADVERTISING AND PROMOTION SERVICES LEVEL 3

PANEL EXPERTS		
1.	Puan Tengku Nila Putri Binti Tengku Ilham	Senior Vice President, Nurturing Malaysian Technology Development Corporation / Council Member Institute of Marketing Malaysia
2.	Puan Alicia Chua Siok Yoong	Senior Brand Manager Reckitt Benckiser (M) Sdn. Bhd
3.	Encik Azlan Jumat Bin Abdul Ghanie	Managing Director Pendita (M) Sdn. Bhd
4.	Encik Rosli Bin Abd Rashid	Senior Executive Utusan Media Sales Sdn. Bhd
5.	Cik Beh Chin Sien	Advertising and Promotion Executive Damasara Entertainment Centre Sdn. Bhd
6.	Puan Khyryna Binti Mohamad Khir	Assistant Brand Manager Fonterra Brands Malaysia
7.	Encik Nor Zawaed Bin Khairul Faizi	Creative Director Onezedk Creative
8.	Encik Noor Azmi Bin Abu Huraira	Pengarah Bestrich (M) Sdn. Bhd
9.	Cik Nurzihan Binti Hassim	Lecturer School of Communication Taylor's Univeristy
FACILITATOR		
10.	Pn. Siti Salmah Binti Mohd Nor	Adimega Sdn. Bhd
DOCUMENTOR		
11.	Pn. Siti Maimunah Ahmad	Adimega Sdn. Bhd

COMPETENCY PROFILE CHART (CPC)

SECTOR	BUSINESS MANAGEMENT		
SUB SECTOR	ADVERTISING		
JOB AREA	EVENT, CREATIVE, PUBLIC RELATION & MEDIA		
NOSS TITLE	ADVERTISING AND PROMOTION SERVICES		
JOB LEVEL	THREE (3)	JOB AREA CODE	FB-019-03:2012

← **COMPETENCY** → ← **COMPETENCY UNIT** →



COMPETENCY PROFILE (CP)

Sub Sector	ADVERTISING			
Job Area	EVENT, CREATIVE, PUBLIC RELATION & MEDIA			
NOSS Title	ADVERTISING AND PROMOTION SERVICES			
Level	THREE (3)	JOB AREA CODE	FB-019-03:2012	
CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
1. Advertising And Promotion Project Coordination	FB-019-03:2012-C01	<p>Advertising and Promotion Project Coordination is an activity to coordinate all related processes in A&P and assist the project management teams in ensuring the project complied with all the clients and project requirements.</p> <p>A project starts from the point brief is given, be it from the superior or the client to planning to execution up to post-project follow ups. Time management is crucial in this CU and in many cases, preparation and follow through of timelines, checklists, next action steps and person in charge (PIC) is key in project coordination.</p> <p>The first step to coordinating a project is to understand the project requirements from given brief. Once requirements are outlined, project activities need to be planned and this process can either be in the form of brainstorming session to work on a</p>	<p>1. Identify advertising and promotion project requirements</p> <p>2. Plan advertising and promotion project activities</p>	<p>1.1 Types of advertising and promotion (A&P) projects determined according to project brief</p> <p>1.2 Client / project owner profiles determined according to project objective</p> <p>1.3 Job order / instructions interpreted according to project brief</p> <p>1.4 Regulatory / Statutory bodies requirements determined according to types of A&P projects</p> <p>2.1 Scope of coordination work determined according to project work breakdown structures (WBS)</p> <p>2.2 Project deliverables listed according to brief / job order</p> <p>2.3 A&P project environment checked according to project requirements</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
		<p>proposal or conducting a quick research on relevant subjects. Brainstormed ideas or consolidated findings will then be presented to client or superior for approval. With approval from the client or the boss, a direction is made clearer and with that this person needs to work on a work breakdown structure (WBS) which consists of a timeline, detailed actionable steps, checklist and PIC. A WBS is a useful part of planning because it helps organize the activities involved in a project. It is from the activities listed in the WBS that this person will coordinate or execute the project to completion. It is also important to have a post mortem for every project to identify what worked and what didn't for the advantage of future improvements. Post mortem sessions should include detailed learning and overall evaluation of project coordination.</p> <p>The outcome of this competency is to keep the project and related processes running smoothly as per briefed, taking into account factors such as time, cost, resources and compliance to regulations (ie: ASA for ATL advertising, regulated products such as pharmaceutical goods, and infant formula).</p>	<p>3. Coordinate advertising and promotion project activities</p> <p>4. Assist project post</p>	<p>2.4 Regulatory / statutory bodies requirements listed according to types of project</p> <p>2.5 Contingency plan identified according to potential project risk</p> <p>2.6 Coordination activities scheduled according to project milestone / timeline</p> <p>3.1 Mechanics of project activities evaluated according to project plan</p> <p>3.2 Project coordination report / document prepared according to planned project activities</p> <p>3.3 Coordination work approval from superior / legislation bodies obtained according to project requirements</p> <p>3.4 Readiness of the project execution assured according to project plan</p> <p>3.5 Project dry run / trial run executed according to scheduled project requirements</p> <p>3.6 Project implementation monitored and status documented according to project plan and Work In Progress reporting procedure</p> <p>3.7 Post project follow up activities confirmed according to Work In Progress report</p> <p>4.1 Client / supplier feedbacks</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
			<p data-bbox="1279 263 1518 292">mortem execution</p> <p data-bbox="1234 1077 1608 1173">5. Evaluate advertising and promotion project coordination activities</p>	<p data-bbox="1704 263 2101 327">obtained according to types of projects</p> <p data-bbox="1637 331 2130 496">4.2 Discrepancies, obstacles, challenges, problem areas and issues during projects determined and mitigated / dealt with plan identified</p> <p data-bbox="1637 501 2130 632">4.3 Best project practices suggested based on the executed project activities for improvement on future projects</p> <p data-bbox="1637 636 2092 801">4.4 Key project highlights and accomplishments from the executed project activities identified according to project plan</p> <p data-bbox="1637 805 2092 936">4.5 Strength and weaknesses of project coordination identified according to feedbacks from stakeholders</p> <p data-bbox="1637 941 2107 1040">4.6 Project post mortem report completed according to project reporting procedure</p> <p data-bbox="1637 1077 2092 1208">5.1 Project performance reports / documentation compiled according to documentation procedure</p> <p data-bbox="1637 1212 2092 1343">5.2 Final status of project coordination reviewed and recorded according to project progress report</p> <p data-bbox="1637 1348 2130 1447">5.3 Project coordination activities report submitted to superior according to company policy and</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
				reporting superior
2. Clients Relationship Coordination	FB-019-03:2012-C02	<p>Clients Relationship Coordination is to assist the management in providing the A&P services in compliance with clients requirement.</p> <p>Clients relationship coordination includes identifying clients' requirements of a project, taking into account their on-going feedback and updating them with the latest status of the project. This entails the person to liase with clients, monitor and report the status to management.</p> <p>The outcome of this competency is to be able to coordinate and maintain good relationship with clients related to a project. This is crucial to ensure all requirements set by clients are taken care of and clients satisfactions fulfilled in accordance with company satisfaction policy and legislative bodies requirements.</p>	<p>1. Identify client relationship requirements</p> <p>2. Liase with clients</p>	<p>1.1 Job order / instructions determined according to project requirement</p> <p>1.2 Project brief interpreted according to client requirements</p> <p>1.3 Types of clients (new / existing) categorised according to project brief</p> <p>1.4 Client profiles determined based on category of client (existing / new) and types of company (local owned or multinational company)</p> <p>1.5 Clients information / directory checked according to client database</p> <p>2.1 Communication with clients exercised according to job insructions from superior</p> <p>2.2 Clients expectations negotiated and documented according to project deliverables stipulated in the agreement</p> <p>2.3 Relevant documents such as contract, quotations / proposal, payment, logistics and approvals followed up according to project requirements</p> <p>2.4 Client directory and database updated according to company policy</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
			<p>3. Monitor client relationship status</p> <p>4. Report client relationship services to superior</p>	<p>3.1 Survey on client's satisfaction conducted according to project scope</p> <p>3.2 Clients feedbacks obtained according to company policy</p> <p>3.3 Clients expectations regarding the project deliverables attended according to client relationship guidelines and legislative bodies requirements</p> <p>4.1 Client servicing status report updated based on issue arised, new / out of plan requirement from clients and new / out of plan legislation requirements</p> <p>4.2 Client relationship services status report submitted and presented to superior</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
3. Suppliers Relationship Coordination	FB-019-03:2012-C03	<p>Supplier Relationship Coordination is to assist the management in sourcing A&P materials and services. Examples are printed materials, gifts of premium and event services. The responsibilities involve ensuring the delivery of the required materials and services to the clients. Suppliers, also sometimes called vendors are companies that supply A&P materials and services.</p> <p>Suppliers relationship coordination includes gathering information from supplier, relaying project brief relevant to the supplier, monitoring and assessing suppliers performance. The personnel involved in suppliers do not have any authority to negotiate prices, and make decision when dealing with the suppliers. The coordinator must understand the terms and conditions specified in the quotation or contracts.</p> <p>The outcome of this competency is to be able to coordinate and maintain good relationship with suppliers related to a project. This is crucial to ensure the</p>	<p>1. Identify project requirements</p> <p>2. Liase with suppliers</p>	<p>1.1 Job order / instructions determined according to client project requirement</p> <p>1.2 Profiles and segments of suppliers checked in the company's supplier system according to types of product / services supplied and new / existing registered supplier</p> <p>1.3 Trading term / payment leadtime determined according to supplier terms and conditions</p> <p>1.4 Supplier information / directory such as contact details checked according to supplier database</p> <p>2.1 Communication with supplier exercised according to project requirements</p> <p>2.2 Project specification / technical on project requirements submitted to supplier according to procurement procedure</p> <p>2.3 Quotations and project deliverables obtained and interpreted according to procurement procedure and</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
		suppliers are performing as per expectation and all requirements set by customers fulfilled according to project plan and company procedure.	<p>3. Coordinate project quotation and services</p> <p>4. Report suppliers services performance to superior</p>	<p>project specification</p> <p>3.1 Product and services of the supplier gathered according to company requirements</p> <p>3.2 Project quotation and specification confirmed according to project requirements</p> <p>3.3 Comparison of supplier's quotation and specifications documented according to procurement procedures</p> <p>3.4 Suppliers track records, performance and quality of the products / services on the services provided in the past project reviewed according to supplier performance evaluation report</p> <p>4.1 Suppliers coordination activities status confirmed according to project requirements</p> <p>4.2 Documentation on supplier services submitted to superior for approval according to project requirements and company policy</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
4. Legislative Bodies Relationship Coordination	FB-019-03:2012-C04	<p>Legislative Bodies Relationship Coordination is to assist the management in ensuring compliances with the legislation requirements in business operation.</p> <p>There are many bodies that govern the advertising and promotion industry. Relevant legislative bodies needs to be identified with every project coordinated. This person needs to form a relationship with the body and to understand its requirements that contribute to the project. This person would need to ensure project compliance to the body/bodies requirements. Some bodies require approval be made on their side before certain materials can be used (ie: MIM certification for TVC, MACP for music licensing, MOH for designated product communication materials). Relationship coordination with the legislative bodies also consists of follow-up and updates monitoring with the bodies, all with the objective to ensure compliance to the bodies requirements.</p>	<ol style="list-style-type: none"> 1. Identify legislative bodies requirements 2. Coordinate relationship between company with legislative bodies 	<ol style="list-style-type: none"> 1.1 Project deliverables identified according to clients requirements 1.2 Regulatory / Authority / Statutory bodies such as Ministry of Health, Dewan Bahasa and Pustaka and Local Council listed according to project requirements 1.3 Legislative bodies informations determined according to latest published directory 1.4 Scope of legislative bodies requirements differentiated according to types of project 2.1 Compliance of legislative requirements in the project confirmed according to company policy 2.2 Legislative bodies person incharged liased for tracking any updates on the requirements / regulations according to project requirements 2.3 Relevant requirements and references (policies and acts, rules and regulation) from the legislative bodies updated

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
		<p>The outcome of this competency is to ensure compliance to the legislative bodies requirements so that advertising and promotions are done in an ethical and responsible manner.</p>	<p>3. Facilitate legislative bodies compliances</p> <p>4. Produce legislative bodies relationship coordination report</p>	<p>according to project audits requirements</p> <p>3.1 Legislative bodies requirements followed-up according to project milestone</p> <p>3.2 Compliance of legislation requirements in the project assured</p> <p>3.3 Legislation compliances conformance assured according to project checklist</p> <p>3.4 Legislation compliances conformance updated according to company policy</p> <p>4.1 Current issues such as new acts, political and government organization structure compiled and filed in database according to documentation procedure</p> <p>4.2 Status of legislative bodies relationship documented and presented to the superior according to reporting procedure</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
5. Below The Line (BTL) Promotion Coordination	FB-019-03:2012-C05	<p>Below Tthe Line (BTL) Promotion Coordination is an activity to assist the management in the implementation of BTL promotion of a client. BTL promotion materials usually used to communicate a promotion or even highlight branding messages. Examples of BTL materials are leaflets, t-shirts, premiums, packaging, promoters, loyalty clubs etc.</p> <p>BTL coordination starts from the point of receiving brief from client, then identifying the project's requirements. Based on the requirements, the BTL team will come up with a proposal of concept options to be presented to the client. Each concept needs to be accessed and validify that concepts are in line with clients requirements. Presentation of proposed concepts may result in approval of concepts or requests for revisions. Request for revisions needs to be followed up and reverted to client on a timely manner up to point of approval. Upon approval from client on selected concepts, the</p>	<p>1. Identify BTL project requirements</p> <p>2. Assess project concepts</p>	<p>1.1 Job order / directions interpreted according to client requirements</p> <p>1.2 Supplier for supporting BTL development and promotion listed according to types of BTL</p> <p>1.3 Customers objective and target determined according to job directions</p> <p>1.4 Legislative bodies requirements such as Kementerian Kesihatan Malaysia (KKM), Kementerian Dalam Negeri (KDN), Local council and Dewan Bahasa & Pustaka determined according types of project</p> <p>1.5 Types of BTL promotion determined according to media strategy</p> <p>1.6 Types of medium determined according to targeted audiences</p> <p>1.7 Ideas / concept / theme determined according to messages to be conveyed to audiences</p> <p>2.1 Validity of project requirements concept checked according to</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
		<p>BTL team is required to coordinate development of material and apply improvements based on client's feedback. Finalized materials need to be prepared for finished output (ie color proof, FA CD, mock-up etc) before submission to relevant parties. It is also important to evaluate coordination performance to identify what worked and what didn't for the advantage of future improvements.</p> <p>The outcome of this competency is to be able to coordinate activities involved in development of BTL promotion materials up to delivery of final goods in required formats. Final goods should be the materials that has obtained approvals from all the key stakeholders ie client, legislative bodies and superiors.</p>	<p>3. Assist BTL coordination activities</p> <p>4. Prepare BTL promotion materials</p> <p>5. Coordinate BTL project implementation</p>	<p>project plan</p> <p>2.2 Idea / concept / theme determined according to job instructions</p> <p>2.3 Idea / concept / theme of the project validated according to receivers criterias</p> <p>2.4 Legislative bodies requirements reviewed according to types of BTL</p> <p>3.1 Market / traffic information on BTL promotion location gathered according to advertising and promotion strategies</p> <p>3.2 BTL coordination activities scheduled according to project requirements</p> <p>4.1 Sample materials, visual, transport, equipment and tools listed according to types of BTL</p> <p>4.2 Sample materials such as mock up, printed materials, electronic medium compiled according to project specification</p> <p>4.3 Supplier liased for proofing approval according to types of BTL</p> <p>5.1 Scope of BTL project such as brochures, flyers and Point of Sale (POS) submission determined according to BTL requirements</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
			6. Evaluate BTL promotion coordination performance	5.2 Rate card of BTL sample materials preparation arranged according to project implementation 5.3 Legal and financial documentation such as contract / agreement and legal stamping obtained according to legislative bodies requirements 5.4 Feedback on BTL promotion effectiveness obtained according to type of project and objective 5.5 Activities during BTL implementation recorded according to documentation procedure 6.1 BTL promotion coordination performance compared against project planning 6.2 Completeness of BTL promotion coordination activities confirmed according to project requirement 6.3 Leadtime / shipment delivery meet target according to project plan / schedule 6.4 Promoters for the project trained according to project requirement 6.5 BTL promotion performance status documented and reported to superior according to reporting procedure and company policy

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
6. Above The Line (ATL) Advertising Coordination	FB-019-03:2012-C06	<p>Above Tthe Line (ATL) Advertising Coordination is an activity to assist the management in the implementation of ATL advertisng of a client. ATL advertising are ads distributed via TV, radio, press, mag, in-store merchandising, Out-of-home (OOH) and digital media.</p> <p>ATL coordination starts from the point of receiving brief from client, then identifying the project's requirements. Based on the requirements, the ATL team will come up with a proposal of concept options to be presented to the client. Each concept needs to be accessed and validify that concepts are in line with clients requirements. Presentation of proposed concepts may result in approval of concepts or requests for revisions. Request for revisions needs to be followed up and reverted to client on a timely manner up to point of approval. Upon approval from client on selected concepts, agency is required to coordinate development of material and apply</p>	<p>1. Identify ATL project requirements</p> <p>2. Assess project concepts</p>	<p>1.1 Job order / directions interpreted according to client requirements</p> <p>1.2 Supplier and customer determined according to types of ATL</p> <p>1.3 Customers objective and target determined according to job directions</p> <p>1.4 Legislative bodies requirements such as Kementerian Kesihatan Malaysia (KKM), Kementerian Dalam Negeri (KDN), Local council and Dewan Bahasa & Pustaka determined according to project requirement</p> <p>1.5 Types of ATL advertising determined according to project requirements</p> <p>1.6 Types of medium and media buyer / agencies determined according to targeted audiences</p> <p>1.7 Ideas / concept / theme determined according to messages to be conveyed to audiences</p> <p>2.1 Validity of project requirements</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
		<p>improvements based on client's feedback. Finalized materials need to be prepared for finished output (ie TVC in beta format, press and print ad in ai format, billboard to be printed etc) before being installed or submitted to relevant parties. It is also important to evaluate coordination performance to identify what worked and what didn't for the advantage of future improvements.</p> <p>The outcome of this competency is to be able to coordinate activities involved in development of ATL advertising materials up to delivery of final goods in required formats. Final goods should be the materials that has obtained approvals from all the key stakeholders ie client, legislative bodies and superiors.</p>	<p>3. Assist ATL coordination activities</p> <p>4. Prepare ATL advertising materials</p> <p>5. Coordinate ATL project</p>	<p>concept checked according to project plan</p> <p>2.2 Ideas / theme / concept determined according to job instructions</p> <p>2.3 Ideas / theme / concept validated according to client requirements</p> <p>2.4 Legislative bodies requirements reviewed according to types of BTL</p> <p>3.1 Market / traffic information on ATL advertising location gathered according to advertising and promotion strategies</p> <p>3.2 Coordination activities scheduled according to project requirements</p> <p>4.1 Types of ATL advertising media confirmed according to project requirements</p> <p>4.2 Sample materials, visual, transport, equipment and tools listed according to types of ATL</p> <p>4.3 Sample materials such as printed materials, electronic medium compiled according to project specification</p> <p>4.4 Media buyer liased for publishing according to media standard</p> <p>4.5 Supplier liased for proofing approval according to types of ATL</p> <p>5.1 Scope of ATL project</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
			<p>implementation</p> <p>6. Evaluate ATL advertising coordination performance</p>	<p>implementation such as Billboard installation and TV / Radio / Print Advertisement submission determined according to ATL requirements</p> <p>5.2 Rate card of ATL sample materials preparation arranged according to project implementation</p> <p>5.3 Legal and financial documentation such as contract / agreement and legal stamping obtained according to legislative bodies requirements</p> <p>5.4 Activities during ATL preparation recorded according to documentation procedure</p> <p>6.1 ATL advertising coordination performance compared against project planning</p> <p>6.2 Completeness of ATL advertising coordination activities confirmed according to project requirement</p> <p>6.3 Leadtime / shipment delivery meet target according to project plan / schedule</p> <p>6.4 Type of report determined according to medium</p> <p>6.5 ATL advertising performance status documented and reported to superior according to reporting procedure and company policy</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
7. Media Monitoring And Compilation Services	FB-019-03:2012-C07	<p>Media Monitoring And Compilation Services is an on-going process of compiling media information to assist the management in keeping track on industry competitive scenario. Examples are an update of competitors' activities and internal brand / product / services activities.</p> <p>In order to monitor and compile the right media materials, certain monitoring criteria needs to be identified so materials monitored are more meaningful as its filtered based on requirements. With a clear target of topics / criteria's, media coverage can be identified when checked. Media coverage obtained from regular monitoring should be compiled for easy referencing in future. Categorizing coverage according to topics can aid future referencing. Compilation status should be updated to superior to feedback.</p> <p>The outcome of this competency is to be able to practice media monitoring</p>	<ol style="list-style-type: none"> 1. Identify media monitoring and compilation requirements 2. Monitor media coverage 3. Compile media coverage 	<ol style="list-style-type: none"> 1.1 Job order / directions interpreted according to client requirements 1.2 Objective of media monitoring interpreted according to clients interest and subjects of media coverage 1.3 Types of media and media coverage determined according to coverage specialization 1.4 Types of media monitoring tools listed according to sources of the informations 1.5 Media coverage compilation works estimated and listed according to media coverage dates and duration 2.1 Types of media monitoring tools selected according to sources of the coverage 2.2 Media coverage regarding the company / clients / business tracked and documented according to job directions and medias that post the coverage 3.1 Media coverage categorised

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
		and compilation services which include diligent monitoring of the media to capture and compile media updates.	works 4. Prepare media coverage compilation report	<p>according to coverage topics and media tools</p> <p>3.2 Media coverage related to customer demands such as business trends, technology updates, company campaigns, current political scenario reviewed and compiled according to media coverage topic and types of media</p> <p>4.1 Media coverage monitoring and compilation works updated according to recording procedure</p> <p>4.2 Compilation of media coverage submitted to superior according to reporting procedure and company policy</p> <p>4.3 Key issues required quick attention highlighted to superior when urgency of situation / scenario arises</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
8. Advertising And Promotion Copywriting Development Coordination	FB-019-03:2012-C08	<p>Advertising And Promotion Copywriting Development Coordination is an activity in preparing materials and inputs for copywriting development. Copywriting in the world of advertising is an important component as its holds one of the big responsibility to deliver the message across to consumers.</p> <p>Advertising and promotion copywriting can only start when you can identify and truly understand the client's requirements. This includes interpreting well the customer profile and determining business expectations, purpose of copy's and reviewing copy's flows. Copywriting materials are then presented to clients and their feedbacks are taken back for improvements. Once copywriting materials approved by clients, it is to be submitted in required form (CD, email draft). Each copywriting project needs to be evaluated for better execution in future. Copywriting project coordination needs to be evaluated for future improvements.</p> <p>The outcome of this competency is to be able to compile the required information for advertising and promotion copywriting development.</p>	<ol style="list-style-type: none"> 1. Identify copywriting requirements 2. Consolidate copywriting materials 3. Evaluate copywriting materials 	<ol style="list-style-type: none"> 1.1 Job order / directions interpreted according to clients requirements 1.2 Customer profiles and business expectations interpreted 1.3 Purpose of copy's message determined according client interest 1.4 Initial research gathered according to clients requirements 1.5 Flaws with current copies reviewed according to audience acceptance rate 1.6 Types of advertising and promotion medium (ATL / BTL) identified 2.1 Types of copywriting materials confirmed according to copy's message 2.2 Initial survey conducted according to clients requirements 2.3 Customer profiles, product and services details compiled according to clients brief 2.4 Confidentiality and privacy of clients protected according to legislative requirement 2.5 Copyrights issues checked according to intellectual properties rights guidelines 3.1 Copywriting framework created according to message objective 3.2 Copywriting materials preparation

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
			<p>4. Report copywriting development coordination activities</p>	<p>status reviewed according to job order / instructions</p> <p>4.1 Copywriting development status recorded according to recording procedure</p> <p>4.2 Copywriting development updates submitted to superior / responsible parties according to reporting procedure and company policy</p>

CURRICULUM of COMPETENCY UNIT (CoCU)

Sector	BUSINESS MANAGEMENT						
Sub Sector	ADVERTISING						
Job Area	EVENT, CREATIVE, PUBLIC RELATION & MEDIA						
Noss Title	ADVERTISING AND PROMOTION SERVICES						
Competency Unit Title	ADVERTISING AND PROMOTION PROJECT COORDINATION						
Learning Outcome	<p>The person who is competent in this competency unit shall be able to keep the project and related processes running smoothly as per briefed, taking into account factors such as time, cost, resources and compliance to regulations (ie: ASA for ATL advertising, regulated products such as pharmaceutical goods, and infant formula). Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> • Identify advertising and promotion project requirements • Plan advertising and promotion project activities • Coordinate advertising and promotion project activities • Assist project post mortem execution • Evaluate advertising and promotion project coordination activities 						
Competency Unit ID	FB-019-03:2012-C01	Level	3	Training Duration	180 Hours	Credit Hours	18
Work Activities	Related Knowledge	Related Skills		Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
1. Identify advertising and promotion project requirements	i. Fundamentals of Advertising and Promotion (A&P) such as:- <ul style="list-style-type: none"> • Definition of advertising • Differences of advertising from other types of marketing communication 			<u>Attitude:</u> <ul style="list-style-type: none"> - Resourceful in gathering information - To be customer centric - understanding client needs and fulfilling requirements - To be meticulous in interpreting the 	12	Lecture Group Discussion Case study / Problem based Learning (PBL)	i. Definition of Advertising and Promotion (A&P) fundamentals defined and elaborated ii. Types of A&P projects differentiated iii. Client / project owner profile

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> • Principles and Roles of advertising in marketing mix (Four Ps – Product, Price, Place and Promotion) • Unique characteristics of A&P ii. Types of A&P projects such as:- <ul style="list-style-type: none"> • Product launch • Media launch • In-store and outdoor sampling • Indoor and outdoor advertising iii. Client / project owner profiles such as:- <ul style="list-style-type: none"> • Company/corporate/individual • Age range • Gender • Marital status iv. Job order / instructions such as:- <ul style="list-style-type: none"> • Types of project • Project deadline • Resources (man,machine, method,money) v. Legislative requirements such as:- <ul style="list-style-type: none"> • Premise license 		brief			<p>explained Job order / instructions listed and described</p> <p>iv. Regulatory / Statutory bodies requirements clarified</p>

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> • Event permit • Copyright Act. • Labour law 					
		<ul style="list-style-type: none"> i. Interpret definition of advertising and promotion ii. Determine advertising principles and its role in marketing mix iii. Differentiate advertising from other types of marketing communication iv. Interpret job order / instructions v. Determine project objective vi. Determine types of A&P projects vii. Determine client / project owner profiles viii. Determine regulatory / statutory bodies requirements 		32	Project Scenario based training (SBT) Coaching	
2. Plan advertising and promotion project activities	<ul style="list-style-type: none"> i. Project brief elements such as:- <ul style="list-style-type: none"> • Organizational purpose • Project purpose • Project objectives • Target market 		<u>Attitude:</u> <ul style="list-style-type: none"> - Systematic and well-organized in planning project activities - Ensure good time management of 	16	Lecture Group Discussion Case study / Problem	<ul style="list-style-type: none"> i. Project brief elements clarified ii. Types of project / deliverables classified

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	ii. Scope of coordination work such as:- <ul style="list-style-type: none"> • Project deliverables • Project milestone / timeline iii. Project coordination methodology such as:- <ul style="list-style-type: none"> • Project work breakdown structures (WBS) iv. Awareness on legislative bodies requirement for their relevant industry v. Scheduling of coordination activities:- <ul style="list-style-type: none"> • Schedule format • Dates/Time • Venue • Person In charge vi. Potential project risk such as:- <ul style="list-style-type: none"> • Micro and Macro factors • Hazards/Natural Disaster • Treats • Vulnerabilities – negatively affect work efforts/plan vii. Contents of contingency plan such as:- <ul style="list-style-type: none"> • Emergency response team that 		project planning - Clear and precise in interpreting project brief elements		based Learning (PBL)	iii. Project work breakdown structures (WBS) described iv. Scope of coordination work listed v. Regulatory / statutory bodies requirements figured vi. Coordination activities scheduled vii. Potential project risk and contingency plan listed viii. Project milestone / timeline prepared

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	responsible for carrying out the plan's instructions <ul style="list-style-type: none"> • List of possible disasters/incident • Set of instructions on how to respond to emergencies and treats 					
		<ol style="list-style-type: none"> i. List project brief elements ii. Interpret organizational purpose iii. Confirm types of project iv. Identify project deliverables v. Identify project work breakdown structures (WBS) vi. Determine scope of coordination work vii. Prepare project milestone / timeline viii. Review regulatory / statutory bodies requirements ix. Schedule coordination activities x. Identify potential project risk xi. Identify contingency plan 		38	Project Scenario based training (SBT) Coaching	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
3. Coordinate advertising and promotion project activities	<ul style="list-style-type: none"> i. Project mechanics ii. Project plan and schedule iii. Coordination work approval procedure from superior / legislation bodies iv. Project coordination report / document such as:- <ul style="list-style-type: none"> • Company profile <ul style="list-style-type: none"> ▪ Web page / electronic ▪ Printed • Legal documentation <ul style="list-style-type: none"> ▪ Contract / agreement ▪ Legal stamping • Financial document <ul style="list-style-type: none"> ▪ Quotation ▪ Payment requisition form ▪ Purchase order (PO) ▪ Delivery order (DO) / Goods Receipt (GR) ▪ Goods Return Note (GRN) ▪ Invoice / receipt ▪ Bank guarantee ▪ Audited financial statement / 		<u>Attitude:</u> <ul style="list-style-type: none"> - Committed in delivering project results - Well-organized in document management 	9	Lecture Group Discussion Case study / Problem based Learning (PBL)	<ul style="list-style-type: none"> i. Project mechanics described ii. Project coordination report / document prepared iii. Coordination work approval procedure from superior / legislation bodies listed and described iv. Project coordination report / document prepared <ul style="list-style-type: none"> i. Readiness of the project execution addressed ii. Project dry run / trial run activities demonstrated according to scheduled project requirement iii. Project dry run / trial run

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<p>Account statement</p> <p>v. Readiness of the project execution</p> <p>vi. Project dry run / trial run activities such as:-</p> <ul style="list-style-type: none"> • Mock up / sample • Event rehearsal • Prototype <p>vii. Project implementation monitoring procedure</p> <p>viii. Documentation of Work in Progress (WIP)</p> <p>ix. Post project follow up activities such as:-</p> <ul style="list-style-type: none"> • Send pictures, press release and thank you notes • Monitor news coverage • Monitor housekeeping (all equipment in good condition & function • Return equipment / props to supplier – documented hand over) 					<p>activities checklist completed</p> <p>iv. Project implementation monitored and documented</p> <p>v. Post project follow up described</p>

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		i. Determine project mechanics ii. Follow project plan and schedule iii. Ensure coordination work approval procedure from superior / legislation bodies iv. Prepare project coordination report / document v. Ensure readiness of the project execution vi. Conduct project dry run / trial run activities vii. Follow project implementation monitoring procedure viii. Prepare Work In Progress Report (WIP) ix. Ensure completeness of post project		19	Project Scenario based training (SBT) Coaching	
4. Assist project post mortem execution	i. Client / supplier / stakeholder feedback such as:- <ul style="list-style-type: none"> • Complaints • Compliments • Recommendation ii. Discrepancies, obstacles, challenges, problem areas and issues during projects		<u>Attitude:</u> - Well-organized in document management - Detailed and meticulous in reviewing project results	8	Lecture Group Discussion Case study / Problem based Learning (PBL)	i. Client / supplier / stakeholder feedback listed ii. Discrepancies, obstacles, challenges, problem areas and issues listed iii. Mitigation plan

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> iii. Mitigation plan iv. Best project practices v. Improvement on future projects vi. Key project highlights and accomplishments vii. Strength and weaknesses of project coordination viii. Project post mortem report 					<ul style="list-style-type: none"> listed and described iv. Best project practices listed v. Improvement on future projects proposed vi. Key project highlights and accomplishments from the executed project activities described
		<ul style="list-style-type: none"> i. Gather client / supplier / stakeholder feedback ii. Identify discrepancies, obstacles, challenges, problem areas and issues during projects iii. Identify mitigation plan iv. Identify best project practices v. Determine improvement on future projects vi. Identify key project highlights and accomplishments from the executed project activities vii. Identify strength and weaknesses of project coordination viii. Prepare project post mortem report 		19	<ul style="list-style-type: none"> Project Scenario based training (SBT) Coaching 	<ul style="list-style-type: none"> vii. Strength and weaknesses of project coordination described viii. Project post mortem report produced

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
5. Evaluate advertising and promotion project coordination activities	i. Project performance status such as:- <ul style="list-style-type: none"> • Project coordination results • Expenses ii. Project coordination and project progress report format iii. Company policy such as:- <ul style="list-style-type: none"> • Employee conduct • Confidentiality and privacy of company's information • Intellectual property iv. Evaluation procedure such as:- <ul style="list-style-type: none"> • Segregating project report • Completing project coordination activities checklist v. Keeping project results and confidential information in safe and proper storage		<u>Attitude:</u> <ul style="list-style-type: none"> - Analytical mind in evaluating project performance - Objective in delivering project report progress 	8	Lecture Group Discussion Case study / Problem based Learning (PBL)	i. Project performance reports / documentation / status listed and described ii. Project coordination and project progress report notified to superior

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		<ul style="list-style-type: none"> i. Compile project performance status ii. Review project coordination results iii. Review project progress report iv. Follow evaluation procedure v. Comply to company policy vi. Report to superior on project performance status 		19	<ul style="list-style-type: none"> Project Scenario based training (SBT) Coaching 	

Employability Skills

Core Abilities	Social Skills
<ul style="list-style-type: none"> 01.01 Identify and gather information. 01.02 Document information procedures or processes. 02.01 Interpret and follow manuals, instructions and SOP's. 02.03 Communicate clearly. 02.04 Prepare brief reports and checklist using standard forms. 02.05 Read/Interpret flowcharts and pictorial information. 03.01 Apply cultural requirement to the workplace. 03.02 Demonstrate integrity and apply practical practices. 03.03 Accept responsibility for own work and work area. 03.04 Seek and act constructively upon feedback about work performance. 	<ul style="list-style-type: none"> 1. Communication skills 2. Conceptual skills 3. Interpersonal skills 4. Multitasking and prioritizing 5. Leadership skills 6. Self-discipline 7. Teamwork 8. Integrity

Core Abilities	Social Skills
<p>03.05 Demonstrate safety skills.</p> <p>03.06 Respond appropriately to people and situations.</p> <p>06.01 Understand systems.</p> <p>06.02 Comply with and follow chain of command.</p> <p>06.03 Identify and highlight problems.</p> <p>06.04 Adapt competencies to new situations/systems.</p> <p>01.04 Analyse information.</p> <p>01.06 Utilize word processor to process information.</p> <p>02.07 Utilize Local Area Network (LAN)/Intranet to exchange information.</p> <p>02.08 Prepare pictorial and graphic information.</p> <p>03.08 Develop and maintain a cooperation within work group.</p> <p>04.01 Organize own work activities.</p> <p>04.02 Set and revise own objectives and goals.</p> <p>04.03 Organize and maintain own workplace.</p> <p>04.05 Demonstrate initiative and flexibility.</p> <p>06.05 Analyse technical systems.</p> <p>06.06 Monitor and correct performance of systems.</p> <p>01.07 Utilize database applications to locate and process information.</p> <p>01.08 Utilize spreadsheets applications to locate and process information.</p> <p>01.09 Utilize business graphic application to process information.</p> <p>01.10 Apply a variety of mathematical techniques.</p> <p>01.11 Apply thinking skills and creativity.</p> <p>02.10 Prepare reports and instructions.</p> <p>03.09 Manage and improve performance of individuals.</p> <p>03.15 Liaise to achieve identified outcomes.</p>	

Core Abilities	Social Skills
03.16 Identify and assess client/customer needs. 04.07 Negotiate acceptance and support for objectives and strategies. 05.01 Implement project/work plans. 05.02 Inspect and monitor work done and/or in progress.	

Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
1. Computer and IT application	1:5
2. Printer/Scanner/Photocopy machine/Telephone/Fax machine	1:20
3. LCD/Audio Visual equipment	1:20
4. Internet facilities	1:20
5. Sample of Project coordination record/data	1:1
6. Sample of Project progress report	1:1
7. Sample of Project performance reports	1:1
8. Sample of Company policy	1:1
9. Sample of Project post mortem report	1:1
10. Sample of Contingency and mitigation plan sheet	1:1
11. Sample of Feedback form (client, supplier, stakeholders)	1:1

12. Sample of Project plan and schedule (milestone / timeline)	1:1
13. Sample of Procedure and requirements of legislative bodies	1:1
14. Sample of Project dry run checklist project work breakdown structures (WBS)	1:1
15. Sample of Project environment data	1:1
16. Sample of Project brief/job order list	1:1
17. Sample of Client / project owner profiles	1:1
18. A&P types and medium list	1:1

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CURRICULUM of COMPETENCY UNIT (CoCU)

Sector	BUSINESS MANAGEMENT						
Sub Sector	ADVERTISING						
Job Area	EVENT, CREATIVE, PUBLIC RELATION & MEDIA						
NOSS Title	ADVERTISING AND PROMOTION SERVICES						
Competency Unit Title	CLIENT RELATIONSHIP COORDINATION						
Learning Outcome	<p>The person who is competent in this competency unit shall be able to coordinate and maintain good relationship with clients related to a project. This is crucial to ensure all requirements set by clients are taken care of and clients satisfactions fulfilled in accordance with company satisfaction policy and legislative bodies requirements. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> • Identify client relationship requirements • Liase with clients • Monitor client relationship status • Report client relationship services to superior 						
Competency Unit ID	FB-019-03:2012-C02	Level	3	Training Duration	120 Hours	Credit Hours	12
Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria	
1. Identify client relationship requirements	i. Fundamentals of client relationship such as:- <ul style="list-style-type: none"> • Principles in client/customer services • Handling client request and complaints • Effective communication technique with client ii. Job order / intructions		<u>Attitude:</u> <ul style="list-style-type: none"> - To have a friendly disposition and sensitive to the client's needs - To be open-minded with no prejudice 	9	Lecture Group Discussion Case study / Problem based Learning (PBL)	i. Fundamentals of client relationship defined and elaborated ii. Job order / project brief instructions interpreted and clarified iii. Client / project requirement	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<p>such as:-</p> <ul style="list-style-type: none"> • Types of project • Client project requirement • Project deadline • Resources (man,machine, method,money) <p>iii. Project brief elements such as:-</p> <ul style="list-style-type: none"> • Organizational purpose • Project purpose • Project objectives • Target market <p>iv. Client profiles directory such as:-</p> <ul style="list-style-type: none"> • Category of client such as (New / Existing) • Types of company (Local owned / Multinational company) <p>v. Clients database system</p>					<p>listed</p> <p>iv. Category and profile of client classified</p> <p>v. Types of company (local owned or multinational company) categorized</p> <p>vi. Clients information / directory checked</p>
		<p>i. Interpret principles in client services</p> <p>ii. Determine job order / instructions</p> <p>iii. Determine client / project requirement</p> <p>iv. Interpret project brief</p> <p>v. Determine client profile</p>		21	<p>Project</p> <p>Scenario based training (SBT)</p> <p>Role play</p>	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		vi. Identify category of client (existing / new) vii. Determine types of company (local owned or multinational company) viii. Check client information / directory ix. Update clients database system			Observation	
2. Liase with clients	i. Communication with clients such as:- <ul style="list-style-type: none"> • Technique • Language • Medium ii. Job order / insructions from superior iii. Negotiation skills on clients expectations iv. Project deliverables stipulated in the agreement v. Relevant project documents such as:- <ul style="list-style-type: none"> • Contract • Quotations / proposal • Payment • Logistics • Approvals from clients vi. Latest client directory and database		<u>Attitude:</u> <ul style="list-style-type: none"> - To have meticulous thinking and able to comprehend the brief - To have a friendly disposition and sensitive to the client's needs - To be open-minded with no prejudice 	12	Lecture Group Discussion Case study / Problem based Learning (PBL)	i. Job order / insructions from superior described ii. Client expectations described iii. Project deliverables stipulated in the agreement executed iv. Relevant document is prepared v. Client directory and database updated

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		i. Communicate with client ii. Follow job order / instructions from superior iii. Negotiate on clients expectations iv. Ensure project deliverables stipulated in the agreement v. Prepare relevant documents vi. Update client directory and database		30	Project Scenario based training (SBT) Role play Observation	
3. Monitor client relationship status	i. Survey program on clients satisfaction such as:- <ul style="list-style-type: none"> • Goals • Audiences • Tools (Questionnaires, feedback form, etc.) • Process • Method (electronic, mails, phone interviews, etc.) ii. Clients feedback such as:-		<u>Attitude:</u> - To be diplomatic and polite when liaising with the client - To have a friendly disposition and sensitive to the client's needs	6	Lecture Group Discussion Case study / Problem based Learning (PBL)	i. Survey tool on client's satisfaction developed ii. Clients feedback gathered based on company policy iii. Clients expectations listed iv. Client relationship guidelines and

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> • Complaints • Compliment • Recommendation <p>iii. Clients expectations :-</p> <ul style="list-style-type: none"> • Accurate and timely services • Convenience to deal with • Negotiable <p>iv. Project deliverables such as:-</p> <ul style="list-style-type: none"> • Scope • Specification • Guarantee of product/services • Warranty <p>v. Client relationship management such as:-</p> <ul style="list-style-type: none"> • Take special care with repeat clients • Create values and trust • Anticipating client's need • Listen to client input • Keep clients in the project loop <p>vi. Legislative bodies requirements</p> <p>vii. Company policy regarding client relationship such as:-</p>					legislative bodies requirements complied

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> • Courtesy and helpful • Meeting client needs • Responding to customers queries and complaints • Feedback and contribution to service quality • Confidentiality 					
		<ol style="list-style-type: none"> i. Determine survey goals and audiences ii. Determine survey method iii. Develop survey tool iv. Determine survey reporting and follow-up process v. Gather clients feedback vi. Identify clients expectations vii. Identify project deliverables viii. Ensure client satisfaction ix. Ensure compliances legislative bodies conformance x. Comply to company policy 		18	Project Scenario based training (SBT) Role play Observation	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
4. Report client relationship services to superior	i. Client servicing status such as:- <ul style="list-style-type: none"> Project/services meet deadline Project cost as per plan ii. Issue arised such as:- <ul style="list-style-type: none"> Mis-communication Poor coordination iii. New / out of plan of client requirement iv. New / out of plan of legislation requirements v. Client relationship services status report format vi. Submission procedure such as:- <ul style="list-style-type: none"> Note deadline of submission Completing submission form Signatory of receiver vii. Presentation method to superior		<u>Attitude:</u> <ul style="list-style-type: none"> Ensure timely reporting Detailed and meticulous in reporting 	6	Lecture Group Discussion Case study / Problem based Learning (PBL)	i. Client servicing status report listed ii. New / out of plan of client and legislation requirement listed iii. Client relationship services status report described iv. Submission and presentation procedure adhered
		i. Update client servicing status report ii. Analyze issue arised iii. Identify new / out of plan of client requirement iv. Identify new / out of plan of legislation			18	Project Scenario based training (SBT) Role play

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		requirements v. Compile client relationship services status report vi. Follow submission procedure vii. Present client relationship service status to superior			Observation	

Employability Skills

Core Abilities	Social Skills
01.01 Identify and gather information. 01.02 Document information procedures or processes. 02.01 Interpret and follow manuals, instructions and SOP's. 02.03 Communicate clearly. 02.04 Prepare brief reports and checklist using standard forms. 02.05 Read/Interpret flowcharts and pictorial information. 03.01 Apply cultural requirement to the workplace. 03.02 Demonstrate integrity and apply practical practices. 03.03 Accept responsibility for own work and work area. 03.04 Seek and act constructively upon feedback about work performance. 03.05 Demonstrate safety skills. 03.06 Respond appropriately to people and situations. 06.01 Understand systems. 06.02 Comply with and follow chain of command. 06.03 Identify and highlight problems.	1. Communication skills 2. Conceptual skills 3. Interpersonal skills 4. Multitasking and prioritizing 5. Leadership skills 6. Self-discipline 7. Teamwork 8. Integrity

Core Abilities	Social Skills
<p>06.04 Adapt competencies to new situations/systems.</p> <p>01.04 Analyse information.</p> <p>01.06 Utilize word processor to process information.</p> <p>02.07 Utilize Local Area Network (LAN)/Intranet to exchange information.</p> <p>02.08 Prepare pictorial and graphic information.</p> <p>03.08 Develop and maintain a cooperation within work group.</p> <p>04.01 Organize own work activities.</p> <p>04.02 Set and revise own objectives and goals.</p> <p>04.03 Organize and maintain own workplace.</p> <p>04.05 Demonstrate initiative and flexibility.</p> <p>06.05 Analyse technical systems.</p> <p>06.06 Monitor and correct performance of systems.</p> <p>01.07 Utilize database applications to locate and process information.</p> <p>01.08 Utilize spreadsheets applications to locate and process information.</p> <p>01.09 Utilize business graphic application to process information.</p> <p>01.10 Apply a variety of mathematical techniques.</p> <p>01.11 Apply thinking skills and creativity.</p> <p>02.10 Prepare reports and instructions.</p> <p>03.09 Manage and improve performance of individuals.</p> <p>03.15 Liaise to achieve identified outcomes.</p> <p>03.16 Identify and assess client/customer needs.</p> <p>04.07 Negotiate acceptance and support for objectives and strategies.</p> <p>05.01 Implement project/work plans.</p> <p>05.02 Inspect and monitor work done and/or in progress.</p>	

Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
1. Computer and IT application	1:5
2. Printer/Scanner/Photocopy machine/Telephone/Fax machine	1:20
3. LCD/Audio Visual equipment	1:20
4. Internet facilities	1:20
5. Sample of Project brief/Job order / instructions list	1:1
6. Sample of Client / project requirement list	1:1
7. Sample of Client profiles (category, information/directory)	1:1
8. Clients database system	1:5
9. Sample of Business documents sample (contracts, quotations/proposal, etc)	1:1
10. Sample of Survey tool (client feedback form / questionnaire, etc.)	1:1
11. Sample of Client relationship policy	1:1
12. Sample of Procedure and requirements of legislative bodies	1:1
13. Sample of Client servicing status report	1:1

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CURRICULUM of COMPETENCY UNIT (CoCU)

Sector	BUSINESS MANAGEMENT						
Sub Sector	ADVERTISING						
Job Area	EVENT, CREATIVE, PUBLIC RELATION & MEDIA						
NOSS Title	ADVERTISING AND PROMOTION SERVICES						
Competency Unit Title	SUPPLIERS RELATIONSHIP COORDINATION						
Learning Outcome	<p>The person who is competent in this competency unit shall be able to coordinate and maintain good relationship with suppliers related to a project. This is crucial to ensure the suppliers are performing as per expectation and all requirements set by customers fulfilled according to project plan and company procedure. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> • Identify project requirements • Liase with suppliers • Coordinate project quotation and services • Report suppliers services performance to superior 						
Competency Unit ID	FB-019-03:2012-C03	Level	3	Training Duration	120 Hours	Credit Hours	12
Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental		Training Hours	Delivery Mode	Assessment Criteria
1. Identify project requirements	i. Job order / instructions such as:- <ul style="list-style-type: none"> • Types of project • Client requirement • Project deadline • Resources (man,machine, method,money) ii. Profiles and segments of suppliers based on:- <ul style="list-style-type: none"> • Type of product / services 		<u>Attitude</u> <ul style="list-style-type: none"> - To have a result oriented mindset in terms of impact to cost, time and quality - Resourceful in profiling and segmentizing suppliers 		9	Lecture Group Discussion Case study / Problem based Learning (PBL)	i. Job order / instructions described ii. Profile and segment of suppliers categorized iii. Terms and condition in trading term / payment leadtime

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> • New / existing supplier <p>iii. Terms and condition in trading term / payment leadtime such as:-</p> <ul style="list-style-type: none"> • Price • Product/Services standard • Payment terms – Letter of Credit, Telegraphic Transfer, etc. • Delivery method <p>iv. Details on supplier information such as:</p> <ul style="list-style-type: none"> • Company address • Contact number • Person In charge • Supplier status (new/existing) 					<p>described</p> <p>iv. Details on supplier information listed</p>
		<p>i. Determine job order / instructions</p> <p>ii. Determine client project requirement</p> <p>iii. Segmentise supplier profile</p> <p>iv. Follow terms and condition in trading term / payment leadtime</p> <p>v. Check details on supplier information</p>		21	<p>Project</p> <p>Scenario based training (SBT)</p> <p>Role play</p> <p>Observation</p>	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
2. Liase with suppliers	i. Communication with supplier such as: <ul style="list-style-type: none"> • Technique • Communication • Medium ii. Project deliverables such as:- <ul style="list-style-type: none"> • Scope • Project specification / technical on project requirements • Delivery date • Cost of the product/project to be delivered iii. Procurement procedure such as:- <ul style="list-style-type: none"> • Procurement cost levels • Purchase requisitions • Ethical codes • Standards Agreements • Value for money iv. Quotations and relevant documents		<u>Attitude</u> <ul style="list-style-type: none"> - Detailed and meticulous in conveying brief to suppliers - Resourceful in understanding products required - Have a result oriented mindset in terms of impact to cost, time and quality. 	12	Lecture Group Discussion Case study / Problem based Learning (PBL)	i. Project requirement to be supported by supplier conveyed ii. Project specification / technical adhered iii. Quotation requested Project deliverables and specification listed and defined

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		<ul style="list-style-type: none"> i. Communicate with supplier ii. Comply to project specification / technical on project requirements iii. Confirm project scope iv. Confirm project delivery date v. Confirm project cost vi. Follow procurement procedure vii. Review quotations and relevant document 		30	<ul style="list-style-type: none"> Project Scenario based training (SBT) Role play Observation 	
3. Coordinate project quotation and services	<ul style="list-style-type: none"> i. Product and services of the supplier ii. Project quotation, specification and terms & condition iii. Comparison of supplier's quotation and specifications iv. Documentation of procurement procedures v. Suppliers track records, performance and quality of the products / services vi. Past project and supplier performance report 		<u>Attitude</u> <ul style="list-style-type: none"> - Have a result oriented mindset in terms of impact to cost, time and quality. - Detailed and meticulous in comparing quotes - To be ethical and adhere to procurement procedures 	6	<ul style="list-style-type: none"> Lecture Group Discussion Case study / Problem based Learning (PBL) 	<ul style="list-style-type: none"> i. Product and services of the supplier specified ii. Project quotation, specification and terms & condition described iii. Comparison of supplier's quotation specified iv. Suppliers track records, performance

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		<ul style="list-style-type: none"> i. Identify product and services of the supplier ii. Identify project quotation ,specification and terms & condition iii. Compare supplier's quotation and specifications iv. Prepare document accoring to procurement procedures v. Identify suppliers track records, performance and quality of the products / services vi. Review on past project and supplier performance evaluation report 		18	<ul style="list-style-type: none"> Project Scenario based training (SBT) Role play Observation 	and quality of the products / services compiled and evaluated
4. Report suppliers services performance to superior	<ul style="list-style-type: none"> i. Suppliers coordination activities status ii. Product/services requirements compliances iii. Issue on suppliers performance iv. Documentation on supplier service v. Submission procedure vi. Presentation method to superior 		<u>Attitude</u> <ul style="list-style-type: none"> - Ensure timely reporting to superior - Detailed and meticulous in suppliers services performance updates - To be ethical and objective in reporting 	6	<ul style="list-style-type: none"> Lecture Group Discussion Case study / Problem based Learning (PBL) 	<ul style="list-style-type: none"> i. Suppliers coordination activities status described ii. Documentation on supplier service described

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		<ul style="list-style-type: none"> i. Prepare suppliers coordination activities status ii. Confirm supplier services/product compliances iii. Analyze issue arised iv. Prepare documentation on supplier service v. Follow submission procedure vi. Present suppliers coordination activities status to superior 		18	Project Scenario based training (SBT) Role play Observation	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria

Employability Skills

Core Abilities	Social Skills
01.01 Identify and gather information. 01.02 Document information procedures or processes. 02.01 Interpret and follow manuals, instructions and SOP's. 02.03 Communicate clearly. 02.04 Prepare brief reports and checklist using standard forms. 02.05 Read/Interpret flowcharts and pictorial information. 03.01 Apply cultural requirement to the workplace. 03.02 Demonstrate integrity and apply practical practices. 03.03 Accept responsibility for own work and work area. 03.04 Seek and act constructively upon feedback about work performance. 03.05 Demonstrate safety skills. 03.06 Respond appropriately to people and situations. 06.01 Understand systems. 06.02 Comply with and follow chain of command.	<ol style="list-style-type: none"> 1. Communication skills 2. Conceptual skills 3. Interpersonal skills 4. Multitasking and prioritizing 5. Leadership skills 6. Self-discipline 7. Teamwork 8. Integrity

Core Abilities	Social Skills
<p>06.03 Identify and highlight problems.</p> <p>06.04 Adapt competencies to new situations/systems.</p> <p>01.04 Analyse information.</p> <p>01.06 Utilize word processor to process information.</p> <p>02.07 Utilize Local Area Network (LAN)/Intranet to exchange information.</p> <p>02.08 Prepare pictorial and graphic information.</p> <p>03.08 Develop and maintain a cooperation within work group.</p> <p>04.01 Organize own work activities.</p> <p>04.02 Set and revise own objectives and goals.</p> <p>04.03 Organize and maintain own workplace.</p> <p>04.05 Demonstrate initiative and flexibility.</p> <p>06.05 Analyse technical systems.</p> <p>06.06 Monitor and correct performance of systems.</p> <p>01.07 Utilize database applications to locate and process information.</p> <p>01.08 Utilize spreadsheets applications to locate and process information.</p> <p>01.09 Utilize business graphic application to process information.</p> <p>01.10 Apply a variety of mathematical techniques.</p> <p>01.11 Apply thinking skills and creativity.</p> <p>02.10 Prepare reports and instructions.</p> <p>03.09 Manage and improve performance of individuals.</p> <p>03.15 Liaise to achieve identified outcomes.</p> <p>03.16 Identify and assess client/customer needs.</p> <p>04.07 Negotiate acceptance and support for objectives and strategies.</p> <p>05.01 Implement project/work plans.</p> <p>05.02 Inspect and monitor work done and/or in progress.</p>	

Core Abilities	Social Skills

Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
1. Computer and IT application	1:5
2. Printer/Scanner/Photocopy machine/Telephone/Fax machine	1:20
3. LCD/Audio Visual equipment	1:20
1. Internet facilities	1:20
2. Sample of Project brief/Job order / instructions list	1:1
3. Sample of Client / project requirement list	1:1
4. Sample of Supplier profiles (category, information/directory, types of product / services, track record)	1:1
5. Sample of Terms and condition in trading term / payment lead-time	1:1
6. Sample of Project specification / technical	1:1
7. Sample of Procurement procedure (quotation, purchase order, etc.)	1:1
8. Sample of Past project and supplier performance report	1:1
9. Sample of Suppliers coordination activities report	1:1

References

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3. AGCAS editors. 2011. Public relation officers: Job description and typical work activities. Prospects: the UK's official graduate career website http://www.prospects.ac.uk/public_relations_officer_job_description.htm [18 November 2012: 11.03am]
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CURRICULUM of COMPETENCY UNIT (CoCU)

Sector	BUSINESS MANAGEMENT						
Sub Sector	ADVERTISING						
Job Area	EVENT, CREATIVE, PUBLIC RELATION & MEDIA						
NOSS Title	ADVERTISING AND PROMOTION SERVICES						
Competency Unit Title	LEGISLATIVE BODIES RELATIONSHIP COORDINATION						
Learning Outcome	<p>The person who is competent in this competency unit shall be able to ensure compliance to the legislative bodies requirements so that advertising and promotions are done in an ethical and responsible manner. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> • Identify legislative bodies requirements • Coordinate relationship between company with legislative bodies • Facilitate legislative bodies compliances • Produce legislative bodies relationship coordination report 						
Competency Unit ID	FB-019-03:2012-C04	Level	3	Training Duration	120 Hours	Credit Hours	12
Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental		Training Hours	Delivery Mode	Assessment Criteria
1. Identify legislative bodies requirements	i. Project deliverables such as:- <ul style="list-style-type: none"> • Content censorship • Approval <ul style="list-style-type: none"> ▪ Halal claim ▪ Factory operation ▪ Licence ii. Client requirement iii. Legislative bodies such as:- <ul style="list-style-type: none"> • Ministry of Health • Dewan Bahasa and Pustaka 		<u>Attitude:</u> <ul style="list-style-type: none"> - Resourceful in gathering information - Adhere to rules and regulations related to legislative bodies 		9	Lecture Group Discussion Case study / Problem based Learning (PBL)	i. Project deliverables listed and described ii. Legislative (Regulatory / Authority / Statutory) bodies listed iii. Legislative bodies informations specified and

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> • Local Council requirements iv. Latest published legislative bodies informations directory such as:- <ul style="list-style-type: none"> • Organization name • Contact details • Salutation of top authority/responsible personnel 					defined
		i. Identify project deliverables ii. Identify client requirement iii. Determine legislative bodies requirements iv. Obtain latest published legislative bodies informations directory		21	Project Scenario based training (SBT) Coaching	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
2. Coordinate relationship between company with legislative bodies	<ul style="list-style-type: none"> i. Compliance of legislative requirements ii. Liason relationship with legislative bodies person incharged for tracking any updates on the requirements / regulations iii. Source of requirements and references from the legislative bodies iv. Project audits requirements 		<u>Attitude:</u> <ul style="list-style-type: none"> - To have a friendly disposition and sensitive to the legislative bodies needs - To be professional, diplomatic and transparent to legislative bodies 	12	Lecture Group Discussion Case study / Problem based Learning (PBL)	<ul style="list-style-type: none"> i. Legislative requirements described ii. Legislative bodies person incharged for tracking any updates on the requirements / regulations liased iii. Relevant requirements and references (policies and acts, rules and regulation) from the legislative bodies described
		<ul style="list-style-type: none"> i. Follow legislative requirements ii. Communicate with legislative bodies person incharged for tracking any updates on the requirements / regulations iii. Obtain relevant requirements and references (policies and acts, rules and regulation) from the legislative bodies iv. Follow project audits requirements 			30	Project Scenario based training (SBT) Coaching

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
3. Facilitate legislative bodies compliances	i. Legislative bodies requirements ii. Compliance of legislation requirements in the project iii. Legislation compliances conformance status iv. Personnel in charge/ team responsible for legislative bodies compliances		<u>Attitude:</u> - Resourceful and factual in fulfilling legislative bodies requirements - Adhere to rules and regulations related to legislative bodies	6	Lecture Group Discussion Case study / Problem based Learning (PBL)	i. Legislative bodies contact details related to the project listed and categorised ii. Legislative bodies requirements / compliance conformed
		i. Determine legislative bodies requirements ii. Assure compliance of legislation requirements related to the project iii. Ensure legislation compliances conformance iv. Liaise with personnel in charge/team responsible for legislative bodies compliances		18	Project Scenario based training (SBT) Coaching	
4. Produce legislative bodies	i. Current issues such as:- <ul style="list-style-type: none"> • New acts and policy • Political 		<u>Attitude:</u> - To be proactive and hardworking	6	Lecture Group	i. Current issues such as new acts, political

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
relationship coordination report	<ul style="list-style-type: none"> • Government organization structure <p>ii. Database maintenance such as:-</p> <ul style="list-style-type: none"> • Contact person • Address • Phone number • Salutation <p>iii. Status of legislative bodies relationship such as:-</p> <ul style="list-style-type: none"> • Objectives of relationship • Priority of relationship • Certification where relevant <p>iv. Documentation procedure such as:-</p> <ul style="list-style-type: none"> • Controlled document comprises of <ul style="list-style-type: none"> ▪ Creation date ▪ Revision date and number ▪ Unique reference number ▪ Title describing the document • Document register in system <p>v. Reporting procedure such as:-</p> <ul style="list-style-type: none"> • Receivers acknowledgement /signatory on the 		<p>in compiling data for reporting</p> <ul style="list-style-type: none"> - Detailed and meticulous in producing legislative bodies relationship status report - To be ethical and objective in reporting 		<p>Discussion</p> <p>Case study / Problem based Learning (PBL)</p>	<p>and government organization structure listed</p> <p>ii. Updated status of legislative bodies relationship reported</p>

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	report <ul style="list-style-type: none"> • Reporting deadlines 					
		i. Compile current issues ii. Maintain legislative bodies database iii. Document status of legislative bodies relationship iv. Follow documentation and reporting procedure		18	Project Scenario based training (SBT) Coaching	

Employability Skills

Core Abilities	Social Skills
01.01 Identify and gather information. 01.02 Document information procedures or processes. 02.01 Interpret and follow manuals, instructions and SOP's. 02.03 Communicate clearly. 02.04 Prepare brief reports and checklist using standard forms. 02.05 Read/Interpret flowcharts and pictorial information. 03.01 Apply cultural requirement to the workplace. 03.02 Demonstrate integrity and apply practical practices.	1. Communication skills 2. Conceptual skills 3. Interpersonal skills 4. Multitasking and prioritizing 5. Leadership skills 6. Self-discipline 7. Teamwork 8. Integrity

Core Abilities	Social Skills
<p>03.03 Accept responsibility for own work and work area.</p> <p>03.04 Seek and act constructively upon feedback about work performance.</p> <p>03.05 Demonstrate safety skills.</p> <p>03.06 Respond appropriately to people and situations.</p> <p>06.01 Understand systems.</p> <p>06.02 Comply with and follow chain of command.</p> <p>06.03 Identify and highlight problems.</p> <p>06.04 Adapt competencies to new situations/systems.</p> <p>01.04 Analyse information.</p> <p>01.06 Utilize word processor to process information.</p> <p>02.07 Utilize Local Area Network (LAN)/Intranet to exchange information.</p> <p>02.08 Prepare pictorial and graphic information.</p> <p>03.08 Develop and maintain a cooperation within work group.</p> <p>04.01 Organize own work activities.</p> <p>04.02 Set and revise own objectives and goals.</p> <p>04.03 Organize and maintain own workplace.</p> <p>04.05 Demonstrate initiative and flexibility.</p> <p>06.05 Analyse technical systems.</p> <p>06.06 Monitor and correct performance of systems.</p> <p>01.07 Utilize database applications to locate and process information.</p> <p>01.08 Utilize spreadsheets applications to locate and process information.</p> <p>01.09 Utilize business graphic application to process information.</p> <p>01.10 Apply a variety of mathematical techniques.</p> <p>01.11 Apply thinking skills and creativity.</p> <p>02.10 Prepare reports and instructions.</p>	

Core Abilities	Social Skills
03.09 Manage and improve performance of individuals. 03.15 Liaise to achieve identified outcomes. 03.16 Identify and assess client/customer needs. 04.07 Negotiate acceptance and support for objectives and strategies. 05.01 Implement project/work plans. 05.02 Inspect and monitor work done and/or in progress.	

Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
1. Computer and IT application	1:5
2. Printer/Scanner/Photocopy machine/Telephone/Fax machine	1:20
3. LCD/Audio Visual equipment	1:20
4. Internet facilities	1:20
5. Sample of Project deliverables list	1:1
6. Sample of Project brief/Job order / instructions list	1:1
7. Sample of Client / project requirement list	1:1
8. Sample of Published Regulatory / Authority / Statutory bodies information and requirement list	1:1

9. Sample of Project audits requirements list	1:1
10. Sample of documentation and reporting procedure	1:1

References

<p>REFERENCES</p> <ol style="list-style-type: none"> 1. AGCAS editors. 2011. Advertising account executives: Job description and typical work activities. Prospects: the UK's official graduate career website. http://www.prospects.ac.uk/advertising_account_executive_job_description.htm [18 November 2012: 10.57am] 2. AGCAS editors. 2011. Public relation officers: Job description and typical work activities. Prospects: the UK's official graduate career website http://www.prospects.ac.uk/public_relations_officer_job_description.htm [18 November 2012: 11.03am] 3. Public relations specialist: Job description. Career Planner.com: Discover the path to a great career. http://job-descriptions.careerplanner.com/Public-Relations-Specialists.cfm [18 November 2012: 11.06am] 4. Seitel F P, (2010) The Practice of Public Relations (11th Edition), Associated Press, ISBN 13: 978-0136088905 5. Shaw, A. & Elder, P. (2003), The business Career in its Public Relations, Elder Paul and Company, ISBN 9-781113 964 6. Solomon, B. et al. 2008. The Art of Client Service: 58 Things Every Advertising & Marketing Professional Should. Kaplan Publishing. ISBN-13: 9781427796714 7. Vora, P. Career scope in Advertising Industry. Online GK: A stair to your success. http://onlinegk.com/article/default.aspx/ [18 November 2012: 10.45am]

CURRICULUM of COMPETENCY UNIT (CoCU)

Sub Sector		BUSINESS MANAGEMENT						
Sub Sector		ADVERTISING						
Job Area		EVENT, CREATIVE, PUBLIC RELATION & MEDIA						
NOSS Title		ADVERTISING AND PROMOTION SERVICES						
Competency Unit Title		BELOW THE LINE (BTL) PROMOTION COORDINATION						
Learning Outcome		<p>The person who is competent in this competency unit shall be able to coordinate activities involved in development of BTL promotion materials up to delivery of final goods in required formats. Final goods should be the materials that has obtained approvals from all the key stakeholders ie client, legislative bodies and superiors. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> • Identify BTL project requirements • Assess project concepts • Assist BTL coordination activities • Prepare BTL promotion materials • Coordinate BTL project implementation • Evaluate BTL promotion coordination performance 						
Competency Unit ID		FB-019-03:2012-C05	Level	3	Training Duration	180 Hours	Credit Hours	18
Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria		
1. Identify BTL project requirements	i. Job order / instructions such as:- <ul style="list-style-type: none"> • Client requirements • Types of project • Project deadline • Resources (man,machine, method,money) ii. List of supplier for supporting types of BTL		<u>Attitude:</u> <ul style="list-style-type: none"> - Resourceful in gathering information - Customer centric in understanding customer needs and fulfilling requirements - To be meticulous 	9	Lecture Group Discussion Case study / Problem based Learning (PBL)	i. Job order / directions described ii. Supplier for supporting types of BTL development and promotion listed iii. Customers		

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<p>development and promotion such as:</p> <ul style="list-style-type: none"> • Printers (printing companies) • Contractors <p>iii. Customers objective and target</p> <p>iv. Legislative bodies requirements such as:-</p> <ul style="list-style-type: none"> • Do's and donts in the superlative statement relating to health - Kementerian Kesihatan Malaysia (KKM) • Sensitivity issues - Kementerian Dalam Negeri (KDN) • Content sencorship – FINAS (Kementerian Penerangan, Komuni kasi & Kebudayaan • Business licensing - Local council • Languages - Dewan Bahasa & Pustaka <p>v. Types of BTL communication material / tools such as:-</p> <ul style="list-style-type: none"> • Flyers • Brochures • Point of Sale (POS): <ul style="list-style-type: none"> ▪ Header board ▪ Standee ▪ Wobbler 		<p>in interpreting the brief</p>			<p>objective and target described</p> <p>iv. Job directions specified</p> <p>v. Legislative bodies requirements specified</p> <p>vi. Types of BTL and media strategy specified</p> <p>vii. Types of medium and targeted audiences described</p> <p>iii. Ideas / concept / theme conveyed to audiences described</p>

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> ▪ Shelf talker <p>vi. Media strategy such as:-</p> <ul style="list-style-type: none"> • Electronics • Printed <p>vii. Target audiences such as:-</p> <ul style="list-style-type: none"> • Children • Housewife • Executives <p>viii. Ideas / concept / theme to be conveyed to audiences</p>					
		<p>i. Interpret job order / directions</p> <p>ii. Identify client requirements</p> <p>iii. Prepare list of supplier for supporting types of BTL development and promotion</p> <p>iv. Determine customers objective and target</p> <p>v. Determine legislative bodies requirements</p> <p>vi. Determine types of BTL</p> <p>vii. Determine media strategy</p> <p>viii. Determine types of medium and targeted audiences</p> <p>ix. Determine ideas /</p>		18	<p>Demonstration</p> <p>Project Scenario based training (SBT)</p>	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		concept / theme to be conveyed to audiences				
2. Assess project concepts	i. Assessment of concept ii. Project plan iii. Idea / concept / theme requirement such as:- <ul style="list-style-type: none"> • Project characteristics <ul style="list-style-type: none"> ▪ Environment ▪ Project background • Latest market trend • Receivers / audiences criterias iv. Legislative bodies requirements v. BTL guidelines		<u>Attitude</u> - Objective driven during idea generation process - Creative thinking in assessing ideas/concept theme	9	Lecture Group Discussion Case study / Problem based Learning (PBL)	i. Project requirements concept specified ii. Project plan reviewed iii. Idea / concept / theme described iv. Legislative bodies requirements interpreted
		i. Validate concept ii. Determine project plan iii. Determine idea / concept / theme iv. Review legislative bodies requirements		18	Demonstration Project Scenario based training (SBT)	
3. Assist BTL coordination activities	i. Market / traffic information on BTL promotion location ii. Advertising and		<u>Attitude</u> - Resourceful in gathering information	9	Lecture Group Discussion	i. Market / traffic information on BTL promotion location

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	promotion strategies such as:- <ul style="list-style-type: none"> • Weak (generic, pre-emptive) • Mid-strength (unique positioning, brand image, positioning) • Strong (affective advertising, resonance advertising) iii. BTL communication material / tools iv. BTL coordination method v. Project requirements		- Ensure good time management		Case study / Problem based Learning (PBL)	ii. BTL coordination method described
		i. Classify market / traffic information on BTL promotion location ii. Identify advertising and promotion strategies iii. Prepare BTL coordination activities schedule iv. Coordinate BTL communication material/tools v. Identify project requirements vi. Ensure BTL coordination activities in place		18	Demonstration Project Scenario based training (SBT)	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
4. Prepare BTL promotion materials	i. Types of BTL implementation requirement such as:- <ul style="list-style-type: none"> • Sample material <ul style="list-style-type: none"> ▪ Mock up ▪ Printed materials ▪ Electronic medium • Visual • Transport • Equipment • Tool ii. Project specification iii. Project Stakeholder such as:- <ul style="list-style-type: none"> • Business Director • Project Team Members • Legislative Body iv. BTL proofing approval		<u>Attitude</u> <ul style="list-style-type: none"> - Diligent in organizing project materials - Resourceful in gathering different alternatives to execute project 	12	Lecture Group Discussion Case study / Problem based Learning (PBL)	i. Sample materials, visual, transport, equipment and tools listed ii. Sample materials such as mock up, printed materials, electronic medium listed iii. BTL proofing approval obtained
		i. List sample materials, visual, transport, equipment and tools ii. Determine project specification iii. Identify project stakeholder iv. Liaise with stakeholder on BTL proofing approval		24	Demonstration Project Scenario based training (SBT)	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
5. Coordinate BTL project implementation	i. Scope of BTL project ii. Quotation of BTL sample materials preparation iii. Legislative bodies requirements such as:- <ul style="list-style-type: none"> • Legal and financial documentation • Contract / agreement and legal stamping iv. Effectiveness on BTL promotion v. Activities during BTL implementation		<u>Attitude</u> - Ensure good time management - Well-organised in management of BTL materials	12	Lecture Group Discussion Case study / Problem based Learning (PBL)	i. Scope of BTL project described ii. Quotation of BTL sample materials obtained iii. Legislative bodies requirements listed iv. Effectiveness on BTL promotion defined
		i. Submit scope of BTL project ii. Request quotation of BTL sample materials preparation iii. Obtain legislative bodies requirements iv. Measure effectiveness on BTL promotion v. Prepare report on activities during BTL implementation		24	Demonstration Project Scenario based training (SBT)	v. Report on activities during BTL implementation specified
6. Evaluate BTL promotion coordination performance	i. BTL promotion coordination performance against project planning ii. Completeness of BTL promotion		<u>Attitude</u> - Analytical mind in evaluating project performance - Objective in	9	Lecture Group Discussion	i. BTL promotion coordination performance distinguished against project

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	iii. Project plan / schedule such as:- <ul style="list-style-type: none"> • Leadtime • Shipment delivery iv. Promoters training program v. Documentation on BTL promotion performance status		delivering project report progres		Case study / Problem based Learning (PBL)	ii. Completeness of BTL promotion defined iii. Project plan / schedule compared against deadline explained iv. BTL promotion performance status defined
		i. Compare BTL promotion coordination performance againts project planning ii. Determine completeness of BTL promotion iii. Ensure project plan / schedule meet target on time iv. Coordinate promoters training program v. Document BTL promotion performance status vi. Report promotion performance activities status to superior		18	Demonstration Project Scenario based training (SBT)	

Employability Skills

Core Abilities	Social Skills
<p>01.01 Identify and gather information.</p> <p>01.02 Document information procedures or processes.</p> <p>02.01 Interpret and follow manuals, instructions and SOP's.</p> <p>02.03 Communicate clearly.</p> <p>02.04 Prepare brief reports and checklist using standard forms.</p> <p>02.05 Read/Interpret flowcharts and pictorial information.</p> <p>03.01 Apply cultural requirement to the workplace.</p> <p>03.02 Demonstrate integrity and apply practical practices.</p> <p>03.03 Accept responsibility for own work and work area.</p> <p>03.04 Seek and act constructively upon feedback about work performance.</p> <p>03.05 Demonstrate safety skills.</p> <p>03.06 Respond appropriately to people and situations.</p> <p>06.01 Understand systems.</p> <p>06.02 Comply with and follow chain of command.</p> <p>06.03 Identify and highlight problems.</p> <p>06.04 Adapt competencies to new situations/systems.</p> <p>01.04 Analyse information.</p> <p>01.06 Utilize word processor to process information.</p> <p>02.07 Utilize Local Area Network (LAN)/Intranet to exchange information.</p> <p>02.08 Prepare pictorial and graphic information.</p> <p>03.08 Develop and maintain a cooperation within work group.</p> <p>04.01 Organize own work activities.</p> <p>04.02 Set and revise own objectives and goals.</p>	<ol style="list-style-type: none"> 1. Communication skills 2. Conceptual skills 3. Interpersonal skills 4. Multitasking and prioritizing 5. Leadership skills 6. Self-discipline 7. Teamwork 8. Integrity

Core Abilities	Social Skills
<p>04.03 Organize and maintain own workplace.</p> <p>04.05 Demonstrate initiative and flexibility.</p> <p>06.05 Analyse technical systems.</p> <p>06.06 Monitor and correct performance of systems.</p> <p>01.07 Utilize database applications to locate and process information.</p> <p>01.08 Utilizespreadsheets applications to locate and process information.</p> <p>01.09 Utilize business graphic application to processinformation.</p> <p>01.10 Apply a variety of mathematical techniques.</p> <p>01.11 Apply thinking skills and creativity.</p> <p>02.10 Prepare reports and instructions.</p> <p>03.09 Manage and improve performance of individuals.</p> <p>03.15 Liaise to achieve identified outcomes.</p> <p>03.16 Identify and assess client/customer needs.</p> <p>04.07 Negotiate acceptance and support for objectives and strategies.</p> <p>05.01 Implement project/work plans.</p> <p>05.02 Inspect and monitor work done and/or in progress.</p>	

Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
1. Computer and IT application	1:5
2. Printer/Scanner/Photocopy machine/Telephone/Fax machine	1:20
3. LCD/Audio Visual equipment	1:20
4. Internet facilities	1:20
5. Sample of Supplier list	1:1
6. Sample of Project brief/Job order / instructions list	1:1
7. Sample of Client / project requirement list	1:1
8. Sample of Legislative bodies information and requirement list	1:1
9. Sample of BTL promotion list	1:1
10. Sample of target audiences list	1:1
11. Sample of Ideas/concept/theme drafts	1:1
12. Sample of Project plan/schedule and specification	1:1
13. Sample of Market/traffic information/data	1:1
14. Sample materials, visual, equipment and tools	1:10
15. Sample of BTL promotion performance status report	1:1

References

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CURRICULUM of COMPETENCY UNIT (CoCU)

Sector	BUSINESS MANAGEMENT						
Sub Sector	ADVERTISING						
Job Area	EVENT, CREATIVE, PUBLIC RELATION & MEDIA						
NOSS Title	ADVERTISING AND PROMOTION SERVICES						
Competency Unit Title	ABOVE THE LINE (ATL) ADVERTISING COORDINATION						
Learning Outcome	<p>The person who is competent in this competency unit shall be able to coordinate activities involved in development of ATL advertising materials up to delivery of final goods in required formats. Final goods should be the materials that has obtained approvals from all the key stakeholders ie client, legislative bodies and superiors. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> • Identify ATL project requirements • Assess project concepts • Assist ATL coordination activities • Prepare ATL advertising materials • Coordinate ATL project implementation • Evaluate ATL advertising coordination performance 						
Competency Unit ID	FB-019-03:2012-C06	Level	3	Training Duration	180 Hours	Credit Hours	18
Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental		Training Hours	Delivery Mode	Assessment Criteria
1. Identify ATL project requirements	i. Job order / directions such as:- <ul style="list-style-type: none"> • Client requirements • Types of project • Project deadline • Resources (man,machine, method,money) ii. Customers objective and target		<u>Attitude:</u> <ul style="list-style-type: none"> - Resourceful in gathering information - Customer centric in understanding customer needs and fulfilling requirements - To be meticulous 		9	Lecture Group Discussion Case study / Problem based Learning (PBL)	i. Job order / directions defined ii. Supplier and customer defined iii. Customers objective and target defined iv. Legislative

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	iii. Legislative bodies requirements such as:- <ul style="list-style-type: none"> • Do's and donts in the superlative statement relating to health - Kementerian Kesihatan Malaysia (KKM) • Sensitivity issues - Kementerian Dalam Negeri (KDN) • Content sencorship – FINAS (Kementerian Penerangan, Komunikasi & Kebudayaan) • Business licensing - Local council • Languages - Dewan Bahasa & Pustaka iv. Types of ATL medium such as:- <ul style="list-style-type: none"> • Tradisional media <ul style="list-style-type: none"> ▪ TV ▪ Radio ▪ Print media ▪ Out-of- home (OOH) – billboard (electronic and static) • New media <ul style="list-style-type: none"> ▪ Internet (website advertising, social media, etc) ▪ Mobile 		in interpreting the brief			bodies requirements described v. Types of ATL / medium defined vi. Ideas / concept / theme specified

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	v. Ideas / concept / theme to be conveyed to audiences					
		i. Interpret job order / directions ii. Define client requirements iii. Define customers objective and target iv. Obtain legislative bodies requirements Determine types of medium v. Determine ideas / concept / theme to be conveyed to audiences		18	Demonstration Project Scenario based training (SBT)	
2. Assess project concepts	i. Assessment of concept ii. Project plan / schedule iii. Idea / concept / theme requirement such as:- <ul style="list-style-type: none"> • Project characteristics <ul style="list-style-type: none"> ▪ Environment ▪ Project background • Latest market trend • Receivers / audiences criterias iv. Legislative bodies requirements v. ATL guidelines		<u>Attitude:</u> - Objective driven during idea generation process Creative thinking in proposing ideas	9	Lecture Group Discussion Case study / Problem based Learning (PBL)	i. Project requirements concept described ii. Suitable ideas / theme / concept defined requirements iii. Legislative bodies requirement listed

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		i. Validate concept ii. Determine project plan / schedule iii. Determine ideas / theme / concept iv. Determine legislative bodies requirements v. Determine ATL guidelines		18	Demonstration Project Scenario based training (SBT)	
3. Assist ATL coordination activities	i. Market / traffic information on ATL advertising location ii. Advertising and promotion strategies iii. Scheduling of ATL coordination activities		<u>Attitude:</u> - Resourceful in gathering information - Ensure good time management	9	Lecture Group Discussion Case study / Problem based Learning (PBL)	i. Market / traffic information on ATL advertising location described ii. ATL coordination activity schedule specified
		i. Classify market / traffic information on ATL advertising location ii. Identify advertising and promotion strategies iii. Prepare ATL coordination activities schedule iv. Coordinate ATL		18	Demonstration Project Scenario based training (SBT)	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		communication material/tools v. Ensure ATL coordination activities in place				
4. Prepare ATL advertising materials	i. Types of ATL advertising media ii. Types of ATL requirements such as:- <ul style="list-style-type: none"> • Sample material <ul style="list-style-type: none"> ○ Printed materials ○ Electronic medium • Visual transport • Equipment • Tool iii. Media buy and publish such as:- <ul style="list-style-type: none"> • Media buyer • Media publisher • Media standard iv. Stakeholder for ATL material proofing procedure		<u>Attitude:</u> - Diligent in organizing project materials - Ensure good time management	12	Lecture Group Discussion Case study / Problem based Learning (PBL)	i. Types of ATL advertising media defined ii. Sample materials of project specification requirement described iii. Liaison and coordination with media buyer and publisher described iv. ATL material proofing obtained
		i. Confirm types of ATL advertising media ii. Determine types of ATL requirements iii. Liaise and coordinate with media buyer and publisher		24	Demonstration Project Scenario based training (SBT)	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		iv. Liaise with stakeholder for ATL material proofing				
5. Coordinate ATL project implementation	i. ATL project implementation such as:- <ul style="list-style-type: none"> • Billboard installation • TV • Radio • Print ii. ATL requirements iii. Quotation / rate card of ATL sample materials iv. Legal and financial documentation such as:- <ul style="list-style-type: none"> • Contract / agreement • Legal stamping v. ATL activities preparation report		<u>Attitude:</u> <ul style="list-style-type: none"> - Ensure good time management - Well-organised in management of ATL materials 	12	Lecture Group Discussion Case study / Problem based Learning (PBL)	i. Scope of ATL project implementation described ii. Quotation / rate card of ATL sample materials obtained iii. Legal and financial documentation specified iv. Record of ATL activities preparation determined
		i. Determine scope of ATL project implementation ii. Determine ATL requirement iii. Request quotation / rate card of ATL sample materials iv. Prepare rate card of ATL sample materials v. Obtain legal and		24	Demonstration Project Scenario based training (SBT)	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		financial documentation vi. Prepare record of ATL activities preparation				
6. Evaluate ATL advertising coordination performance	i. Comparison of ATL advertising coordination performance against project planning ii. Completeness of ATL advertising coordination activities iii. Leadtime / shipment delivery meet target iv. Project plan / schedule v. ATL advertising performance status vi. ATL performance report		<u>Attitude:</u> - Analytical mind in evaluating project performance - Objective in delivering project report progress	9	Lecture Group Discussion Case study / Problem based Learning (PBL)	i. ATL advertising coordination performance defined against project planning ii. Completeness of ATL advertising coordination activities specified iii. Project plan / schedule compared against leadtime / shipment delivery explained
		i. Compare ATL advertising coordination performance against project planning ii. Ensure completeness of ATL advertising coordination activities iii. Ensure shipment delivery meet target iv. Review project plan / schedule v. Examine report and medium used vi. Prepare ATL advertising		18	Demonstration Project Scenario based training (SBT)	iv. Report explained v. ATL advertising performance report explained

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		performance report				

Employability Skills

Core Abilities	Social Skills
<p>01.01 Identify and gather information.</p> <p>01.02 Document information procedures or processes.</p> <p>02.01 Interpret and follow manuals, instructions and SOP's.</p> <p>02.03 Communicate clearly.</p> <p>02.04 Prepare brief reports and checklist using standard forms.</p> <p>02.05 Read/Interpret flowcharts and pictorial information.</p> <p>03.01 Apply cultural requirement to the workplace.</p> <p>03.02 Demonstrate integrity and apply practical practices.</p> <p>03.03 Accept responsibility for own work and work area.</p> <p>03.04 Seek and act constructively upon feedback about work performance.</p> <p>03.05 Demonstrate safety skills.</p> <p>03.06 Respond appropriately to people and situations.</p> <p>06.01 Understand systems.</p> <p>06.02 Comply with and follow chain of command.</p> <p>06.03 Identify and highlight problems.</p> <p>06.04 Adapt competencies to new situations/systems.</p> <p>01.04 Analyse information.</p> <p>01.06 Utilize word processor to process information.</p>	<ol style="list-style-type: none"> 1. Communication skills 2. Conceptual skills 3. Interpersonal skills 4. Multitasking and prioritizing 5. Leadership skills 6. Self-discipline 7. Teamwork 8. Integrity

Core Abilities	Social Skills
<p>02.07 Utilize Local Area Network (LAN)/Intranet to exchange information.</p> <p>02.08 Prepare pictorial and graphic information.</p> <p>03.08 Develop and maintain a cooperation within work group.</p> <p>04.01 Organize own work activities.</p> <p>04.02 Set and revise own objectives and goals.</p> <p>04.03 Organize and maintain own workplace.</p> <p>04.05 Demonstrate initiative and flexibility.</p> <p>06.05 Analyse technical systems.</p> <p>06.06 Monitor and correct performance of systems.</p> <p>01.07 Utilize database applications to locate and process information.</p> <p>01.08 Utilize spreadsheets applications to locate and process information.</p> <p>01.09 Utilize business graphic application to process information.</p> <p>01.10 Apply a variety of mathematical techniques.</p> <p>01.11 Apply thinking skills and creativity.</p> <p>02.10 Prepare reports and instructions.</p> <p>03.09 Manage and improve performance of individuals.</p> <p>03.15 Liaise to achieve identified outcomes.</p> <p>03.16 Identify and assess client/customer needs.</p> <p>04.07 Negotiate acceptance and support for objectives and strategies.</p> <p>05.01 Implement project/work plans.</p> <p>05.02 Inspect and monitor work done and/or in progress.</p>	

Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
1. Computer and IT application	1:5
2. Printer/Scanner/Photocopy machine/Telephone/Fax machine	1:20
3. LCD/Audio Visual equipment	1:20
4. Internet facilities	1:20
5. Sample of Supplier list	1:1
6. Sample of Project brief/Job order / instructions list	1:1
7. Sample of Client / project requirement list	1:1
8. Sample of Legislative bodies information and requirement list	1:1
9. Sample of types of ATL advertising list	1:1
10. Sample of target audiences list	1:1
11. Sample of Ideas/concept/theme requirements list	1:1
12. Sample of Project plan/schedule and specification	1:1
13. Sample of Market/traffic information/data	1:1
14. Sample materials, visual, equipment and tools	1:10
15. Sample of ATL sample materials rate card	1:1
16. Sample of Legal and financial documentation	1:1
17. Sample of medium for ATL performance report	1:1
18. Sample of Documentation and reporting procedure	1:1

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CURRICULUM of COMPETENCY UNIT (CoCU)

Sector	BUSINESS MANAGEMENT						
Sub Sector	ADVERTISING						
Job Area	EVENT, CREATIVE, PUBLIC RELATION & MEDIA						
NOSS Title	ADVERTISING AND PROMOTION SERVICES						
Competency Unit Title	MEDIA MONITORING AND COMPILATION SERVICES						
Learning Outcome	<p>The person who is competent in this competency unit shall be able to practice media monitoring and compilation services which include diligent monitoring of the media to capture and compile media updates. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> • Identify media monitoring and compilation requirements • Monitor media coverage • Compile media coverage works • Prepare media coverage compilation report 						
Competency Unit ID	FB-019-03:2012-C07	Level	3	Training Duration	120 Hours	Credit Hours	12
Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria	
1. Identify media monitoring and compilation requirements	i. Job order / instructions such as:- <ul style="list-style-type: none"> • Objective of media monitoring • Clients interest and subjects of media coverage • Project deadline • Resources (man,machine, method,money) ii. Types of media such as:-		<u>Attitude:</u> - Detailed and meticulous in understanding media compilation requirements	9	Lecture Group Discussion Case study / Problem based Learning (PBL)	i. Job order / directions described ii. Objective of media monitoring explained iii. Types of media and media coverage defined iv. Types of media monitoring tools	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> • Mass media (printing, television, radio, internet) • Personal media (speech, gesture, mail, telephony) iii. Media coverage such as:- <ul style="list-style-type: none"> • News • Entertainment • Infotainment iv. Types of media monitoring such as:- <ul style="list-style-type: none"> • Press clipping • Media cutting • Media intelligence v. Media coverage compilation works such as:- <ul style="list-style-type: none"> • Capturing editorial opinion • Capturing advertising content vi. Media coverage dates and duration					listed and defined v. Media coverage compilation works compiled
		i. Interpret job order / directions ii. Determine objective of media monitoring iii. Identify clients interest and subjects of media coverage iv. Determine types of		21	Simulation Project Scenario based training (SBT)	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		media and media coverage v. Determine types of media monitoring vi. Categorise media coverage compilation works vii. Determine media coverage dates and duration			Observation	
2. Monitor media coverage	i. Types of media monitoring tools such as:- <ul style="list-style-type: none"> • Digital • Printed materials ii. Sources of the coverage such as:- <ul style="list-style-type: none"> • Observation • Interview iii. Media coverage regarding the company / clients		<u>Attitude:</u> - Resourceful in monitoring coverage - Detailed and meticulous in monitoring media coverage	12	Lecture Group Discussion Case study / Problem based Learning (PBL)	i. Types of media monitoring tools selected ii. Sources of the coverage specified iii. Media coverage regarding the company / clients / explained
		i. Determine types of media monitoring tools ii. Determine sources of the coverage iii. Establish media coverage regarding the company / clients		24	Simulation Project Scenario based training (SBT) Observation	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
3. Compile media coverage works	<p>i. Customer requirements such as:-</p> <ul style="list-style-type: none"> To track competition or industry specific trends or legislation To build a contact base of reporters, experts, leaders for future reference To audit the effectiveness of their PR campaigns To verify that PR marketing and sales messages are in sync To measure impact on their target market. <p>ii. Media coverage services delivery such as:-</p> <ul style="list-style-type: none"> Original hardcopy clips through traditional means (mail/overnight) 		<p><u>Attitude:</u></p> <ul style="list-style-type: none"> Detailed and well organized in categorizing media coverage 	6	<p>Lecture</p> <p>Group Discussion</p> <p>Case study / Problem based Learning (PBL)</p>	<p>i. Customer demands explained</p> <p>ii. Media coverage category defined</p> <p>iii. Media coverage services delivery confirmed</p> <p>iv. Media monitoring tools identified</p> <p>v. Information on media coverage obtained</p>

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> • Digital (receive via email all relevant news of the company, competition and industry daily) • Auto-analysis iii. Media monitoring tools such as:- <ul style="list-style-type: none"> • Manually • Automatically - Online media iv. Subject coverage such as:- <ul style="list-style-type: none"> • Business trends • Technology updates • Company campaigns • Current political scenario 					
		i. Review customer requirement ii. Determine media coverage services delivery iii. Determine media monitoring tools iv. Gather information on media coverage v. Categorise media coverage		24	Simulation Project Scenario based training (SBT) Observation	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
4. Prepare media coverage compilation report	<ul style="list-style-type: none"> i. Media coverage monitoring and compilation work status ii. Key issues identification to be highlighted such as:- <ul style="list-style-type: none"> • Government bodies restructuring • Budget allocation • Promotion of legislative bodies person in charge • New policy directions, strategies and programmes iii. Types of urgency related to situation / scenario such as:- <ul style="list-style-type: none"> • Pricing error • Product quality • Customer complaints on products / services i. Documentation procedure such as:- <ul style="list-style-type: none"> • Controlled document comprises of <ul style="list-style-type: none"> ▪ Creation date ▪ Revision date and number ▪ Unique reference number ▪ Title describing the document • Document register in 		<p><u>Attitude:</u></p> <ul style="list-style-type: none"> - Ensure good time management - Proactive and proficient in identifying key media issues 	6	<p>Lecture</p> <p>Group Discussion</p> <p>Case study / Problem based Learning (PBL)</p>	<ul style="list-style-type: none"> i. Media coverage monitoring and compilation work described ii. Key issues that require urgent attention of superior when urgency of situation / scenario explained

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<p>system</p> <p>ii. Reporting procedure such as:-</p> <ul style="list-style-type: none"> • Receivers acknowledgement /signatory on the report • Reporting deadlines <p>iv. Company policy such as:-</p> <ul style="list-style-type: none"> • Confidentiality • Employee conduct 					
		<p>i. Update media coverage monitoring and compilation work</p> <p>ii. Confirm key issues to be highlighted for superior attention</p> <p>iii. Confirm types of urgency related to situation / scenario</p> <p>iv. Follow reporting procedure</p> <p>v. Comply to company policy</p>		18	<p>Simulation</p> <p>Project</p> <p>Scenario based training (SBT)</p> <p>Observation</p>	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria

Employability Skills

Core Abilities	Social Skills
01.01 Identify and gather information. 01.02 Document information procedures or processes. 02.01 Interpret and follow manuals, instructions and SOP's. 02.03 Communicate clearly. 02.04 Prepare brief reports and checklist using standard forms. 02.05 Read/Interpret flowcharts and pictorial information. 03.01 Apply cultural requirement to the workplace. 03.02 Demonstrate integrity and apply practical practices. 03.03 Accept responsibility for own work and work area. 03.04 Seek and act constructively upon feedback about work performance. 03.05 Demonstrate safety skills. 03.06 Respond appropriately to people and situations.	<ol style="list-style-type: none"> 1. Communication skills 2. Conceptual skills 3. Interpersonal skills 4. Multitasking and prioritizing 5. Leadership skills 6. Self-discipline 7. Teamwork 8. Integrity

Core Abilities	Social Skills
<p>06.01 Understand systems.</p> <p>06.02 Comply with and follow chain of command.</p> <p>06.03 Identify and highlight problems.</p> <p>06.04 Adapt competencies to new situations/systems.</p> <p>01.04 Analyse information.</p> <p>01.06 Utilize word processor to process information.</p> <p>02.07 Utilize Local Area Network (LAN)/Intranet to exchange information.</p> <p>02.08 Prepare pictorial and graphic information.</p> <p>03.08 Develop and maintain a cooperation within work group.</p> <p>04.01 Organize own work activities.</p> <p>04.02 Set and revise own objectives and goals.</p> <p>04.03 Organize and maintain own workplace.</p> <p>04.05 Demonstrate initiative and flexibility.</p> <p>06.05 Analyse technical systems.</p> <p>06.06 Monitor and correct performance of systems.</p> <p>01.07 Utilize database applications to locate and process information.</p> <p>01.08 Utilize spreadsheets applications to locate and process information.</p> <p>01.09 Utilize business graphic application to process information.</p> <p>01.10 Apply a variety of mathematical techniques.</p> <p>01.11 Apply thinking skills and creativity.</p> <p>02.10 Prepare reports and instructions.</p> <p>03.09 Manage and improve performance of individuals.</p> <p>03.15 Liaise to achieve identified outcomes.</p> <p>03.16 Identify and assess client/customer needs.</p> <p>04.07 Negotiate acceptance and support for objectives and strategies.</p>	

Core Abilities	Social Skills
05.01 Implement project/work plans. 05.02 Inspect and monitor work done and/or in progress.	

Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
1. Computer and IT application	1:5
2. Printer/Scanner/Photocopy machine/Telephone/Fax machine	1:20
3. LCD/Audio Visual equipment	1:20
4. Internet facilities	1:20
5. Stationeries (Files, folder, scissors, tag, etc)	1:1
6. Sample of Project brief/Job order / instructions list	1:1
7. Sample of Client / project requirement list	1:1
8. Sample of types of media and media coverage	1:1
9. Sample of types of media monitoring tools	1:1
10. Sample of customer demands subject list	1:1
11. Sample of company policy	1:1
12. Sample of documentation and reporting procedure	1:1

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CURRICULUM of COMPETENCY UNIT (CoCU)

Sector	BUSINESS MANAGEMENT						
Sub Sector	ADVERTISING						
Job Area	EVENT, CREATIVE, PUBLIC RELATION & MEDIA						
NOSS Title	ADVERTISING AND PROMOTION SERVICES						
Competency Unit Title	ADVERTISING AND PROMOTION COPYWRITING DEVELOPMENT COORDINATION						
Learning Outcome	<p>The person who is competent in this competency unit shall be able to practice advertising and promotion copywriting development coordination. Upon completion of this competency unit, trainees will be able to:-</p> <ul style="list-style-type: none"> • Identify copywriting requirements • Consolidate copywriting materials • Evaluate copywriting materials • Report copywriting development coordination activities 						
Competency Unit ID	FB-019-03:2012-C08	Level	3	Training Duration	360 Hours	Credit Hours	36
Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria	
1. Identify copywriting requirements	i. Job order / instructions such as:- <ul style="list-style-type: none"> • Types of project • Clients requirements and interest • Project deadline • Resources (man,machine, method,money) ii. Client / project owner profiles such as:- <ul style="list-style-type: none"> • Corporate/ individual • Age range • Gender 		<u>Attitude:</u> - Precise in understanding client's requirements	27	Lecture Group Discussion Case study / Problem based Learning (PBL)	i. Job order / directions defined according to clients requirements ii. Customer profiles and business expectations explained iii. Rational of copy message described	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> • Marital status • Business expectations <p>iii. Rationalisation of copy message</p> <p>iv. Research requirements</p> <p>v. Types of advertising and promotion medium (ATL / BTL) such as:-</p> <ul style="list-style-type: none"> • ATL <ul style="list-style-type: none"> ▪ Traditional media <ul style="list-style-type: none"> - Television - Radio - Print media - Out of home (OOH) – billboard (electronic and static) ▪ New media <ul style="list-style-type: none"> - Internet (website advertising, social media, etc) - Mobile • BTL <ul style="list-style-type: none"> ▪ Flyers ▪ Brochures ▪ POS <ul style="list-style-type: none"> - Header board - Standee - Wobbler - Shelf talker 					<p>according to client interest</p> <p>iv. Research requirements defined according to client requirement</p> <p>v. Types of advertising and promotion medium (ATL / BTL) distinguished according to project requirement</p>

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		i. Interpret job order / directions ii. Interpret clients requirements and interest iii. Determine client/project owner profiles and business expectations iv. Determine rational of copy's message v. Determine research requirements vi. Determine types of advertising and promotion medium (ATL / BTL)		63	Simulation Project Scenario based training (SBT) Observation	
2. Consolidate copywriting materials	i. Clients objective such as:- <ul style="list-style-type: none"> • Increase sales • Capture new clients ii. Target audience such as:- <ul style="list-style-type: none"> • End user –children, parent, housewives • Retailer • Manufacturer iii. Type of medium such		<u>Attitude:</u> <ul style="list-style-type: none"> - Resourceful in gathering relevant information to assist copywriting process - Adhere to intellectual and property rights guidelines 	32	Lecture Group Discussion Case study / Problem based Learning (PBL)	i. Types of copywriting materials described according to copy's message ii. Clients requirements explained according to Initial survey

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	as:- <ul style="list-style-type: none"> • Above the Line (ATL) • Below The Line (BTL) iv. Sources of copywriting materials such as:- <ul style="list-style-type: none"> • Research findings • Client's feedback v. Copy's message / body copy drafting					iii. Customer profiles, product and services details listed according to client brief iv. Confidentiality / copyrights issues and intellectual properties rights guidelines defined
		i. Determine clients objectives ii. Validate target audience iii. Identify type of medium – ATL / BTL iv. Determine source of copywriting materials v. Compile research findings/client's feedback vi. Determine Copy's message / body copy drafting		76	Simulation Project Scenario based training (SBT) Observation	
3. Evaluate copywriting materials	i. Copywriting framework such as:- <ul style="list-style-type: none"> • Message objective • Audiences • Content Outlines • Elements of copy 		<u>Attitude:</u> <ul style="list-style-type: none"> - Objective in developing copywriting materials - Creative in 	22	Lecture Group Discussion Case study /	i. Copywriting framework explained according to message objective

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<p>(headline, subhead, key selling points, call to action with contact information, disclaimer)</p> <p>ii. Copywriting materials preparation status</p> <p>vii. Confidentiality and privacy of clients</p> <p>iii. Copyrights issues and intellectual properties rights guidelines</p>		<p>delivering materials, driven by objectives.</p> <p>- Ethical in copy development</p>		<p>Problem based Learning (PBL)</p>	<p>ii. Copywriting materials preparation status described according to job order / instructions</p>
		<p>i. Check copywriting framework</p> <p>ii. Determine message objective</p> <p>iii. Determine audiences/receiver of the copy message</p> <p>iv. Check elements of copywriting</p> <p>v. Document copywriting materials preparation status</p> <p>vi. Ensure confidentiality and privacy of clients</p> <p>vii. Ensure copyrights issues and intellectual properties rights guidelines</p>		<p>50</p>	<p>Simulation</p> <p>Project</p> <p>Scenario based training (SBT)</p> <p>Observation</p>	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
4. Report copywriting development coordination activities	<ul style="list-style-type: none"> i. Copywriting development coordination status ii. Documentation format iii. Reporting procedure iv. Company policy v. Presentation methods 		<u>Attitude:</u> <ul style="list-style-type: none"> - Efficient and timely in delivering copywriting materials 	27	<ul style="list-style-type: none"> Lecture Group Discussion Case study / Problem based Learning (PBL) 	<ul style="list-style-type: none"> i. Copywriting development status documented according to documentation procedure ii. Updated copywriting coordination activities reported to superior according to reporting procedure / company policy
		<ul style="list-style-type: none"> i. Document copywriting development coordination status ii. Apply documentation format iii. Follow reporting procedure iv. Comply to company policy v. Present copywriting development coordination status to superior 		63	<ul style="list-style-type: none"> Simulation Project Scenario based training (SBT) Observation 	

Work Activities	Related Knowledge	Related Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria

Employability Skills

Core Abilities	Social Skills
<p>01.01 Identify and gather information.</p> <p>01.02 Document information procedures or processes.</p> <p>02.01 Interpret and follow manuals, instructions and SOP's.</p> <p>02.03 Communicate clearly.</p> <p>02.04 Prepare brief reports and checklist using standard forms.</p> <p>02.05 Read/Interpret flowcharts and pictorial information.</p> <p>03.01 Apply cultural requirement to the workplace.</p> <p>03.02 Demonstrate integrity and apply practical practices.</p> <p>03.03 Accept responsibility for own work and work area.</p> <p>03.04 Seek and act constructively upon feedback about work performance.</p> <p>03.05 Demonstrate safety skills.</p> <p>03.06 Respond appropriately to people and situations.</p> <p>06.01 Understand systems.</p> <p>06.02 Comply with and follow chain of command.</p> <p>06.03 Identify and highlight problems.</p> <p>06.04 Adapt competencies to new situations/systems.</p> <p>01.04 Analyse information.</p> <p>01.06 Utilize word processor to process information.</p>	<ol style="list-style-type: none"> 1. Communication skills 2. Conceptual skills 3. Interpersonal skills 4. Multitasking and prioritizing 5. Leadership skills 6. Self-discipline 7. Teamwork 8. Integrity

Core Abilities	Social Skills
<p>02.07 Utilize Local Area Network (LAN)/Intranet to exchange information.</p> <p>02.08 Prepare pictorial and graphic information.</p> <p>03.08 Develop and maintain a cooperation within work group.</p> <p>04.01 Organize own work activities.</p> <p>04.02 Set and revise own objectives and goals.</p> <p>04.03 Organize and maintain own workplace.</p> <p>04.05 Demonstrate initiative and flexibility.</p> <p>06.05 Analyse technical systems.</p> <p>06.06 Monitor and correct performance of systems.</p> <p>01.07 Utilize database applications to locate and process information.</p> <p>01.08 Utilize spreadsheets applications to locate and process information.</p> <p>01.09 Utilize business graphic application to process information.</p> <p>01.10 Apply a variety of mathematical techniques.</p> <p>01.11 Apply thinking skills and creativity.</p> <p>02.10 Prepare reports and instructions.</p> <p>03.09 Manage and improve performance of individuals.</p> <p>03.15 Liaise to achieve identified outcomes.</p> <p>03.16 Identify and assess client/customer needs.</p> <p>04.07 Negotiate acceptance and support for objectives and strategies.</p> <p>05.01 Implement project/work plans.</p> <p>05.02 Inspect and monitor work done and/or in progress.</p>	

Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
1. Computer and IT application	1:5
2. Printer/Scanner/Photocopy machine/Telephone/LCD	1:20
3. Internet	1:20
4. Sample of Project brief/Job order / instructions list	1:1
5. Sample of Client / project requirement list	1:1
6. Sample of Customer profiles	1:1
7. Sample of copy's message	1:1
8. Sample of media coverage clippings	1:1
9. Sample of media monitoring tools list	1:1
10. Sample of Customer demands subject list	1:1
11. Sample of Copyrights issues and intellectual properties rights guidelines	1:1
12. Sample of Copywriting development status report	1:1
13. Sample of Company policy	1:1
14. Sample of Documentation and reporting procedure	1:1

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SUMMARY OF TRAINING DURATION FOR ADVERTISING AND PROMOTION SERVICES (LEVEL 4)						
NO. ID	COMPETENCY UNIT TITLE	WORK ACTIVITIES	RELATED KNOWLEDGE (A)	RELATED SKILLS (B)	HOURS (A)+(B)	TOTAL (HRS)
FB-019-03:2012-C01	ADVERTISING AND PROMOTION PROJECT COORDINATION	1. Identify advertising and promotion project requirements	12	32	44	180
		2. Plan advertising and promotion project activities	16	38	54	
		3. Coordinate advertising and promotion project activities	9	19	28	
		4. Assist project post mortem execution	8	19	27	
		5. Evaluate advertising and promotion project coordination activities	8	19	27	
FB-019-03:2012-C02	CLIENTS RELATIONSHIP COORDINATION	1. Identify client relationship requirements	9	21	30	120
		2. Liase with clients	12	30	42	
		3. Monitor client relationship status	6	18	24	
		4. Report client relationship services to superior	6	18	24	
FB-019-03:2012-C03	SUPPLIERS RELATIONSHIP COORDINATION	1. Identify project requirements	9	21	30	120
		2. Liase with suppliers	12	30	42	
		3. Coordinate project quotation and services	6	18	24	
		4. Report suppliers services performance to superior	6	18	24	
FB-019-03:2012-C04	LEGISLATIVE BODIES RELATIONSHIP COORDINATION	1. Identify legislative bodies requirements	9	21	30	120
		2. Coordinate relationship between company with legislative bodies	12	30	42	
		3. Facilitate legislative bodies compliances	6	18	24	
		4. Produce legislative bodies relationship coordination report	6	18	24	
FB-019-03:2012-C05	BELOW THE LINE (BTL) PROMOTION COORDINATION	1. Identify BTL project requirements	9	18	27	180
		2. Assess project concepts	9	18	27	
		3. Assist BTL coordination activities	9	18	27	
		4. Prepare BTL promotion materials	12	24	36	
		5. Coordinate BTL project implementation	12	24	36	
		6. Evaluate BTL promotion coordination performance	9	18	27	
FB-019-03:2012-C06	ABOVE THE LINE (ATL) ADVERTISING COORDINATION	1. Identify ATL project requirements	9	18	27	180
		2. Assess project concepts	9	18	27	
		3. Assist ATL coordination activities	9	18	27	
		4. Prepare ATL advertising materials	12	24	36	
		1. Coordinate ATL project implementation	12	24	36	
		Evaluate ATL advertising coordination performance	9	18	27	
FB-019-03:2012-C07	MEDIA MONITORING AND COMPILATION SERVICES	1. Identify media monitoring and compilation requirements	9	21	30	120
		2. Monitor media coverage	12	24	36	
		3. Compile media coverage works	6	24	30	
		4. Prepare media coverage compilation report	6	18	24	
FB-019-03:2012-C08	ADVERTISING AND PROMOTION COPYWRITING DEVELOPMENT COORDINATION	1. Identify copywriting requirements	27	63	90	360
		2. Consolidate copywriting materials	32	76	108	
		3. Evaluate copywriting materials	22	50	72	
		4. Report copywriting development coordination activities	27	63	90	
TOTAL HOURS (Core Competencies)			413	967	1380	1380