

ADVERTISING

CREATIVE INDUSTRIES WORKFORCE SKILLS QUALIFICATIONS – MEDIA & COMMUNICATIONS | COMPETENCY MAP

INTRODUCTION | ADVERTISING COMPETENCY MAP

INTRODUCTION TO THE ADVERTISING COMPETENCY MAP

The Advertising Competency Map is part of the Creative Industries Workforce Skills Qualification (WSQ) Framework, which comprises 26 competency maps covering three Creative Industries clusters of Arts and Culture, Design, and Media and Communications.

ARTS AND CULTURE	DESIGN	MEDIA AND COMMUNICATIONS
Creative Practice Cultural Heritage Events Management Performing Arts Technical Theatre Visual Arts	Architecture Exhibition Design Interior Design Industrial Design Visual Communication	Advertising Broadcast Direct & Interactive Marketing Digital Media – Animation Digital Media – Games Development Film & Television Library & Information Services Media Music Public Relations Printing Publishing – Book Publishing – Magazine Publishing – Web

Each competency map of the Creative Industries WSQ Framework has been endorsed by Manpower Skills and Training Council that has been set up to steer the training and development of professionals in the Creative Industries.

This Advertising Competency Map provides an overview of the competencies required of different functions and job roles of the Advertising industry. The development of the Advertising Competency Map was guided by the Advertising Industry Key Purpose (IKP) and it was developed after detailed consultation with representatives from the Advertising industry such as Kult, and the Association of Accredited Advertising Agents Singapore.

Each of the competency units listed in this competency map are further developed into competency standards that provide information on the expected work activities, expected work outcomes and skills and knowledge required of a person to perform the work activities addressed by the competency standards. The competency units are further grouped together into qualifications to provide competency progression pathways for the Advertising industry.

INTRODUCTION | ADVERTISING COMPETENCY MAP

The Advertising Competency Map serves as a resource for employers and individuals to chart training and development and career development pathways and for training providers to identify potential training programmes to develop and deliver.

The details of the competency standards and qualifications documents are recorded in separate documents from the Advertising Competency Map and should be read together to serve the needs of employers, individuals and training providers.

The Advertising Competency Map would be reviewed on a regular basis (i.e., at least every three years). This will help to ensure that the Advertising Competency Map is current and continually meet industry needs.

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INDUSTRY KEY PURPOSE | ADVERTISING

Industry Key Purpose

The Industry Key Purpose describes what the industry delivers in terms of product and services meeting the needs of industry, the attributes/attitudes of workforce, and the aspirations of the industry. The Key Industry Purpose provides guidance and direction in the development of the competency map and identification of competency units so as to ensure that the competency units listed in the competency map would help the industry to achieve its industry key purpose.

Advertising Industry Key Purpose: **To support development of creative venture and delivery to enhance the quality of media and generate valuable media content, therefore contribute towards the enhancement of quality of life.**

ORGANISATION STRUCTURE | ADVERTISING

Advertising Organisation Structure

The Advertising Organisation Structure provides an overview of the various functions and job roles within a typical Advertising agency. Competency Units are identified and sorted based on the functions, job role and WSQ qualifications level, to enable identification and development of appropriate training and development interventions by employers, individuals and training providers and to enable planning of progression and development pathways.

WSQ Qualifications Levels / WSQ Competency Level			Functions in an Advertising Agency			
			Account Management	Creative	Planning	Creative Services
WSQ Graduate Certificate	6	Job Roles	Account Management Director / Client Services Director	Creative Director / Executive Creative Director	Head of Planning	
WSQ Specialist Diploma	5		Account Director / Group Account Director	Creative Group Head	Strategy Director / Planning Director	Head of Creative Services / Creative Services Director
WSQ Diploma	4		Account Manager	Design Director Art Director / Senior Art Director Copywriter / Senior Copywriter	Planner / Strategist	Head of Production Head of Traffic Studio Manager
WSQ Advanced Certificate	3		Account Executive	Designer (From Visual Communication)		Print Producer Commercial Producer Traffic Executive Production Executive Art Buyer
WSQ Higher Certificate	2					Desktop Publishing (DTP) Finished Artwork (FA) Artist

WSQ Qualifications Level: There are five levels of WSQ qualifications in the Advertising Competency Map. Each level indicates the corresponding complexity of knowledge, depth of skills and accountability that the job role demands.

Functions: Functions are not meant to be equivalent to Departments. Functions indicate the typical broad work areas in an advertising agency.

Job Roles: Job roles are not meant to be equivalent to Job Titles. An individual holding a job title of “Art Director” may assume a number of job roles such as overseeing group accounts in both creative and services.

COMPETENCY CATEGORY | ADVERTISING

Competency Categories	
<p>The Competency Category indicates the functional nature of the skills and knowledge identified under a competency unit. The competency categories that are found within the Creative Industries WSQ framework and relevant to the Advertising Competency Map and their descriptors are presented below.</p>	
<p><u>Analytical Conceptual and Evaluative Skills (ACE)</u> Develops ability to generate feasible, efficient and innovative solutions to solve work problems, enhance productivity and capitalize on new opportunities</p>	<p><u>Finance Competency Category (FIN)</u> Covers skills and knowledge required for basic budgeting to offering full coverage of financial operations within an organisation.</p>
<p><u>Advertising (AD)</u> Covers skills and knowledge required for strategy, programming and production, copywriting, promotion and sales, and research and planning to meet the needs of the advertising brief for the client.</p>	<p><u>Human Resource (HR)</u> Covers the activities of recruitment, pay, performance management, promotions, management relations and planning in an effective, legal, fair, and consistent manner.</p>
<p><u>Animation (AN)</u> Covers skills and knowledge required for conceptualising, developing and producing animation.</p>	<p><u>Interactive Media Competency Category (IM)</u> Covers skills and knowledge required for managing activities within media, ranging from web design to interactive and multimedia.</p>
<p><u>Build Relationship (RTL)</u> Covers long term plan of action designed to achieve the vision and goals of the organisation.</p>	<p><u>Lead with Vision (VIS)</u> Leaders set an inspiring vision for the future and align their organisation culture with the vision. They create commitment and chart a course of action that will fulfil the vision.</p>
<p><u>Business Operations (BO)</u> Covers the activities involved in the running of a business for the purpose of producing goods / services and creating value.</p>	<p><u>Learning (LD)</u> Covers interventions and activities that are intended to improve the knowledge and skills of the workforce through interventions such as training, coaching, and formal education.</p>
<p><u>Communications Competency Category (COM)</u> This covers the transmission of thoughts, ideas and feelings from one mind to another to accomplish tasks and to achieve goals.</p>	<p><u>Marketing and Public Relations (MPR)</u> Covers skills and knowledge required for conceptualising, designing, implementing opportunities for maximising sales and promotion of goods, services and people.</p>
<p><u>Copyright, Licensing and Intellectual Property Rights (CLR)</u> Covers skills and knowledge required for negotiating, protecting and avoiding exploitation of intellectual property and creative work.</p>	<p><u>Photoimaging (PHO)</u> Covers the creation, processing, compression, storage, printing, and display of digital photographic images.</p>
<p><u>Design Competency Category (DES)</u> Covers skills and knowledge required for conceptualising, designing, developing, implementing and realising the design product as agreed with the client.</p>	<p><u>Project Management (PM)</u> Covers organising and managing resources in such a way that the project is completed within defined scope, quality, time and cost constraints.</p>
<p><u>Direct Marketing (DM)</u> Covers the trackable, measurable results or response generated by marketing regardless of medium.</p>	<p><u>Printing (PRI)</u> Covers skills and knowledge required for setting -up, running and maintaining various machines within a printing environment.</p>

COMPETENCY CATEGORY | ADVERTISING

Competency Categories	
<p><u>Problem Solving (PS)</u> Covers research into problems, generation of solutions, selection and application of solutions and evaluating the solution applied.</p>	<p><u>Strategy Planning and Implementation (SPI)</u> Develop business strategies and plans aligned with organisational objectives, make strategic decisions and implement action plans to achieve long-term goals</p>
<p><u>Quality Management (QM)</u> Covers methods for ensuring that all the activities necessary to design, develop and implement a product or service are effective and efficient with respect to the system and its performance.</p>	<p><u>Television Production (TVP)</u> Covers the skills and attributes needed to manage the process of film, television and radio programme making.</p>
<p><u>Research (RES)</u> Covers using gathering, analysing and interpreting information relevant to a specific area of enquiry.</p>	<p><u>Television, Film and Radio Production (TVRP)</u> Covers the skills and attributes needed to manage the process of film and television programme making.</p>
<p><u>Sales (SAL)</u> Covers the act of meeting prospective buyers and providing them with a product or service in turn of money or other required compensation.</p>	<p><u>Writing (WRI)</u> Covers script writing for television, film, radio and animation as well as factual writing including advertising copy</p>
<p><u>Strategy Competency Category (STR)</u> Covers long term plan of action designed to achieve the vision and goals of the organisation.</p>	

COMPETENCY CATEGORY | ADVERTISING

Competency Units

Competency unit: A competency unit represents a set of work activities that can be undertaken by an individual, and the skills, knowledge and abilities associated with the work activities that can be used to certify an individual's competence in performing the set of work activities

Competency unit code: A competency unit code is assigned to each competency unit to identify the WSQ framework and competency category that the competency unit originates from. The competency unit code also identifies the WSQ qualifications level that is associated with the competency unit providing an indication of the level of complexity of skills and knowledge required under the competency unit.

For example, for a competency unit coded as CI-DES-504S-0:

- 'CI' indicates that the competency unit originates from the Creative Industries WSQ framework;
- 'DES' indicates that the competency unit originates from the competency category of "Design" competency category; '5' indicates that it is pegged to WSQ qualifications level 5 which is WSQ Specialist Diploma level;
- '04' is the serial number assigned to the competency unit;
- 'S' indicates that the competency unit is usually a specialization unit when used by an individual to achieve a WSQ qualification, other types of units include core units ('C') and elective units ('E'); and
- '0' indicates the version number of the competency unit which would increase as the competency unit is reviewed at every review cycle.

The competency units of the Advertising Competency Map are presented according to the Functions in an advertising agency in subsequent sections:

- Account Management
- Creative
- Creative Services
- Planning

ACCOUNT MANAGEMENT | COMPETENCIES

ADVERTISING COMPETENCY MAP

ACCOUNT MANAGEMENT | COMPETENCIES – ADVERTISING

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
6	Account Management Director / Client Services Director	CI-MPR-606S-0	Manage the agency's portfolio of accounts	CI-AD-603C-0	Manage the agency's business performance
		LPM-RES-601C-0	Lead achievement of result *	CI-BO-504C-0	Manage risk *
				CI-COM-503C-0	Develop communication strategies / plans and manage the communication process
				CI-HR-601C-0	Manage people
				LPM-VIS-601C-0	Lead organisation *
5	Account Director / Group Account Director	BM-PM-402E-1	Manage project scope *	CI-AD-506S-0	Manage the department's business performance
		CI-AD-501S-0	Manage portfolio of brands	CI-COM-502S-0	Present effectively to engage and manage your audience *
		CI-AD-502S-0	Manage advertising portfolio and client services team	CI-HR-406E-0	Contribute to the selection of personnel for activities
				CI-HR-502E-0	Manage individual and team performance
				CI-MPR-510C-1	Develop a marketing communications plan *
				CI-MPR-601S-0	Build client relationships
				CI-PM-605C-0	Direct the scope and integration of multiple projects / programmes *

*Competency Standard available

Legend of Competency Unit

BM Business Management WSQ Framework
CI Creative Industries WSQ Framework
LPM Leadership and People Management WSQ Framework
AD Advertising Competency Category
BO Business Operations Competency Category
COM Communications Competency Category

HR Human Resource Competency Category
MPR Marketing and Promotional Competency Category
PM Project Management Competency Category
RES Research Competency Category
VIS Lead with Vision Competency Category

ACCOUNT MANAGEMENT | COMPETENCIES – ADVERTISING

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
4	Account Manager	CI-AD-402S-0	Manage an advertising campaign	BM-PM-302E-1	Apply project cost management techniques *
		CI-BO-406S-0	Enable, develop and support growth of a client's business	BM-PM-409E-1	Manage project quality *
		CI-MR-402S-0	Apply knowledge of consumer trends	CI-HR-407C-0	Participate in, facilitate and promote effective working of individuals and teams
3	Account Executive	BM-PM-301E-1	Apply project scope management techniques *	CI-COM-305C-0	Demonstrate knowledge of communication services
		BM-PM-303C-1	Apply project time management techniques *	CI-PS-305C-0	Contribute to dealing with problems in the workplace
		CI-AD-301S-0	Service advertising client account		
		CI-MR-301S-0	Conduct audience research and monitor campaign effectiveness		
		CI-QM-501C-0	Deliver and maintain products / services to standards agreed by the organisation and the customer		
		CI-RES-304S-0	Use demographics and psychographics data		

*Competency Standard available

Legend of Competency Unit

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COM Communications Competency Category

HR Human Resource Competency Category
MR Market Research Competency Category
PM Project Management Competency Category
QM Quality Management Competency Category
RES Research Competency Category

CREATIVE | COMPETENCIES

ADVERTISING COMPETENCY MAP

CREATIVE | COMPETENCIES – ADVERTISING

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
6	Creative Director / Executive Creative Director	CI-AD-602S-0	Inspire, produce and manage the generation of creative concepts and ideas *	CI-BO-504C-0	Manage risk *
		CI-MPR-513S-0	Establish the conceptual and stylistic direction for client projects	CI-COM-503C-0	Develop communication strategies / plans and manage the communication process
				CI-HR-601C-0	Manage people
				CI-AD-603C-0	Manage the agency's business performance
				LPM-VIS-601C-0	Lead organisation *
5	Creative Group Head	CI-MPR-417S-1	Pitch a design proposal *	CI-AD-506S-0	Manage the department's business performance
				CI-COM-502S-0	Present effectively to engage and manage your audience *
				CI-HR-406E-0	Contribute to the selection of personnel for activities
				CI-HR-502E-0	Manage individual and team performance
				CI-MPR-510C-1	Develop a marketing communications plan *
				CI-MPR-601S-0	Build client relationships
				CI-PM-605C-0	Direct the scope and integration of multiple projects / programmes *

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BO Business Operations Competency Category
COM Communications Competency Category

HR Human Resource Competency Category
MR Market Research Competency Category
MPR Marketing and Promotional Competency Category
PM Project Management Competency Category
RES Research Competency Category
VIS Lead with Vision Competency Category

CREATIVE | COMPETENCIES – ADVERTISING

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
4	Design Director	CI-DES-331E-0	Maintain an awareness of trends and developments in design, materials, techniques and technology *	BM-PM-302E-1	Apply project cost management techniques *
		CI-DES-502S-0	Administer, coordinate and monitor contract works for a design project	BM-PM-409E-1	Manage project quality *
		CI-DES-504S-0	Establish criteria and oversee production and testing of prototypes *	CI-HR-407C-0	Participate in, facilitate and promote effective working of individuals and teams
		CI-DES-506S-0	Oversee the development of design options and final design proposals for presentation to clients		
		CI-QM-501C-0	Deliver and maintain products / services to standards agreed by the organisation and the customer		
		CI-MR-402S-0	Apply knowledge of consumer trends		
4	Art Director / Senior Art Director	CI-AD-403S-0	Conceptualise an advertising campaign	BM-PM-302E-1	Apply project cost management techniques *
		CI-AD-404S-0	Direct the production of still and moving images for advertising	BM-PM-409E-1	Manage project quality *
		CI-AN-416S-0	Illustrate concepts through sketching into a visual form	CI-HR-407C-0	Participate in, facilitate and promote effective working of individuals and teams
		CI-DES-331E-0	Maintain an awareness of trends and developments in design, materials, techniques and technology *		
		CI-DES-421S-0	Supervise production of typeface and layouts		
		CI-MPR-513S-0	Establish the conceptual and stylistic direction for client projects		
		CI-MR-402S-0	Apply knowledge of consumer trends		

*Competency Standard available

Legend of Competency Unit

BM Business Management WSQ Framework
CI Creative Industries WSQ Framework
AD Advertising Competency Category
DES Design Competency Category
HR Human Resource Competency Category

MR Market Research Competency Category
MPR Marketing and Promotional Competency Category
PM Project Management Competency Category
QM Quality Management Competency Category

CREATIVE | COMPETENCIES – ADVERTISING

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
4	Copywriter / Senior Copywriter	CI-DES-331E-0	Maintain an awareness of trends and developments in design, materials, techniques and technology *	BM-PM-302E-1	Apply project cost management techniques *
		CI-MR-402S-0	Apply knowledge of consumer trends	BM-PM-409E-1	Manage project quality *
		CI-WRI-312S-1	Write advertising copy for print media *	CI-HR-407C-0	Participate in, facilitate and promote effective working of individuals and teams
		CI-WRI-405S-0	Write advertising copy for broadcast and interactive media		
3	Designer (from Visual Communication)	CI-DES-324S-1	Apply colour theory in response to a brief *	CI-DES-241C-0	Develop an awareness of trends and developments in design, materials, techniques and technology
		CI-DES-326C-0	Generate design concepts and develop design ideas for effective design solutions *	CI-DES-342C-1	Implement design thinking *
		CI-DES-331E-0	Maintain an awareness of trends and developments in design, materials, techniques and technology *	CI-DES-343C-1	Apply professional practices in design projects *
		CI-DES-337S-1	Produce basic illustration and graphics *	CI-HR-210C-0	Work effectively with others
		CI-DES-344C-1	Apply knowledge of history and theory of design and culture to develop a design brief *	ES-ACE-102G-1	Solve problems & make decisions at operational level *
		CI-DES-349C-0	Conceptualise and produce print-based project		
		CI-DES-350C-0	Conceptualise and produce online-based project		
		CI-DES-352S-0	Articulate creative team's concept into a visual form		

*Competency Standard available

Legend of Competency Unit

BM Business Management WSQ Framework

CI Creative Industries WSQ Framework

ES Employability Skills WSQ Framework

ACE Analytical Conceptual and Evaluative Skills Competency Category

DES Design Competency Category

HR Human Resource Competency Category

MR Market Research Competency Category

PM Project Management Competency Category

WRI Writing Competency Category

PLANNING | COMPETENCIES

ADVERTISING COMPETENCY MAP

PLANNING | COMPETENCIES – ADVERTISING

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
6	Head of Planning			CI-AD-603C-0	Manage the agency's business performance
				CI-BO-504C-0	Manage risk *
				CI-COM-503C-0	Develop communication strategies / plans and manage the communication process
				CI-HR-601C-0	Manage people
				LPM-VIS-601C-0	Lead organisation *
5	Strategy Director / Planning Director	CI-DM-504S-0	Manage the use of analytics and develop data strategies *	CI-AD-506S-0	Manage the department's business performance
		CI-MR-601C-0	Use research data to identify ideal audience and optimum method of communication *	CI-COM-502S-0	Present effectively to engage and manage your audience *
		CI-RES-502S-0	Understand and implement all types of research and research tools	CI-HR-406E-0	Contribute to the selection of personnel for activities
		CI-STR-601C-0	Develop, implement and review a business / strategic plan	CI-HR-502E-0	Manage individual and team performance
				CI-MPR-510C-1	Develop a marketing communications plan *
				CI-MPR-601S-0	Build client relationships
				CI-PM-605C-0	Direct the scope and integration of multiple projects / programmes *
4	Planner / Strategist	CI-DM-405S-0	Analyse market trends and industry developments *	BM-PM-302E-1	Apply project cost management techniques *
		CI-MPR-508S-0	Coordinate data collation and interpretation	BM-PM-409E-1	Manage project quality *
		CI-MR-402S-0	Apply knowledge of consumer trends	CI-HR-407C-0	Participate in, facilitate and promote effective working of individuals and teams
		CI-MR-403C-0	Conduct market research*		
		CI-RES-404S-0	Plan, analyse and present research information		

*Competency Standard available

Legend of Competency Unit

BM Business Management WSQ Framework
CI Creative Industries WSQ Framework
DM Direct Marketing Competency Category
HR Human Resource Competency Category

MPR Marketing and Promotional Competency Category
MR Market Research Competency Category
PM Project Management Competency Category
RES Research Competency Category

CREATIVE SERVICES | COMPETENCIES

ADVERTISING COMPETENCY MAP

CREATIVE SERVICES | COMPETENCIES – ADVERTISING

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
5	Head of Creative Services / Creative Services Director	CI-DES-502S-0	Administer, coordinate and monitor contract works for a design project	CI-AD-506S-0	Manage the department's business performance
				CI-COM-502S-0	Present effectively to engage and manage your audience *
				CI-HR-406E-0	Contribute to the selection of personnel for activities
				CI-HR-502E-0	Manage individual and team performance
				CI-MPR-601S-0	Build client relationships
				CI-PM-605C-0	Direct the scope and integration of multiple projects / programmes *
4	Head of Production	CI-BO-408S-0	Manage day to day activities within creative and production areas	BM-PM-302E-1	Apply project cost management techniques *
		CI-DES-502S-0	Administer, coordinate and monitor contract works for a design project	BM-PM-409E-1	Manage project quality *
		CI-MR-402S-0	Apply knowledge of consumer trends	CI-HR-407C-0	Participate in, facilitate and promote effective working of individuals and teams
		CI-TVPR-410S-0	Apply knowledge of broadcast trends and production techniques		
4	Head of Traffic / Studio Manager	BM-PM-411E-1	Manage project knowledge and communication*	BM-PM-302E-1	Apply project cost management techniques *
		CI-COM-508E-0	Oversee communications in a creative environment	BM-PM-409E-1	Manage project quality *
		CI-DES-331E-0	Maintain an awareness of trends and developments in design, materials, techniques and technology *	CI-HR-407C-0	Participate in, facilitate and promote effective working of individuals and teams
		CI-MR-402S-0	Apply knowledge of consumer trends		
		CI-PM-414C-0	Plan and monitor projects to deliver strategic objectives *		

*Competency Standard available

Legend of Competency Unit

BM Business Management WSQ Framework
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BO Business Operation Competency Category
COM Communications Competency Category
DES Design Competency Category

HR Human Resource Competency Category
MPR Marketing and Promotional Competency Category
MR Market Research Competency Category
PM Project Management Competency Category
TVRP Television and Radio Production

CREATIVE SERVICES | COMPETENCIES – ADVERTISING

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
3	Print Producer	BM-PM-302E-1	Apply project cost management techniques *	CI-COM-305C-0	Demonstrate knowledge of communication services
		CI-DES-331E-0	Maintain an awareness of trends and developments in design, materials, techniques and technology *	CI-PS-305C-0	Contribute to dealing with problems in the workplace
		CI-FIN-306E-0	Manage budgets		
		CI-PRI-301S-0	Develop awareness of print production trends and techniques		
		CI-PRI-315C-0	Identify the production job requirements and organise people and resources for production jobs		
		CI-PRI-406S-0	Monitor and supervise print production *		
3	Commercial Producer	BM-PM-302E-1	Apply project cost management techniques *	CI-COM-305C-0	Demonstrate knowledge of communication services
		CI-DES-331E-0	Maintain an awareness of trends and developments in design, materials, techniques and technology *	CI-PS-305C-0	Contribute to dealing with problems in the workplace
		CI-FIN-306E-0	Manage budgets		
		CI-TVP-308S-0	Supervise production of TV commercial		
		CI-TVP-315S-0	Assist the director in the co-ordination of all production activity, and supervise the cast and crew		
		CI-TVP-316S-1	Book and coordinate production resources and survey locations *		
		CI-TVP-410S-1	Manage the selection and negotiation of contracts and deal memos of the production crew *		
		CI-TVPRP-410S-0	Apply knowledge of broadcast trends and production techniques		

*Competency Standard available

Legend of Competency Unit

BM Business Management WSQ Framework
CI Creative Industries WSQ Framework
COM Communication Competency Category
DES Design Competency Category
FIN Finance Competency Category

PM Project Management Competency Category
PS Problem Solving Competency Category
TVP Television Production Competency Category
TVPRP Television and Radio Production

CREATIVE SERVICES | COMPETENCIES – ADVERTISING

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
3	Traffic Executive	BM-PM-301E-1	Apply project scope management techniques *	CI-COM-305C-0	Demonstrate knowledge of communication services
		BM-PM-302E-1	Apply project cost management techniques *	CI-PS-305C-0	Contribute to dealing with problems in the workplace
		BM-PM-303C-1	Apply project time management techniques *		
		CI-BO-408S-0	Manage day to day activities within creative and production areas		
		CI-DES-331E-0	Maintain an awareness of trends and developments in design, materials, techniques and technology *		
3	Production Executive	BM-PM-302E-1	Apply project cost management techniques *	CI-COM-305C-0	Demonstrate knowledge of communication services
		CI-BO-408S-0	Manage day to day activities within creative and production areas	CI-PS-305C-0	Contribute to dealing with problems in the workplace
		CI-DES-331E-0	Maintain an awareness of trends and developments in design, materials, techniques and technology *		
		CI-PRI-315C-0	Identify the production job requirements and organise people and resources for production jobs		
		CI-QM-307C-0	Maintain quality service delivery		

*Competency Standard available

Legend of Competency Unit

BM Business Management WSQ Framework
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BO Business Operation Competency Category
COM Communication Competency Category
DES Design Competency Category

PM Project Management Competency Category
PRI Printing Competency Category
PS Problem Solving Competency Category
QM Quality Management Competency Category

CREATIVE SERVICES | COMPETENCIES – ADVERTISING

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
3	Art Buyer	BM-PM-302E-1	Apply project cost management techniques *	CI-COM-305C-0	Demonstrate knowledge of communication services
		BM-PM-406E-1	Manage project procurement *	CI-PS-305C-0	Contribute to dealing with problems in the workplace
		CI-CLR-302E-1	Administer and manage the use of licensed copyright materials created *		
		CI-DES-331E-0	Maintain an awareness of trends and developments in design, materials, techniques and technology *		
		CI-IM-410S-1	Manage digital assets *		
2	Desktop Publishing (DTP) / Finished Artwork (FA) Artist	CI-DES-329S-0	Design and produce applied design artwork, design illustrations and graphic documents using a range of manual and digital techniques and media	CI-CI-205E-0	Evaluate and adapt to a variety of technological changes
		CI-DES-334C-0	Plan work to meet production requirements	CI-HR-210C-0	Work effectively with others
		CI-PHO-206S-0	Edit and manage digital image files	CI-LD-206E-0	Improve individual and organisational performance and learning
		CI-PRI-222S-0	Produce documents using page layout software		

*Competency Standard available

Legend of Competency Unit

BM Business Management WSQ Framework

CI Creative Industries WSQ Framework

CI Change and Innovation Competency Category

CLR Copyright, Licensing and Intellectual Property Rights Competency Category

COM Communication Competency Category

DES Design Competency Category

HR Human Resource Competency Category

IM Interactive Media Competency Category

LD Learning Competency Category

PHO Photoimaging Competency Category

PM Project Management Competency Category

PRI Printing Competency Category

PS Problem Solving Competency Category

GENERIC / CROSS-SECTORAL WSQ CU ADOPTION | ADVERTISING

DEVELOPMENT OF T-SHAPED PROFESSIONALS IN ADVERTISING - GENERIC / CROSS-SECTORAL WSQ FRAMEWORK COMPETENCY UNITS ADOPTION

Generic or cross-sectoral competencies refer to horizontal multi-disciplinary skills which workers serving in different occupations and job roles across different industries and sectors may apply in the course of their work. These competencies are encapsulated in WSQ frameworks such as Business Management (BM) and Leadership & People Management (LPM) WSQ.

Practitioners serving in the Creative Industries (CI) are expected to possess specialised job-specific competencies as well as a range of generic horizontal skills in functional areas including people management, communications and project management. To support their development into T-shaped professionals, appointed CI WSQ training partners (e.g. National CET Institute, CET Centres and Programme Partners) may adopt CUs from the BM and LPM WSQ frameworks for CI WSQ programme implementation on a modular, integrated or qualification basis, subject to fulfilling applicable WSQ accreditation and funding related requirements.

While selected BM and LPM WSQ CUs are already imported into the CI WSQ Competency Maps, the range of job roles and associated competencies in CI Industries continue to expand and evolve rapidly such that other generic skills-in-demand may not have been readily imported. The flexibility accorded will enable CI WSQ training partners to design and implement WSQ programmes rapidly to meet the holistic skills development needs of CI practitioners while maintaining the integrity of CI WSQ and the WSQ system as a whole.

VERSION CONTROL | ADVERTISING

VERSION CONTROL

Version	Effective Date	Changes
1.0	February 2008	Initial Version
2.0	September 2012	First review version
2.1	March 2014	<ul style="list-style-type: none">• Inclusion of the following components into the competency map<ul style="list-style-type: none">• Introduction to Advertising Competency Map• Industry Key Purpose• Competency Category• Update competency unit codes and titles of new/revised competency units