

NATIONAL VOCATIONAL QUALIFICATION

DIGITAL MARKETING

(Level-5)



Table of Contents

| | |
|--|----|
| 1. INTRODUCTION | 1 |
| 2. PURPOSE OF THE QUALIFICATION | 1 |
| 3. DATE OF VALIDATION | 3 |
| 4. DATE OF REVIEW | 3 |
| 5. CODE OF QUALIFICATION | 3 |
| 6. QUALIFICATION DEVELOPMENT COMMITTEE | 4 |
| 7. QUALIFICATION VALIDATION COMMITTEE | 5 |
| 8. ENTRY REQUIREMENTS | 5 |
| 9. REGULATIONS FOR THE QUALIFICATION AND SCHEDULE OF UNITS..... | 5 |
| 10. SUMMARY OF COMPETENCY STANDARDS | 6 |
| 061DM05- 1 : Monetize Blog and link Payment methods | 8 |
| 061DM05- 2 : Measure Blog performance as per KPIs | 10 |
| 061DM05- 3 : Analyze / Monitor Insights on Social Media Platforms..... | 12 |
| 061DM05- 4 : Troubleshoot Google Analytics Issues..... | 14 |
| 061DM05- 5 : Perform Local SEO..... | 16 |
| 061DM05- 6 : Integrate Google Search Console (GSC)..... | 17 |
| 061DM05- 7 : Perform YouTube SEO..... | 19 |
| 061DM05- 8 : Manage Facebook and Instagram Ads | 21 |
| 061DM05- 9 : Final Project | 23 |
| 0714-E&A- 10: Manage and Supervise the Job Activities | 25 |

0714-E&A- 11: Develop Entrepreneurial Skills.....28

0714-E&A- 12: Create/Manage Profile on Freelancing Platform30

0714-E&A- 13: Write Proposals for Freelance Projects32

0714-E&A- 14: Practice Professionalism34

1. INTRODUCTION

Digital Marketing (DM) is the term used for the targeted, measurable, and interactive marketing of products or services using digital platforms to reach the viewers, turn them into customers, and retain them. Moreover, digital marketing is defined as a journey that can take an individual or organization towards new markets, discover new opportunities and protect the current landscape. Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. As digital platforms became increasingly incorporated into marketing plans and everyday life and as people increasingly use digital devices instead of visiting physical shops. Further, the key benefits of digital marketing are:

- 1) Allows companies to promote themselves to large, diverse audience that could not be reached through traditional marketing such as phone and email-based advertising.
- 2) Marketing on most social media platforms comes at little to no cost making it accessible to virtually any size business.
- 3) Accommodates personalized and direct marketing that targets specific demographics and markets.
- 4) Companies can engage with customers directly, allowing them to obtain feedback and resolve issues almost immediately.
- 5) Ideal environment for a company to conduct market research.
- 6) A mean of obtaining information about competitors and boost competitive advantages.
- 7) Social platforms can be used to promote brands, events, deals, and news.
- 8) Platforms can also be used to offer incentives in the form of loyalty points and discounts.

Furthermore, the digital marketing covers the following major parts: Fundamentals of DM, Search Engine Optimization (SEO), Social Media Marketing (SMM), Search Engine Marketing (SEM), Video Marketing, Email Marketing, Affiliate Marketing, Mobile Marketing, Content Marketing, E-commerce Marketing, Analytics and Data Management, Content Writing, and Blogging.

Being conscious of the emerging trends in the market, National Vocational & Technical Training Commission (NAVTTTC) has developed competency standards in consultation with the stakeholders including academia, researchers, industry, chambers and TEVTAs for 'Digital Marketing' under National Vocational Qualifications Framework (NVQF). The competency standards document has been designed in a way that trainees can develop skill in the ability to explore and analyze digital market in a better manner.

2. PURPOSE OF THE QUALIFICATION

The purpose of this qualification is to give the trainee a thorough understanding of Digital Marketing to compete local and international job market. Digital Marketing is diversified and continuously subject to changes. It is therefore important to stress the need for a multidisciplinary approach to meet the challenges within the Digital Marketing sector. Upon successful completion, this course will be able to:

- Produce Blogger
- Enabling the youth with greater employment opportunities
- Improve the quality and effectiveness of the training and assessment for Digital Marketing.
- Produce Affiliate Marketer
- Produce Mobile Marketer
- Produce Content Marketer

- Produce Video Marketer
- Produce Content Writer
- Produce Google Ads Specialist
- Produce SEO Assistant
- Produce SEO Expert
- Produce Junior Social Media Marketer
- Produce Senior Social Media Marketer
- Produce Assistant Web Data Analyst
- Produce E-Commerce Manager
- Produce Email Marketer

3. DATE OF VALIDATION

These national qualifications have been validated by the Qualification Validation Committee (QVC) from 4-8 August 2020 in Lahore and will remain valid until 08 August 2023.

4. DATE OF REVIEW

These national qualifications may be reviewed in July 2023.

5. CODE OF QUALIFICATION

The International Standard Classification of Education (ISCED) is a framework for assembling, compiling, and analyzing cross-nationally comparable statistics on education and training, ISCED codes for these qualifications as assigned as follow:

| ISCED CLASSIFICATION FOR DIGITAL MARKETING | |
|--|--|
| Code | Description |
| 000000000 | National Vocational qualification Level-2 in Content Writer |
| 000000000 | National Vocational qualification Level-3 in Junior Digital Marketer |
| 000000000 | National Vocational qualification Level-4 in Senior Digital Marketer |
| 000000000 | National Vocational qualification Level-5 in Expert Digital Marketer |

6. QUALIFICATION DEVELOPMENT COMMITTEE

The following members participated in the qualification development workshop from 06-10 July 2020 in Lahore:

| S. No. | Name & Designation | Organization |
|--------|--|--|
| 1. | Sajawal Khan Senior Software Engineer | King Edward Medical University, Lahore |
| 2. | Farhan Abbas Senior Software Engineer | King Edward Medical University, Lahore |
| 3. | Dr Muhammad Hamid Lecturer | University of Veterinary and Animal Sciences, Lahore |
| 4. | Rahat Jabeen Graphic Designer | FreeLancer / Self Employed |
| 5. | Adnan Aziz Alam Digital Marketing Instructor | Sanabel Ventures / PNY trainings |
| 6. | Hassan Kazmi Instructor CIT | GCT Raiwind Road, Lahore / PTEVTA Representative, Lahore |
| 7. | Sohail Asgher CEO | TechHive.pk |
| 8. | Usawal Idrees CEO / Instructor DM | Conversion Elevation / UET |
| 9. | Ali Raza Director DM Trainer | Eerkinstech / Information Technology University, Lahore |
| 10. | Zeshan Bela CEO | EZ Solutions, Lahore |
| 11. | Tariq Mehboob Database Admin | PBTE Representative |
| 12. | Muhammad Nasir Khan DACUM Facilitator | EX-DD, SS&C Wing-NAVTTTC, Islamabad |
| 13. | Muhammad Aasim Assistant Director / Coordinator | NAVTTTC HQ Islamabad |

7. QUALIFICATION VALIDATION COMMITTEE

The following members participated in the qualification validation workshop from 04 to 08 August 2020, in Lahore:

| S. No. | Name & Designation | Organization |
|--------|--|--|
| 1. | Zeshan Bela CEO | EZ Solutions, Lahore |
| 2. | Sohail Asgher CEO | TechHive.pk |
| 3. | Adnan Aziz Alam Digital Marketing Instructor | Sanabel Ventures / PNY trainings |
| 4. | Dr. Muhammad Hamid Lecturer | University of Veterinary and Animal Sciences, Lahore |
| 5. | Sajawal Khan Senior Software Engineer | King Edward Medical University, Lahore |
| 6. | Ms.Momina Hafeez Digital Marketer | ShopVilla.com.pk |
| 7. | Ahmad Hassan Digital Marketer | Black Urban Tech |
| 8. | Shaukat Ali Rana Deputy Controller PBTE | Representative PBTE, Lahore |
| 9. | Ms.Nasreen Akhtar Instructress in CS | Representative KP TEVTA GPI (W) D.I.KHAN |
| 10. | Talat Saeed Lecturer | Representative S-TEVTA GCT S.I.T.E KARACHI |
| 11. | Engr.Mehmood Ur Rehman Assistant Professor | Representative B-TEVTA GCT QUETTA |
| 12. | Muhammad Adil Senior Instructor IT | Representative P-TEVTA GCT LAYYAH |
| 13. | Muhammad Nasir Khan DACUM Facilitator | EX-DD, SS&C Wing-NAVTTTC, Islamabad |
| 14. | Muhammad Aasim Assistant Director / Coordinator | NAVTTTC HQ Islamabad |

8. ENTRY REQUIREMENTS

Entry requirements of these qualifications are Matric or equivalent with level 4 in Digital Marketing.

9. REGULATIONS FOR THE QUALIFICATION AND SCHEDULE OF UNITS

Not applicable

10. SUMMARY OF COMPETENCY STANDARDS

| Sr. | Competency Standards | Occupation | Estimated Contact Hours | | | Total Credit Hours |
|-----------|--|-------------------------|-------------------------|----|-------|--------------------|
| | | | Th | Pr | Total | |
| LEVEL – 5 | | | | | | |
| 1. | Monetize Blog and link Payment methods | Expert Digital Marketer | 32 | 35 | 67 | 6.7 |
| 2. | Measure Blog performance as per KPIs | | 12 | 38 | 50 | 5 |
| 3. | Analyze / Monitor Insights on Social Media Platforms | | 36 | 54 | 90 | 9 |
| 4. | Troubleshoot Google Analytics Issues | | 36 | 54 | 90 | 9 |
| 5. | Perform Local SEO | | 28 | 42 | 70 | 7 |
| 6. | Integrate Google Search Console (GSC) | | 32 | 48 | 80 | 8 |
| 7. | Perform YouTube SEO | | 32 | 48 | 80 | 8 |
| 8. | Manage Facebook and Instagram Ads | | 48 | 72 | 120 | 12 |
| 9. | Final Project | | 48 | 72 | 120 | 12 |
| 10. | Manage and Supervise the Job Activities | | 20 | 12 | 32 | 3.2 |
| 11. | Develop entrepreneurial Skills | | 20 | 12 | 32 | 3.2 |
| 12. | Create/Manage profile on Freelancing Platform | | 10 | 15 | 25 | 7 |
| 13. | Write professional proposals for freelance projects | | 10 | 6 | 16 | 7 |

| | | | | | | |
|--------------|--------------------------|--|------------|------------|-------------|------------|
| 14. | Practice professionalism | | 100 | 200 | 300 | 6 |
| TOTAL | | | 480 | 720 | 1200 | 120 |

061DM05- 1 : Monetize Blog and link Payment methods

Overview: This competency standard covers the skills and knowledge required to enable monetizing and integration of payment methods to the blog. The trainee will be expected to enable monetizing and integration of payment methods to the blog via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding this competency standard will be sufficient to provide the basis for the job at the workplace.

| Competency Unit | Performance Criteria |
|---|--|
| CU 1. Promote posts through digital activities | You must be able to: P1. Promote posts through social media P2. Promote posts through email marketing P3. Promote posts through SMS or mobile marketing P4. Linking to other digital platforms |
| CU 2. Engage audience with comments on discussion forums | You must be able to: P1. Comment on other Blogs post including blog URL P2. Give feedback to comments on post P3. Share topics of discussion forum on other social media platforms |
| CU 3. Demonstrate monetization of Blog | You must be able to: P1. Perform monetization of blog using different monetization methods P2. Enable monetization on blog |
| CU 4. Link advertisers to Blog | You must be able to: P3. Create account on advertising platforms AdSense, Adverts, etc. P4. Link advertising platforms to Blog P5. Set-up payment methods P6. Integrate payment methods into Blog |

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. This includes:

- Define Social Media
- List down the popular social media platforms
- Define SEO
- Describe different SEO tools
- Elaborate SEO optimization
- Discuss SEO Optimization attributes
- List down important sources of SEO
- Understands monetization
- Understands monetization methods
- Understands advertising platforms
- Understands payment methods

Critical Evidence(s) Required

The candidate needs to produce following Critical Evidence(s) in order to be competent in this competency standard. The trainee must be able to:

- Able to define monetization
- Able to differentiate monetization methods
- Able to identify advertising platforms
- Able to integrate payment methods

Tools and Equipment

The tools and equipment required for this competency standard are given below:

| S. No. | Items |
|---------------|---------------------|
| 1. | Computer System |
| 2. | Internet Connection |
| 3. | Web browser |
| 4. | Search Engines |
| 5. | Word Press |
| 6. | WIX |
| 7. | Blogger |
| 8. | Tumblr |

061DM05- 2 : Measure Blog performance as per KPIs

Overview: This competency standard covers the skills and knowledge required to measure blog performance. The trainee will be expected to measure blog performance via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding this competency standard will be sufficient to provide the basis for the job at the workplace.

| Competency Unit | Performance Criteria |
|--|--|
| CU 1. Measure visitors, Leads, and subscribers | <p>You must be able to:</p> <p>P1. Measure overall visitors, leads, and subscribers</p> <p>P2. Measure visitors for a specific page/ posts / subject / content</p> <p>P3. Measure average visiting time for specific page/ posts / subject / content</p> <p>P4. Measure overall visiting time</p> <p>P5. Track returning visitors</p> <p>P6. Measure leads to specific post</p> <p>P7. Measure subscription rate for specific duration</p> |
| CU 2. Track inbound, outbound and backlinks links | <p>You must be able to:</p> <p>P1. Measure inbound links to specific blog post</p> <p>P2. Measure outbound links to external blog</p> <p>P3. Track traffic generation (short term) through backlinks for specific post and period</p> |

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. This includes:

- Understands to measure blog traffic
- Understands to measure lead role in blog traffic
- Understands to measure inbound links role in blog traffic
- Understands to measure subscribers' role in blog traffic
- Understands to track social media shares in blog traffic

Critical Evidence(s) Required

The candidate needs to produce following Critical Evidence(s) in order to be competent in this competency standard. The trainee must be able to:

- Able to measure and analyze blog traffic
- Able to measure and analyze lead role in blog traffic
- Able to measure and analyze inbound links role in blog traffic
- Able to measure and analyze subscribers' role in blog traffic
- Able to measure and analyze social media shares in blog traffic

Tools and Equipment

The tools and equipment required for this competency standard are given below:

| S. No. | Items |
|--------|---------------------|
| 1. | Computer System |
| 2. | Internet Connection |
| 3. | Web browser |
| 4. | Search Engines |
| 5. | Word Press |
| 6. | WIX |
| 7. | Blogger |
| 8. | Tumblr |

061DM05- 3 : Analyze / Monitor Insights on Social Media Platforms

Overview: This competency standard covers the skills and knowledge required to analyze and use customer insights from social media for making business strategies using Digital Marketing. The trainee will be expected to analyze and use customer insights from social media for making business strategies using Digital Marketing via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding this competency standard will be sufficient to provide the basis for the job at the workplace.

| Competency Unit | Performance Criteria |
|---|---|
| CU 1. Analyze / Monitor Customer Insights on Facebook Page | <p>You must be able to:</p> <p>P1. Export insight report Data in desired format (Excel etc.).</p> <p>P2. Analyze exported data and make a report as per standard KPIs (likes, reach, and engagement)</p> |
| CU 2. Analyze / Monitor Insights on Twitter | <p>You must be able to:</p> <p>P1. Export insight report Data in desired format (Excel etc.).</p> <p>P2. Analyze exported data and make a report as per standard KPIs (likes, reach, and engagement)</p> |
| CU 3. Analyze / Monitor Insights on Instagram | <p>You must be able to:</p> <p>P1. Export insight report Data in desired format (Excel etc.).</p> <p>P2. Analyze exported data and make a report as per standard KPIs (likes, reach, and engagement)</p> |
| CU 4. Analyze / Monitor Analytics on YouTube | <p>You must be able to:</p> <p>P1. Export insight report Data in desired format (Excel etc.).</p> <p>P2. Analyze exported data and make a report as per standard KPIs (likes, reach, and engagement)</p> |

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge required to carry out tasks covered in this competency standard, which includes the knowledge of:

- Knowledge of current industry-adopted Analytics technique and Insights on Social Media
- Compatibility of Insights in shaping Business Strategies.
- Understand various types of Customer Insights on Social Media Platforms
- Interoperability between different social media platforms like Facebook and Instagram etc.
- Understand the role of Business Insights in Digital Marketing.

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard. The trainee must be able to:

- Configure Insights on Social Media Platforms including Facebook, twitter and Instagram.
- Use Social Media Insights in a variety of scenarios and across functions, including:
- Post wise / product wise Insights
- Generate variety of Insight reports
- Identify Top trends related to the product / service / content

- Use YouTube Analytics to analyze top videos and customer insights

Tools & Equipment required:

The tools and equipment required for this competency standard are given below:

| Sr. No | DESCRIPTION |
|---------------|--|
| 1. | Computer |
| 2. | Internet |
| 3. | Web Browser (Chrome, Firefox, Edge etc.) |
| 4. | Mobile Device |
| 5. | Instagram App |

061DM05- 4 : Troubleshoot Google Analytics Issues

Overview: This competency standard covers the skills and knowledge required to troubleshoot and resolve common problems and issues related to Google Analytics. The trainee will be expected to troubleshoot and resolve common problems and issues related to Google Analytics via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding this competency standard will be sufficient to provide the basis for the job at the workplace.

| Competency Unit | Performance Criteria |
|--|---|
| CU 1. Troubleshoot Sign In / Permission Issues on Google Analytics | <p>You must be able to:</p> <p>P1. Fix permission issue on google analytics account using google analytics troubleshoot module</p> <p>P2. Fix permission issues of property user in google analytics using google analytics troubleshoot module</p> |
| CU 2. Troubleshoot Tag Setup and no-data Issues on Google Analytics | <p>You must be able to:</p> <p>P1. Implement G-tag in a website using multiple methods</p> <p>P2. Configure various parameters of G-tag</p> <p>P3. Troubleshoot issues related to G-tag</p> |
| CU 3. Troubleshoot goal setup | <p>You must be able to:</p> <p>P1. Fix problems in configuration and setup of goals manually</p> <p>P2. Fix problems in configuration and setup of goals using troubleshoot modules</p> <p>P3. Fix advance issues in configuration and setting up goals</p> |
| CU 4. Troubleshoot Google Ads/Analytics linking | <p>You must be able to:</p> <p>P1. Link google ads account with google analytics</p> <p>P2. Fix issues related to google ads integration with google analytics</p> |

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge required to carry out tasks covered in this competency standard, which includes the knowledge of:

- Understand the common problems and issues with Google Analytics
- Identify different problems of Google Analytics
- Apply appropriate steps to resolve and troubleshoot problems of Google Analytics
- Understand the use and role of Search Engine to find solutions to the problems.

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard. The trainee must be able to:

- Successfully troubleshoot and resolve Sign In / Permission Issues in Google Analytics
- Successfully troubleshoot and resolve Invalid Tracking Code / no-data issue in Google Analytics
- Successfully troubleshoot and resolve Goal Issues in Google Analytics.

- Successfully troubleshoot and Google Ads Linking Issues in Google Analytics

Tools & Equipment required:

| S. No. | Items |
|--------|------------------------------------|
| 1. | Computer/Laptop |
| 2. | Internet Connection |
| 3. | 301 Redirection (WordPress Plugin) |
| 4. | Google PageSpeed Insights |
| 5. | Notepad |
| 6. | AMP (WordPress Plugin) |
| 7. | G Site Kit (WordPress Plugin) |

061DM05- 5 : Perform Local SEO

Overview: This competency standard covers the skills and knowledge required to perform Local SEO. The trainee will be expected to perform Local SEO via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding this competency standard will be sufficient to provide the basis for the job at the workplace.

| Competency Unit | Performance Criteria |
|--|---|
| CU 1. Submit website to local business and directories | You must be able to: P1. Create web profile on local businesses and directories P2. Confirm and validate email |
| CU 2. Generate website profile to Google mybusiness | You must be able to: P1. Setup business on google mybusiness platform P2. Analyze traffic on submitted google business P3. Verify google business using given methods |
| CU 3. Maintain consistent strategy to engage users with google mybusiness | You must be able to: P1. Reply to reviews P2. Reply to comments on posts P3. Resolve issues with users P4. Post images of business environment P5. Post value offers |

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. Therefore, trainee must be able to:

- Define locality
- Understand Google My Business tool
- Understand Google Location Tool

Critical Evidence(s) Required

The candidate needs to produce following Critical Evidence(s) to be competent in this competency standard. The trainee must be able to:

- Submit website for local business
- Set-up Google Business Account

Tools and Equipment

The tools and equipment required for this competency standard are given below:

| S. No. | Items |
|--------|---------------------|
| 1. | Computer/Laptop |
| 2. | Word Processor |
| 3. | Internet Connection |
| 4. | Cell Phone |
| 5. | Writing Pad |
| 6. | Pen |

061DM05- 6 : Integrate Google Search Console (GSC)

Overview: This competency standard covers the skills and knowledge required to perform Integrate Google search console. The trainee will be expected to perform Integrate Google search console via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding this competency standard will be sufficient to provide the basis for the job at the workplace.

| Competency Unit | Performance Criteria |
|--|--|
| CU 1. Configure Google Search Console | <p>You must be able to:</p> <p>P1. Create google search console account P2. Add property in google search console P3. Verify added property using available verification methods P4. Integrate Google search console app with web P5. Check the real time indexing performance</p> |
| CU 2. Submit sitemaps | <p>You must be able to:</p> <p>P1. Upload sitemap file on Google search console P2. Write the sitemap URL (path) in sitemap bar P3. Upload or write robot.txt file in search console</p> |
| CU 3. Submit and analyze Site URLs | <p>You must be able to:</p> <p>P1. Add page and post URLs for indexing P2. Check if the crawling and indexing can be done in real-time P3. Perform live testing P4. Perform AMP optimization</p> |
| CU 4. Resolve Crawl/Validations and URLs Errors | <p>You must be able to:</p> <p>P1. Resolve crawling issues P2. Validate and fix the errors P3. Add URLs to remove from the indexed database P4. Search on Google search engine for confirmation</p> |

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. Therefore, trainee must be able to:

- Basic understanding of Google Search Console
- Explain how to connect Google Search Console
- The Ability to generate sitemap.
- Understanding about sitemap and how it works.
- Explain indexing and how to index URL
- Explain how to remove URL
- Explain how to use inspector tool
- Explain to use coverage and performance reports
- Explain crawl/validation errors

Critical Evidence(s) Required

The candidate needs to produce following Critical Evidence(s) to be competent in this competency standard. The trainee must be able to:

- Present the basics of GSC.
- Show skills about how to use GSC.
- Verify that GSC is connected.
- Verify that sitemap is submitted.
- Verify that live testing is enabled.
- Verify that URL indexing is requested.

Tools and Equipment

The tools and equipment required for this competency standard are given below:

| S. No. | Items |
|---------------|-----------------------|
| 1. | Computer/Laptop |
| 2. | Internet Connection |
| 3. | Gmail Account |
| 4. | Google Search Console |
| 5. | Website Admin Panel |

061DM05- 7 : Perform YouTube SEO

Overview: This competency standard covers the skills and knowledge required perform YouTube SEO. The trainee will be expected to perform YouTube SEO via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding this competency standard will be sufficient to provide the basis for the job at the workplace.

| Competency Unit | Performance Criteria |
|---|---|
| CU 1. Optimize Channel | You must be able to: P1. Add video to channel P2. Optimize profile P3. Optimize title P4. Optimize video description |
| CU 2. Add hashtags, Keyword Tags, and Subtitles/Captions | You must be able to: P1. Check relevant hashtags for video P2. Add maximum 3 trending hashtags in description P3. Add keywords tags P4. Add subtitles/captions |
| CU 3. Manage credit Screens | You must be able to: P1. Add custom thumbnails P2. Add credit Screens P3. Adds cards P4. Add suggestions |
| CU 4. Analyze Videos for monetization | You must be able to: P1. Check and analyse video views and performance P2. Optimize the video mileage/traffic |

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. Therefore, trainee must be able to:

- Explain YouTube channel basics.
- Explain Creator Studio.
- Learn how to add links, profile image and cover image.
- Explain how to add and share videos.
- Explain basic editing.
- Explain monetization criteria.
- Explain adding cards, pointers, and end screens.
- Explain how to optimize video content.
- Learn how to add thumbnails, captions and playlist.
- Explain how to use keywords, tags and hashtags.
- Explain how to use branding.

Critical Evidence(s) Required

The candidate needs to produce following Critical Evidence(s) in order to be competent in this competency standard. The trainee must be able to:

- Show skills about adding profile image, cover image and social links.

- Verify that hashtags, thumbnails, and playlists are added.
- Present that end screens, cards and pointers are added.

Tools and Equipment

The tools and equipment required for this competency standard are given below:

| S. No. | Items |
|--------|------------------------|
| 1. | Computer/Laptop |
| 2. | Internet Connection |
| 3. | Gmail Account |
| 4. | YouTube Creator Studio |

061DM05- 8 : Manage Facebook and Instagram Ads

Overview: This competency standard covers the skills and knowledge required to manage Facebook and Instagram Ads. The trainee will be expected to manage Facebook and Instagram Ads via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding this competency standard will be sufficient to provide the basis for the job at the workplace.

| Competency Unit | Performance Criteria |
|---|--|
| CU 1. Setup Facebook Post Boosting | You must be able to: P1. Boost a post through available boosting methods and parameters P2. Analyze and make a report of boosting |
| CU 2. Setting-up Facebook Business Manager account | You must be able to: P1. Create Facebook business manager account P2. Add Facebook business page in business manager P3. Setup Facebook ads account P4. Add required parameters |
| CU 3. Set Up Instagram Boosting | You must be able to: P1. Boost a post through available boosting methods and parameters P2. Analyse and make a report of boosting |
| CU 4. Create Ad Campaign | You must be able to: P1. Select ad campaign type from available campaign types P2. Configure objectives with available parameters P3. Select Ad placement P4. Select Ad Schedule P5. Get report on ad performance |
| CU 5. Create Facebook pixel | You must be able to: P1. Create Facebook pixel account/profile P2. Integrate Facebook pixel account/profile with website P3. Analyze report of Facebook pixel account |
| CU 6. Analyze Ad data | You must be able to: P1. Analyze ad data with respect to available parameters P2. Analyze ad impressions, clicks and click through rate P3. Analyze cost per click and total ad cost |

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. Therefore, trainee must be able to:

- Explain the Setting-up Facebook Ads Manager account
- Set Up Instagram Boosting
- Explain Analyze Ad data

- Setup Facebook Boosting
- Setting-up Facebook Ads Manager account
- Understand Facebook Ad Campaign Types
- Explain Creating Facebook Ad Campaign using ads manager
- Understanding of Custom audience and lookalike audience
- Explain Facebook pixel
- Understanding how to Analyze Ad data

Critical Evidence(s) Required

The candidate needs to produce following Critical Evidence(s) in order to be competent in this competency standard. The trainee must be able to:

- Demonstrate about steps involved in setting up Facebook Ads Manager
- Demonstrate about how to boost Facebook post
- Demonstrate about steps involved in boosting Instagram post
- Demonstrate about how to analyze data after boosting Instagram post
- Demonstrate about different types of Facebook campaign objectives
- Demonstrate about how to edit or setup Facebook ad using ads manager
- Demonstrate about how to create different types of custom and lookalike audiences
- Demonstrate about how to create a Facebook pixel
- Demonstrate about how to analyze data in Facebook ads manager

Tools and Equipment

The tools and equipment required for this competency standard are given below:

| S. No. | Items |
|--------|--|
| 1. | Desktop Computer/Laptop/Smart Phone |
| 2. | Internet Connection |
| 3. | Facebook page |
| 4. | Facebook Business manager account and ad account |
| 5. | Instagram business page |

061DM05- 9 : Final Project

Overview: After this competency standard candidate will be able to install and configure system software / operating systems (windows/Linux) and resolve installation errors on computers..

| Unit of Competency | Performance Criteria |
|---|---|
| CU 1. Create blog using available platforms. | <p>You must be able to:</p> <p>P1. Select any available blog creating platform</p> <p>P2. Configure the new blog as per the given requirements</p> <p>P3. Create atleast 4 pages (Home, About us, Products/Services and Contact us)</p> <p>P4. Create atleast 3 categories and 5 items (products or services) in each category</p> <p>P5. Create navigation menu</p> <p>P6. Optimize blog URLs as per SEO standards</p> <p>P7. Add meta elements on each page and post</p> <p>P8. Add google map in blog</p> |
| CU 2. Perform onsite and offsite SEO | <p>You must be able to:</p> <p>P1. Add inbound and outbound links</p> <p>P2. Proofread the content for plagiarism and relevancy with blog domain</p> <p>P3. Create high quality (DA & PA) backlinks using available tools</p> <p>P4. Manage toxic backlinks using available tools</p> <p>P5. Integrate google search console and google analytics</p> |
| CU 3. Execute Social Media Optimization (SMO) campaign | <p>You must be able to:</p> <p>P1. Create social media accounts (facebook, Instagram, youtube)</p> <p>P2. Optimize social media platform profile as per required parameters</p> <p>P3. Integrate social media account with created blog</p> <p>P4. Create 3 post and publish on social media platforms</p> |
| CU 4. Execute Search Engine Marketing (SEM) campaign | <p>You must be able to:</p> <p>P1. Create google ads account</p> <p>P2. Configure google ads account (billing address & payment methods)</p> <p>P3. Create a campaign given by the instructor</p> <p>P4. Run campaign with google recommendations and remove ambiguities (if find any)</p> <p>P5. Analyse and make a report of ad performance</p> |
| CU 5. Execute Social Media Marketing Campaign | <p>You must be able to:</p> <p>P1. Create facebook business manager account</p> <p>P2. Configure facebook business manager account</p> <p>P3. Create ad campaign</p> <p>P4. Configure ad campaign as per the parameters with payment methods</p> |

| | |
|--|---|
| | P5. Run ad campaign P6. Analyse and generate report of ad campaign performance |
|--|---|

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. Therefore, trainee must be able to:

- Understanding of google blogger and wordpress
- Understanding of standard techniques to build a blog parameters
- Understanding of configuration of blogs
- Understanding of Onsite and offsite SEO
- Techniques of Onsite and offsite SEO
- Methods and parameters of Onsite and offsite SEO
- Understanding social media optimization campaign
- Techniques of SMO
- Methods and parameters of SMO
- Understanding social media optimization campaign
- Techniques of SMO
- Methods and parameters of SMO
- Understanding social media optimization campaign
- Techniques of SMO
- Methods and parameters of SMO

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) to be competent in this competency standard. The trainee must be able to:

- Create blog using available platforms.
- Perform onsite and offsite SEO
- Execute Social Media Optimization (SMO) campaign
- Execute Search Engine Marketing (SEM) campaign
- Execute Social Media Marketing Campaign

0714-E&A- 10: Manage and Supervise the Job Activities

Overview: This competency standard covers the skills and knowledge required to manage and supervise the job activities. You will be able to plan and supervise on-site operations / activities and doing the on -site inspection and prepare a report. Your underpinning knowledge will be sufficient to provide you the basis for your work.

| Competency Unit | Performance Criteria |
|--|---|
| CU1. Plan for on-site operations | <p><i>You must be able to:</i></p> <p>P1: Consult with the client to obtain required information</p> <p>P2: Prepare SOPs in accordance with the identified requirements.</p> <p>P3: Prepare the process flow diagram in order to achieve Quality outcome.</p> <p>P4: Break down work of activities into small achievable components and efficient sequences</p> <p>P5: Recognize site hazards and the personal protective equipment (PPE) and safety procedures specified for job</p> <p>P6: Organize site induction for support personnel as required</p> <p>P7: Plan housekeeping activities prior to and post completion of work</p> |
| CU2. Supervise work activities to achieve desired results | <p><i>You must be able to:</i></p> <p>P1: List and arrange required resources prior to commencement of work</p> <p>P2: Recognize the areas of work which could result in a delay of work, wastage of material or damage to tools.</p> <p>P3: Allocate responsibility to required team members to avoid conflicts</p> <p>P4: Review work plan in response to new information, urgent requests, changed situations or instructions from concern personnel</p> <p>P5: Cooperate with team members to achieve common goals</p> |
| CU3. Perform on- site inspection | <p><i>You must be able to:</i></p> |

| | |
|---|---|
| | <p>P1: Conduct inspection of processes & materials according to inspection plan</p> <p>P2: Identify defects and deficiencies in product & processes</p> <p>P3: Record defects and deficiencies with evidence in product & processes (if required)</p> <p>P4: Perform test as per standard procedure for determining the physical properties of materials and product.</p> <p>P5: Check the actions taken for rectification of snag list</p> <p>P6: Record the non-compliance and expected breaches of contract as per SOPs.</p> |
| CU4. Prepare the inspection report | <p><i>You must be able to:</i></p> <p>P1: Collect and review the information relevant to inspection activities for recoding inspection results</p> <p>P2: Verify the integrity of information supplied by other party as a part of the inspection process</p> <p>P3: Record inspection observations and findings</p> <p>P4: Recommend the necessary corrective actions for tackling the identified problems</p> |

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. This includes the knowledge of:

- Principles of planning and project management
- Roles and responsibilities for different levels of site supervision.
- Information relevant to inspection activities and work document preparation for recoding inspection results.
- Documentation and record system of the inspection body
- Different types of deficiencies in inspection activities
- Site problems and recommended corrective actions
- Awareness of environmental sustainability issues as they relate to the work task.

Critical Evidence(s) Required

The candidate needs to produce any or all of the following documents/evidences:

- Design effectively the supervision and inspection program in accordance with specifications
- Handle inspection items and samples by appropriate methods to meet the traceability requirements.
- Collaborate with the team members for allied works at crushing plant site.



0714-E&A- 11: Develop Entrepreneurial Skills

Overview: This Competency Standard identifies the competencies required to develop entrepreneurial skills by Hotel manager, in accordance with the organization's approved guidelines and procedures. You will be expected to develop a business plan, collect information regarding revenue generation, develop a marketing plan and develop basic business communication skills. Your underpinning knowledge regarding entrepreneurial skills will be sufficient to provide you the basis for your work.

| Competency Unit | Performance Criteria |
|---|---|
| CU1. Develop a business plan | <p>You must be able to:</p> <p>P1. Conduct a market survey to collect information.</p> <p>P2. Select the best option in terms of cost, service, quality, sales, profit margins, overall expenses</p> <p>P3. Compile the information collected through the market survey, in the business plan format</p> |
| CU2. Collect information regarding funding resources | <p>You must be able to:</p> <p>P1: Identify the available funding sources based on their terms and conditions, maximum loan limit, payback time, interest rate</p> <p>P2: Choose the best available option according to investment requirement</p> <p>P3: Prepare documents according to the loan agreement requirement</p> <p>P4: Include the information of funding sources in the business plan</p> |
| CU3. Develop a marketing plan | <p>You must be able to:</p> <p>P1: Collect information required to devise marketing plan</p> <p>P2: Prepare marketing plan for new business</p> |
| CU4. Develop basic business communication skills | <p>You must be able to:</p> |

| | |
|--|---|
| | <p>P1: Communicate with internal customers and external customers</p> <p>P2: Use different modes of communication to communicate internally and externally e.g.: presentation, speaking, writing, listening, visual representation, reading etc.</p> <p>P3: Use specific business terms used in the market</p> |
|--|---|

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- 7Ps of marketing including product, price, placement, promotion, people, packaging and positioning
- 7Cs of business communication
- Different modes of communication and their application in the industry
- Specific business terms used in the industry
- Available funding sources
- Low interest loans to start a new business
- Market survey and its tools e.g.: questionnaire, interview, observation etc.,.
- Market trends for specific product offering
- State the main elements of business plan
- Business plan format

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- List 7Ps of marketing
- List 7Cs of business communication

0714-E&A- 12: Create/Manage Profile on Freelancing Platform

Overview: This competency standard covers the skills and knowledge required to create/manage profile on a non-traditional freelance platform.

| Competency Unit | Performance Criteria |
|--|---|
| CU1. Recognize Gig Economy | <p><i>You must be able to:</i></p> <p>P1. Enlist at least 03 strong reasons to work as a freelancer</p> <p>P2. Identify the terminologies related to the freelancing platform like (Gig, profiles, rating, review, revision and a bid etc.)</p> <p>P3. Identity the most in demand freelance skills on non-traditional platform</p> |
| CU2. Setup Profile | <p><i>You must be able to:</i></p> <p>P1. Set Up a Seller Profile</p> <p>P2. Add personal and professional information on your profile</p> <p>P3. Link up social media and other professional accounts to seller profile</p> |
| CU3. Create the Gigs | <p><i>You must be able to:</i></p> <p>P1. Find your ideal category and services</p> <p>P2. Check out the competition</p> <p>P3. Create an appealing title for the gig</p> <p>P4. Choose subcategory and tags</p> <p>P5. Create and price gig packages</p> <p>P6. Win buyers with gig description</p> <p>P7. Boost gig success with visuals</p> <p>P8. Choose a suitable gig package among Basic, Standard and Premium options.</p> |
| CU4. Provide High Quality Services as a seller. | <p><i>You must be able to:</i></p> <p>P1. Present a professional profile</p> <p>P2. Get and maintain high rating</p> <p>P3. Be responsive and polite to customer</p> |
| CU5. Develop/Increase Business | <p><i>You must be able to:</i></p> <p>P1. Deliver the work on agreed deadline</p> <p>P2. Ask for feedback form the client</p> <p>P3. Keep in touch with Buyers/Customers</p> |

| | |
|--|---|
| | <p>P4. Use the contacts page to maintain close coordination with the potential buyers/customers</p> <p>P5. Request customer to recommend you to other clients and work circles</p> <p>P6. Abide by the rules and regulations of freelance platform in order completion and cancelation</p> |
|--|---|

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- Describe what is gig economy.
- Differentiate between a seller and a buyer in non-traditional freelancing.
- Write down the characteristics of a powerful gig.
- List down the qualities of a top-level seller.
- Prepare a business development strategy for a seller.

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Setup a seller account/profile.
- Create a gig for SEO based Content Writing.

Tools and Equipment

The tools and equipment required for this competency standard are given below:

| S. No. | Items |
|---------------|---|
| 1. | Computer System |
| 2. | Internet Connection |
| 3. | Browser |
| 4. | Email Account |
| 5. | Bank account |
| 6. | Microsoft Office (Word, Excel, PowerPoint) |
| 7. | Seller Profile on Non-traditional Freelance Platform (Fiverr) |

0714-E&A- 13: Write Proposals for Freelance Projects

Overview: This competency standard covers the skills and knowledge required to write professional proposals for freelance projects.

| Competency Unit | Performance Criteria |
|--|--|
| CU1. Write a winning proposal | <p><i>You must be able to:</i></p> <p>P1. Start proposal with the lines which show your interest and care in the project</p> <p>P2. Write ideas and suggestions in original sentences (Don't Copy & Paste)</p> <p>P3. Present yourself as a problem solver in proposal, suggest one or two workable ideas for the project.</p> <p>P4. Mention expertise to tell the buyer why you are the best person for the specific project</p> <p>P5. Ask for the resources (Website link etc.) to get more familiar about the business/buyer</p> <p>P6. Ask for the reply from the client in response to suggestions</p> |
| CU2. Adopt best practices of proposal writing | <p><i>You must be able to:</i></p> <p>P1. Analyze the project details beforehand</p> <p>P2. Avoid scripted bid proposals</p> <p>P3. Don't sound impersonal</p> <p>P4. Avoid being too hasty in committing your time</p> <p>P5. Do not underbid fellow freelancers</p> <p>P6. Check buyer's history</p> <p>P7. Use phrases that sell in the market</p> <p>P8. Check competitor's reputation</p> <p>P9. Proofread the bid</p> |

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- Write the features of a good bid proposal.
- Write a sample bid proposal for an essay writing job, highlight your skills/strengths for the job.

Tools and Equipment

The tools and equipment required for this competency standard are given below:

| S. No. | Items |
|--------|--|
| 1. | Computer System |
| 2. | Internet Connection |
| 3. | Browser |
| 4. | Email Account |
| 5. | Bank account |
| 6. | Microsoft Office (Word, Excel, PowerPoint) |
| 7. | Seller Profile on a Freelance Platform (Upwork, Guru, freelancer.com etc.) |

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence(s)** in order to be competent in this competency standard:

- Prepare a bid proposal for a research based article writing project.

0714-E&A- 14: Practice Professionalism

Overview: This competency standard deal with learning the competencies needed to develop portfolio for industry. You can perform internship. Your underpinning knowledge will be sufficient to provide you the basis for your work.

| Competency Unit | Performance Criteria |
|--|--|
| CU1. Develop Portfolio for industry | <p>You must be able to:</p> <p>P1: Select previous assignments for portfolio</p> <p>P2: Work on previous selected assignments for portfolio</p> <p>P3: Compile variety of assignments for portfolio</p> <p>P4: Make Professional Portfolio for industry</p> <p>P5: Develop Digital Portfolio for industry</p> |
| CU1. Perform Internship | <p>You must be able to:</p> <p>P1: Prepare for internship</p> <ul style="list-style-type: none"> • Personal Presentation • Portfolio Presentation <p>P2: Interview preparation</p> <p>P3: Demonstrate Ethics for Internship</p> <p>P4: Identify Industry for internship</p> <p>P5: Perform Internship in Industry</p> <ul style="list-style-type: none"> • Fill the Performa of Internship <p>P6: Report the performance of internship</p> |

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out the tasks covered in this competency standard. This includes the knowledge of:

- Importance of portfolio
- Ethics for Internship

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- Professional
- Portfolio