

NSDA Code 2020/OAFM/DGT/03727
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CONTACT DETAILS OF THE BODY SUBMITTING THE QUALIFICATION FILE

Directorate General of Training (DGT)
Government of India, Ministry of Skill Development and Entrepreneurship,
1st and 2nd Floor, CIRTES Building
Next to Pusa ITI, Pusa Campus
New Delhi - 110012

Name and address of submitting body:

Directorate General of Training (DGT)
Government of India, Ministry of Skill Development and Entrepreneurship,
1st and 2nd Floor, CIRTES Building
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New Delhi - 110012

Name and contact details of individual dealing with the submission

Name: Shri Deepankar Mallick

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List of documents submitted in support of the Qualifications File

1. Competency-based curriculum with following details:

Model Curriculum to be added which will include the following:

- a. Indicative list of tools/equipment to conduct the training: Enclosed with curriculum
- b. Trainers qualification: Indicated in the curriculum
- c. Lesson Plan: All DGT curricula are designed indicating specific practical to be carried out during training along with details of trade theory. Based on this the

NSQF QUALIFICATION FILE

Approved in 24th NSQC, dated: 27th Feb, 2020

Marketing Executive

concerned instructor prepares the Lesson Plan and demonstration plan with support of IMPs developed by NIMI, DGT.

d. Distribution of training duration into theory/practical/OJT component: Indicated in the curriculum.

2. Curriculum for Core Skills (Employability Skills).

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• **SUMMARY**

1	Qualification Title	‘MARKETING EXECUTIVE’
2	Qualification Code, if any	DGT/1060
3	NCO code and occupation	3322.1701 - Marketing Manager – Line of Business
4	Nature and purpose of the qualification (Please specify whether qualification is short term or long term)	Prepare executives who are able to develop marketing campaigns to promote a service, product or idea and aims to maximize profits through developing sales strategies that match customer requirement. (long term qualification)
5	Body/bodies which will award the qualification	Directorate General of Training (DGT).
6	Body which will accredit providers to offer courses leading to the qualification	Directorate General of Training (DGT) accredits the Training providers (ITIs/ NSTIs/MSTIs/BTCs/BTPs / Industries / Establishments).
7	Whether accreditation/affiliation norms are already in place or not , if applicable (if yes, attach a copy)	Yes. The accreditation/ affiliation norms and any amendments made from time to time are available on DGT web portal.
8	Occupation(s) to which the qualification gives access	<ul style="list-style-type: none"> 3322.1701 - Marketing Manager – Line of Business
9	Job description of the occupation	Marketing Executive is responsible in developing marketing campaigns to promote a service, product or idea. Aims to maximize profits through developing sales strategies that match customer requirement. Manages the database in the organization, designing the product, pricing and discounts, channel of distribution, promotion mix and relationship building. Identifies the consumer behavior in respect to segmentation of the market, Possess Skills of Effective Negotiators etc.
10	Licensing requirements	NOT REQUIRED
11	Statutory and Regulatory requirement of the relevant sector (documentary evidence to be provided)	NOT APPLICABLE
12	Level of the qualification in the	Level 4

	NSQF			
13	Anticipated volume of training/learning required to complete the qualification	Sl. No.	Course Element	Notional Training Hours
		1.	Professional Skill (Trade Practical)	1200
		2.	Professional Knowledge (Trade Theory)	240
		3.	Employability Skills	160
			Total	1600
14	Indicative list of training tools required to deliver this qualification	As per Annexure I of curriculum		
15	Entry requirements and/or recommendations and minimum age	Passed 10 th class Examination. Minimum age 14 years as on first day of academic session		
16	Progression from the qualification (Please show Professional and academic progression)	An Individual can proceed for:		
		Professional <ul style="list-style-type: none"> • Marketing executive • Senior Marketing executive • Supervisor • Manager • Entrepreneur 	Technical / Academic <div style="text-align: center;"> </div>	
17	Arrangements for the Recognition of Prior learning (RPL)	Yes (For more details refer "Guidelines for Private candidate" in DGT website MIS portal).		
18	International comparability where known (research evidence to be provided)	-----		
19	Date of planned review of the qualification.	5 Yrs from the Date of Approval		
20	Formal structure of the qualification			
	Mandatory components			

	Title of component and identification code/NOSs/ Learning outcomes	Estimated size (learning hours)		Level
		SKILL	KNOWLEDGE	
TRADE SPECIFIC				
(i)	Demonstrate communication and written skills on English language for doing official works.	120	24	3
(ii)	Generate a personalized informal or official letter; prepare spreadsheets and presentations of appropriate structure complying with MS office applications.	90	18	3
(iii)	Display competence in oral, written, and visual communication.	90	18	4
(iv)	Apply safe working practices with OSH legislations in India.	30	6	4
(v)	Browse appropriate search engines for creation of document and maintain data record.	60	12	4
(vi)	Apply the proper corporate guidelines for women at work place, manage work life balance and benefits of social media.	30	6	4
(vii)	Identify and select the conceptual skills & quantitative skills in an economic context as per Indian scenario.	120	24	4
(viii)	Apply a range of recognised time management techniques.	60	12	4
(ix)	Identify and demonstrate the Marketing Concepts in real life.	60	12	4
(x)	Identify the consumer behaviour in respect of segmentation of the market.	60	12	4
(xi)	Identify and classify the different Marketing Concept.	30	6	4
(xii)	Analyze the field orientation and its importance for prospecting the growth of the industry.	30	6	4
(xiii)	Enumerate plans for organizing, staffing and training a sales force.	90	18	4
(xiv)	Display competency in effective Negotiation applying negotiation	30	6	4

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	skills.			
(xv)	Apply the process of Tele-calling by prior preparation.	30	6	4
(xvi)	Plan a promotional strategy and apply with appropriate method.	60	12	4
(xvii)	Apply basic design, principles and theories for construction of promotional displays and advertising.	30	6	4
(xviii)	Identify, select and apply the theory of research methodology in respect to marketing management.	90	18	4
(xix)	Analyze the key drivers for successful customer relationship management and follow the marketing ethics.	90	18	4
CORE SKILLS				
EMPLOYABILITY SKILLS				
(i)	Apply safe working practices.	-	20	4
(ii)	Comply with environment regulation and housekeeping.	-	20	4
(iii)	Interpret & use formal and technical communication.	-	20	4
(iv)	Apply the concept in productivity & quality management in day to day work to improve productivity & quality.	-	20	4
(v)	List and interpret various acts of labour welfare legislation.	-	20	4
(vi)	Explain energy conservation, global warming and pollution and contribute in day to day work by optimally using available resources.	-	20	4
(vii)	Explain personnel finance, entrepreneurship and manage/organize related task in day to day work for personal & societal growth.	-	20	4
(viii)	Utilize basic computer applications and internet to take benefit of IT developments in the industry.	-	20	4
	Total		1600	-

SECTION 1
ASSESSMENT

21	<p>Body/Bodies which will carry out assessment: Controller of Examinations, DGT</p>
22	<p>How will RPL assessment be managed and who will carry it out? DGT will carry out the RPL assessment following the below mentioned eligibility criteria for Trainee: Applicants aspiring to appear as Private Candidates in the AITT under CTS for award of NTC, have been categorized based on their educational background and experience. Subsequently 'Private Candidates' may be admitted under one of the following categories. Category wise 'eligibility criteria' for appearing as 'Private Candidate' in AITT under CTS has been listed below: Category I: Ex-trainees (successful pass-outs) of ITI A. Ex-trainees of ITI who already possess NTC in one of the trades under CTS, are eligible for applying as Private candidate for an allied trade, provided he/ she fulfils all the conditions regarding educational qualification etc. prescribed for that allied trade. B. In addition, the applicant should possess minimum of 1 year experience (as on date of submission of application) post the date of AITT result declaration in the desired allied trade in establishments implementing Apprenticeship Training Scheme (ATS)/ establishments registered under the Apprenticeship portal or registered MSMEs or Entities registered with any government/local authorities / shops covered under Factories Act 1948 and Shops and Establishments Act applicable for the concerned State. Category II: 'Ex-trainees (successful pass-outs) and current trainees under CoE scheme A. The applicant should have the minimum prescribed entry qualification and should fulfil eligibility criteria for the desired trade under CTS, in which he/she intends to appear for AITT as Private Candidate. CoE candidates must register as 'Private Candidate' under CTS in the relevant/mapped CTS trade only. B. There should be a minimum gap of 1 year between successful completions of CoE training i.e. from the date of result declaration to the date of submission of application for 'Private Candidate' certification. C. During this gap of 1 year, the candidate must have undergone Industry training or gained experience in desired trade in establishments implementing Apprenticeship Training Scheme (ATS)/ establishments registered under the Apprenticeship portal or registered MSMEs or Entities registered with any government/local authorities / shops covered under Factories Act 1948 and Shops and Establishments Act applicable for the</p>

	<p>concerned State.</p> <p>Category III: SCVT Candidates (admitted till August 2018 session)</p> <p>A. No special provisions have been made for SCVT Trainees to enrol as 'Private Candidate'. Going forward, SCVT trainees have been granted equivalence vide G.S.R 186(E) dated 2nd March 2017 for undergoing apprenticeship training under the Apprentices Act 1961 to obtain 'NAC'.</p> <p>B. Only for SCVT trainees admitted till August 2018 batch, provision has been made for obtaining NTC by appearing in AITT under 'Private Candidate'. Such trainees will continue to be governed by old guidelines for 'Private Candidate'.</p> <p>Category IV: Other Candidates (candidate not falling in any of the above 3 categories, including SCVT trainees enrolled from admission session 2019 onwards)</p> <p>A. The applicant should have the minimum prescribed entry qualification and should fulfil eligibility criteria for the relevant trade under CTS, in which he/she desires to appear for AITT as Private Candidate.</p> <p>B. Applicant should be minimum 21 years of age on the date of submission of application. There is no upper age limit.</p> <p>C. The applicant should possess minimum of 3 years' experience (on the date of submission of application) in the relevant trade in establishments implementing Apprenticeship Training Scheme (ATS)/ establishments registered under the Apprenticeship portal or registered MSMEs or Entities registered with any government/local authorities / shops covered under Factories Act 1948 and Shops and Establishments Act applicable for the concerned State.</p> <p>For detail and updated information please refer to DGT web portal.</p>
<p>23</p>	<p>Describe the overall assessment strategy and specific arrangements which have been put in place to ensure that assessment is always valid, reliable and fair and show that these are in line with the requirements of the NSQF.</p> <p>(1) Assessment process:</p> <p>The assessment for the qualification is carried out by conducting formative assessments, and end of year examinations (Summative). The formative assessments in respect of each Learning Outcome for practical and related theory are conducted by the concerned instructors for evaluating the knowledge and skill acquired by trainees and the behavioural transformation of the trainees. This formative assessment is primarily carried out by collecting evidence of competence gained by the trainees by evaluating them at work based on assessment criteria, asking questions and initiating formative discussions to assess understanding and by evaluating records</p>

and reports. Summative assessment is carried out by All India Trade Test on Trade Theory, Trade practical and Employability Skills. The question papers for the theory Examinations contain objective type questions.

The marking pattern and distribution of marks for the qualification are as under:

Marking Pattern			
Sl. No.	Type of assessment	Subject for the trade test	Marks
1	Summative Assessment	Practical	250
2		Trade Theory	100
3		Employability Skills	50
4	Formative assessment based on Learning Outcomes		200
TOTAL:			600

(2) Minimum pass marks:

The minimum pass percent for Trade Practical and Formative assessment is 60% & for all other subjects is 33%. There will be no Grace marks.

Testing and certifications for the course:

Controller of examinations, DGT carries out the assessment and issues National Trade Certificate (NTC) following the norms and guidelines issued by the Directorate from time to time.

Overall assessment strategy:

Assessment of the qualification evaluates trainees to show that they can integrate knowledge, skills and values for carrying out relevant tasks as per the defined learning outcomes and assessment criteria. The trainees may choose the preferred language for assessment. The underlying principle of assessment is fairness and transparency. While assessing the trainee, assessor is directed to assess as per the defined assessment criteria

	<p>against the learning outcomes. The evidence of the competence acquired by the trainees can be obtained by conducting theory and practical examinations, observing the trainees at work, asking questions and initiating discussions to assess, understand and evaluate records and reports. The ultimate objective of the assessment is to assess the candidates as per the defined assessment criteria for the learning outcomes.</p> <p>Specific Arrangements for assessment:</p> <ul style="list-style-type: none"> • Assessment is outcome-based. • There are formative and summative assessments in Theory and Practical. • Assessment is carried out in Trade theory, Trade Practical and Employability Skills. • While Trade Theory and Trade Practical are used for assessing Trade-related jobs and Employability skills is used to test the communication, professional language, leadership, entrepreneurship and team-work abilities of the trainee. • In addition to demonstration of theory and practical knowledge, trainees get a chance to present total personality. <p>Quality assurance activities:</p> <p>Question papers are set by external paper setters/ software generated. Evaluation of Theory Examinations in Trade and Employability Skill is done by third-party agency.</p> <p>Trade Practical is examined by External Examiner.</p>
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24. Assessment evidences

Title of Component: **Formative Assessment Breakup**

(on half yearly average of the learning assessment covered)

Means of assessment

Assessment will be evidence based comprising the following for each Learning Outcome:

Serial No.	Terminal Competency	Maximum Weightage (%)
1	Safety consciousness	15
2	Workplace hygiene	5
3	Attendance/ Punctuality	10
4	Ability to follow Manuals/ Written instructions	5
5	Application of Knowledge	10
6	Skills to handle tools / equipment/ Instruments/ Devices	10
7	Economical use of materials	5

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	8	Working Strategy	10
	9	Quality in workmanship/ Performance	15
	10	VIVA	15
		Total Maximum Weightage (%)	100

Pass/Fail

The minimum pass percentage is 60% marks for formative assessment.

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ASSESSMENT CRITERIA

LEARNING OUTCOME (TRADE SPECIFIC)	
LEARNING OUTCOMES	ASSESSMENT CRITERIA
1. Demonstrate communication and written skills on English language for doing official works.	Identify vowels & Consonants and make sentences with Pronunciation.
	Perform Transformation of Sentences, adjectives of Comparison, Voice Change and Narration.
	Perform change of tenses, Spellings and Vocabulary Building by using Synonym & Antonym and words that are often confused.
	Demonstrate reading of sentences and understand its types like – Skimming, Scanning and Cognates.
	Check capability of understanding text structures.
	Demonstrate reading of current news and give opinions.
	Engage into Group Discussions.
	Prepare news Reports, elementary office reports, memos and notices.
	Construct Simple sentences.
	Prepare news reports & paragraphs.
	Carry out form filling and address envelopes.
	Prepare layout of letters, writing requests and answer queries.
	Prepare draft of application letters & letters of appointments.
Prepare draft of Office notification and job orders.	
Carry out exercises on simple comprehension.	
2. Generate a personalized informal or official letter; make spreadsheets and presentations of appropriate structure	Operate operating system and start working with MS Word, type a content, edit a content, mail merge and print.
	Compile reports and projects, password protection of documents and convert documents into a .pdf file.
	Use MS-Excel as a database manager, excel as a

complying with MS office applications.	calculating application, apply basic calculations and formulating Techniques.
	Apply few commands like Edit, Format and compilation of reports based on targets or number driven, and password protection of excel sheets.
	Use MS-PowerPoint as a presentation manager and present business ideas using Slides.
	Create presentations, editing & formatting a presentation and prepare briefs of corporate business by presentation.
3. Display competence in oral, written, and visual communication.	Demonstrate speaking about self, career aspirations and on any given topics.
	Exhibit competence while speaking on the spot –extempore, just a minute, role-play, and dialogue deliveries.
	Demonstrate Group discussions and role-play.
	Use interjections while raising a query and answering a query.
4. Apply safe working practices with OSH legislations in India.	Explain general guidelines to prevent an accident from happening – depending on job types.
	Perform humanity and helping colleagues and follow safety about oneself in emergency.
	Demonstrate the process to evacuate workplace in case of an emergency viz. earthquake, fire, terror attack, etc.
	Explain Workmen’s Compensation Act & ESI Act with examples & case studies.
	Follow the practical aspects of Factories Act.
5. Browse appropriate search engines for creation of document and maintain data record.	Perform opening a mail account or use Outlook Express MS Outlook.
	Perform sending of e-mails and answer to e-mails.
	Rectify security issues and change passwords.
	Apply basics of online marketing; ecommerce and m-commerce.

	<p>Prepare online marketing reports, use software to convert data in different forms using freeware; apply concepts of spyware, malware and internet security.</p> <p>Prepare Resume, introductory notes, e-mail communication, request for meetings and written acknowledgements.</p>
6. Apply the proper corporate guidelines for women at work place, manage work life balance and benefits of social media.	<p>Describe Govt. and corporate guidelines for women at workplace.</p> <p>Explain the social and physical abuse done to women and legal defence sought by women in her working environment.</p> <p>Encourage the need for managing work life balance.</p> <p>Enumerate the uses of social media for prospecting personally and in business.</p>
7. Identify and select the conceptual skills & quantitative skills in an economic context as per Indian scenario.	<p>Explain the need for economics – case studies from real life examples.</p> <p>Demonstrate the different market structures and common problems like unemployment , inflation etc.</p> <p>Explain the meaning of planned economy and comparison of Indian and Chinese economies.</p> <p>Explain economic growth which will be benefitted to be an entrepreneur.</p> <p>Explain modern economic thoughts involving National Economic Planning to ensure the survival of the weakest.</p> <p>Review of the concepts- happy capitalism, trickle up theory, wealth at the bottom of the pyramid and Hindu growth rate.</p> <p>Perform testing of business ideas for justifying business growth and make profits.</p>
8. Apply a range of recognised time	Determine value of time required for a business that leads to punctuality, regularity and positive attitude towards work.

management techniques.	Prepare a schedule by prioritising the work load and make plans for the goals.
	Demonstrate project planning processes and respect others time.
9. Identify and demonstrate the Marketing Concepts in real life.	Apply marketing concepts in the real life by doing case studies.
	Explain definition of marketing, overview of marketing domains and job possibilities.
	Demonstrate the KRA of a junior marketing executive.
10. Identify the consumer behaviour in respect of segmentation of the market.	Explain division of Indian consumers into subcategories – Upper Class, Middle Class and Lower Class.
	Demonstrate the typical buying behavior of Upper Class, Middle Class and Lower Class based on Case Studies.
	Explain various segmentation of market.
11. Identify and classify the different Marketing Concept.	Explain the types of channels available – their purposes and benefits.
	Determine different channels of marketing and apply as per the marketing format.
	Explain the meaning of Retailing.
	Demonstrate types of retailing formats in India.
12. Analyze the field orientation and its importance for prospecting the growth of the industry.	Explain field orientation and purposes of doing field orientation.
	Create a prospect pipeline; explain the process to approach prospects and Cold calling.
	Demonstrate greeting a prospect/customer, introducing oneself to a prospect and carry important items for

	convincing a prospect.
	Perform self-orientation before meeting someone to convince in buying a product/service.
13. Enumerate plans for organizing, staffing and training a sales force.	Demonstrate the meaning, importance, relevance and scope of sales.
	Explain the steps in the sales process and handle objections.
	Prepare sales pitch on product/service and deliver the pitch.
14. Display competency in effective Negotiation applying negotiation skills.	Introduce product/service to the prospect/customer.
	Demonstrate various Negotiation process to bring the prospect/customer to negotiating terms.
15. Apply the process of Tele-calling by prior preparation.	Explain the Meaning, Utility, Process and Advantages of Personal Selling.
	Demonstrate types of personal selling– Manual, Tele – Calling and Internet based sale.
	Perform greeting of prospects over the phone.
	Create curiosity in the minds of the prospect for product/service.
	Demonstrate the challenges faced by the tele-caller and to over-come such challenges.
16. Plan a promotional strategy and apply with appropriate method.	Explain various types of promotion – ATL (Above The Line), BTL (Below The Line) – Meaning and implications.
	Apply the process of ATL and BTL as per situation and use BTL with the retailers, dealers and wholesalers.
	Explain the meaning and Importance POP (Point-of-Purchase).

17. Apply basic design, principles and theories for construction of promotional displays and advertising.	Explain the Principles & elements of display.
	Plan, design & construct props for display.
	Develop designs and install visual merchandising displays in the retail industry.
18. Apply the theory of research methodology in respect to marketing management.	Explain Market Research – Meaning and Importance, Types of research – Primary and Secondary.
	Explain the meaning of Feedback Approach, importance of Feedback Approach, approaching the respondent, creating rapport with the respondent and noting of their responses.
	Prepare Market Research Report and importance of writing a report.
	Prepare report- explaining the Problem and Approach to the Problem.
	Explain the Methodology used for Data Collection.
	Demonstrate Data Interpretation, Recommendations and Suggestions.
19. Analyze the key drivers for successful customer relationship management and follow the marketing ethics.	Demonstrate Customer relationship and business objective.
	Develop relation building and explain its benefits to the organization.
	Register complaints from customers, filing them and reporting to senior management and ensure that the problem of the customer is solved.

LEARNING OUTCOME (CORE SKILL)	
LEARNING OUTCOME	ASSESSMENT CRITERIA
EMPLOYABILITY SKILLS	
1. Apply safe working practices	Follow and maintain procedures to achieve a safe working environment in line with occupational health and safety regulations and requirements and according to site policy.
	Recognize and report all unsafe situations according to site policy.
	Identify and take necessary precautions on fire and safety hazards and report according to site policy and procedures.
	Identify, handle and store / dispose off dangerous goods and substances according to site policy and procedures following safety regulations and requirements.
	Identify and observe site policies and procedures in regard to illness or accident.
	Identify safety alarms accurately.
	Report supervisor/ Competent of authority in the event of accident or sickness of any staff and record accident details correctly according to site accident/injury procedures.
	Identify and observe site evacuation procedures according to site policy.
	Identify Personal Protective Equipment (PPE) and use the same as per related working environment.
	Identify basic first aid and use them under different circumstances.
	Identify different fire extinguisher and use the same as per requirement.
2. Comply with environment regulation and housekeeping	Identify environmental pollution & contribute to the avoidance of instances of environmental pollution.
	Deploy environmental protection legislation & regulations
	Take opportunities to use energy and materials in an environmentally friendly manner.
	Avoid waste and dispose waste as per procedure.
	Recognize different components of 5S and apply the same in the working environment.

3. Interpret & use formal and technical communication.	Obtain sources of information and recognize information.
	Use and draw up technical drawings and documents.
	Use documents and technical regulations and occupationally related provisions.
	Conduct appropriate and target oriented discussions with higher authority and within the team.
	Present facts and circumstances, possible solutions & use English special terminology.
	Resolve disputes within the team.
	Conduct written communication.
4. Apply the concept in productivity & quality management in day to day work to improve productivity & quality.	Explain the concept of productivity and apply during execution of job.
	Explain the concept of quality tools and apply during execution of job.
5. List and interpret various acts of labour welfare legislation.	Explain basic concept of labour welfare legislation, adhere to responsibilities and remain sensitive towards such laws.
	Knows benefits guaranteed under various acts.
6. Explain energy conservation, global warming and pollution and contribute in day to day work by optimally using available resources.	Explain the concept of energy conservation, global warming, pollution and utilize the available resources optimally & remain sensitive to avoid environment pollution.
	Explain standard procedure for disposal of waste.
7. Explain personnel finance, entrepreneurship and manage/organize related task in day to day work for personal & societal growth.	Explain personnel finance and entrepreneurship.
	Explain role of various schemes and institutes for self-employment i.e. DIC, SIDA, SISI, NSIC, SIDO, Idea for financing/ non-financing support agencies to familiarize with the policies/ programmes, procedure & the available scheme.
	Prepare a report to become an entrepreneur for submission to financial institutions.
8. Utilize basic computer applications and internet to take	Explain the basic hardware of personal computer.
	Use common application software viz., word, excel, power point etc., in day to day work.
	Awareness about useful internet websites, search relevant

benefit of IT developments in the industry.	information pertaining to the assigned tasks.
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SECTION 2

25. EVIDENCE OF LEVEL

OPTION A

Title/Name of qualification/component: Marketing Executive			Level: 4
NSQF Domain	Outcomes of the Qualification/Component	How the outcomes relate to the NSQF level descriptors	NSQF Level
Process	<p>Familiar, Predictable, Routine Situations of Clear Choice</p> <ul style="list-style-type: none"> • Demonstrate communication and written skills on English language for doing official works. • Generate a personalized informal or official letter; prepare spreadsheets and presentations of appropriate structure complying with MS office applications. • Display competence in oral, written, and visual communication. • Browse appropriate search engines for creation of document and maintain data record. • Identify and demonstrate the Marketing Concepts in real life. 	<p>The learner develops effective communication skills, soft skills and is high on convincing people. Promotes product, service or ideas, develops sales strategies to enhance profitability of the organization and increases volume of sales. Its routine work and situation of clear choice as per the learning outcomes 'Display competence in oral, written, and visual communication' and 'Identify and demonstrate the Marketing Concepts in real life'.</p> <p>Hence NSQF Level is 4 for this Descriptor.</p>	4

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Title/Name of qualification/component: Marketing Executive			Level: 4
NSQF Domain	Outcomes of the Qualification/Component	How the outcomes relate to the NSQF level descriptors	NSQF Level
Professional knowledge	<p>Factual Knowledge of field of Knowledge or study</p> <ul style="list-style-type: none"> • Computer overview Office Application • Speaking – how to express yourself verbally, importance of good spoken communication in any field of advancement • Advanced internet application • Women and Occupational Safety; Managing work and family • Social / Formal etiquettes • Consumer Behaviour and classes in India / Buyer Behaviour • Relationship Building and Marketing ethics. 	<p>The learner understands and is able to demonstrate knowledge and analyze the key drivers for successful customer relationship management and follow the marketing ethics in practice. Has strong networking with dealers, wholesalers, retailers.</p> <p>The individual has the factual knowledge of marketing sector by understanding customer's needs and demand.</p> <p>Hence NSQF Level is 4 for this Descriptor.</p>	4
Professional skill	<ul style="list-style-type: none"> • Apply the proper corporate guidelines for women at work place, manage work life balance and benefits of social media. • Apply a range of recognised time management techniques. • Identify the consumer behaviour in respect of segmentation of the market. • Analyze the field orientation and its 	<p>The learner recalls and demonstrates practical skills by identifying the consumer behaviour in respect of segmentation of the market and tries to promote the goods or services accordingly. The learner applies marketing theories for framing effective marketing policies as per the learning outcome 'Analyze the field orientation and its importance for prospecting the growth of</p>	4

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Title/Name of qualification/component: Marketing Executive			Level: 4
NSQF Domain	Outcomes of the Qualification/Component	How the outcomes relate to the NSQF level descriptors	NSQF Level
	importance for prospecting the growth of the industry.	the industry.’ Hence NSQF Level is 4 for this Descriptor.	
Core skill	<p>Basic Mathematical and Algebraic principles</p> <ul style="list-style-type: none"> Apply the concept in productivity & quality management in day to day work to improve productivity & quality. <p>Basic understanding of social political and natural environment</p> <ul style="list-style-type: none"> Explain personnel finance, entrepreneurship and manage/organize related task in day to day work for personal & societal growth. <p>Language to communicate written or oral, with required clarity</p> <ul style="list-style-type: none"> Interpret & use formal and technical communication. List and interpret various acts of labour welfare legislation. 	<p>The learner applies basic mathematical and algebraic principles for doing his/her day to day work to improve productivity & quality.</p> <p>The learner is able to communicate orally & in written using simple English language and has strong listening skills. Works as a team player and able to explain technical terms with required clarity. The learner performs the job complying environment regulation and housekeeping by applying safe working practices. Maintains energy conservation, prevents global warming & pollution by optimally using available resources in day to day work.</p> <p>Hence NSQF Level is 4 for this descriptor.</p>	4
Responsibility	<ul style="list-style-type: none"> Plan a promotional strategy and apply with appropriate method. 	The learner applies basic design principles and theories for the construction of promotional	4

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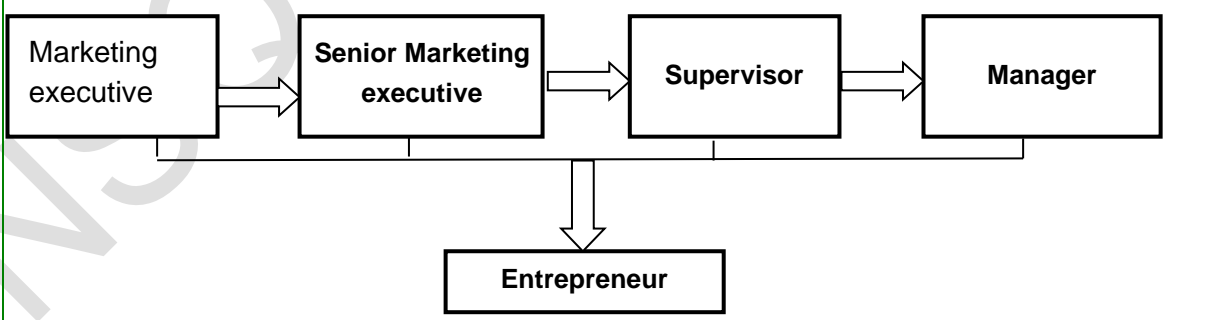
Title/Name of qualification/component: Marketing Executive			Level: 4
NSQF Domain	Outcomes of the Qualification/Component	How the outcomes relate to the NSQF level descriptors	NSQF Level
	<ul style="list-style-type: none"> Apply basic design, principles and theories for construction of promotional displays and advertising. Identify, select and apply the theory of research methodology in respect to marketing management. Analyze the key drivers for successful customer relationship management and follow the marketing ethics. 	<p>displays and advertising and ensures that he is able to meet targets. Increase productivity and growth of the company by displaying sense of responsibility and knowledge as per the learning outcome' Plan a promotional strategy and apply with appropriate method.'</p> <p>Hence NSQF Level is 4 for this descriptor</p>	

SECTION 3
EVIDENCE OF NEED

26	<p>What evidence is there that the qualification is needed? What is the estimated uptake of this qualification and what is the basis of this estimate?</p> <table border="1" data-bbox="325 506 1474 1585"> <thead> <tr> <th data-bbox="325 506 635 651">Basis</th> <th data-bbox="635 506 1474 651">In case of other Awarding Bodies (Institutes under Central Ministries and states departments)</th> </tr> </thead> <tbody> <tr> <td data-bbox="325 651 635 1032">Need of the qualification</td> <td data-bbox="635 651 1474 1032">Office Administration & Facility Management Sector has a significant presence of organized as well as unorganized skilled manpower requirement. This sector is poised to grow exponentially in the years to come and is highly labour intensive and there are many emerging trends in this sector. Hence the qualification has been designed keeping in view to cater to the ever-increasing demand of skilled manpower in consultation with stakeholders.</td> </tr> <tr> <td data-bbox="325 1032 635 1413">Industry Relevance</td> <td data-bbox="635 1032 1474 1413">The job role defined for the qualification is as per the National Classification of Occupations 2015 which is developed by Employment Directorate under the ministry of Labour and Employment in collaboration with different industry partners and as per ILO guidelines. Moreover, the training is imparted in ITIs/NSTIs/MSTIs/ BTC/ BTPs/ Industries / Establishments etc. where such requirement is available. This justifies the qualification is very much relevant for industry.</td> </tr> <tr> <td data-bbox="325 1413 635 1518">Usage of the qualification</td> <td data-bbox="635 1413 1474 1518">The Proposed qualification will create skilled Craftsman for various establishments in different Sectors.</td> </tr> <tr> <td data-bbox="325 1518 635 1585">Estimated uptake</td> <td data-bbox="635 1518 1474 1585">The present seating capacity is approximately 780.</td> </tr> </tbody> </table>	Basis	In case of other Awarding Bodies (Institutes under Central Ministries and states departments)	Need of the qualification	Office Administration & Facility Management Sector has a significant presence of organized as well as unorganized skilled manpower requirement. This sector is poised to grow exponentially in the years to come and is highly labour intensive and there are many emerging trends in this sector. Hence the qualification has been designed keeping in view to cater to the ever-increasing demand of skilled manpower in consultation with stakeholders.	Industry Relevance	The job role defined for the qualification is as per the National Classification of Occupations 2015 which is developed by Employment Directorate under the ministry of Labour and Employment in collaboration with different industry partners and as per ILO guidelines. Moreover, the training is imparted in ITIs/NSTIs/MSTIs/ BTC/ BTPs/ Industries / Establishments etc. where such requirement is available. This justifies the qualification is very much relevant for industry.	Usage of the qualification	The Proposed qualification will create skilled Craftsman for various establishments in different Sectors.	Estimated uptake	The present seating capacity is approximately 780.
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27	<p>Recommendation from the concerned Line Ministry of the Government/Regulatory Body. To be supported by documentary evidences.</p> <p>The qualification, originally designed for Craftsman Training Scheme is in existence for many years and approved by DGT (Regulatory Body) under Ministry of Skill Development and Entrepreneurship, Govt. of India.</p>										
28	<p>What steps were taken to ensure that the qualification(s) does (do) not</p>										

	<p>duplicate already existing or planned qualifications in the NSQF? Give justification for presenting a duplicate qualification</p> <p>The qualification is originally designed and approved by DGT for the Craftsman Training Scheme and is in existence for many years. No such duplicate qualification of same duration and competencies exists.</p>
29	<p>What arrangements are in place to monitor and review the qualification(s)? What data will be used and at what point will the qualification(s) be revised or updated? Specify the review process here</p> <ul style="list-style-type: none"> • The research wing of CSTARI & DGT reviews and updates the qualification, in consultation with industries and other stakeholders, on a regular basis by conducting trade committee meetings. • DGT will monitor any duplicity by comparing existing qualifications with upcoming ones in the National Qualifications Register (NQR) and relevant sectors.

SECTION 4
EVIDENCE OF PROGRESSION

30	<p>What steps have been taken in the design of this or other qualifications to ensure that there is a clear path to other qualifications in this sector? Show the career map here to reflect the clear progression</p> <p>On completion of the training the trainee will have an opportunity to move in vertical / horizontal pathways to promote to higher designations. The learner can further undergo other specialised courses to excel in the relevant field.</p>  <pre> graph LR A[Marketing executive] --> B[Senior Marketing executive] B --> C[Supervisor] C --> D[Manager] B --> E[Entrepreneur] </pre>
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