National Vocational Qualification

Curriculum of Content Writing Level-2 "Copywriter"

National Vocational and Technical Training Commission (NAVTTC),

Government of Pakistan

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1. Introduction

Writing for the web has evolved into a special skill set essential to getting the most out of your online presence. As a highly interactive form of communication across a number of potential mediums, it requires a very different approach to print media.

Content writing is the art of planning, creating, writing and editing specific content for a website that would drive tariff to it through digital marketing. This type of writing requires professional and proficient language skills. Most common examples include website writing, SEO writing, fiction/non-fiction writing, blogging, affiliate marketing and much more. The content must be informative that add to the knowledge of the viewer through publishing art and communication in form of audio-visuals, which demands practice and deep knowledge. The piece of writing must be genuine and authentic with no particular format, but the style counts a lot.

Being conscious of the emerging trends in the global market, National Vocational & Technical Training Commission (NAVTTC), Pakistan, has developed Competency Standards in consultation with the stakeholders including academia, researchers, industry, chambers and TEVTAs for 'Content Writing' under National Vocational Qualifications Framework (NVQF). The competency standards document has been designed in a way that trainees can develop skills in the ability to explore and analyse writing in technical, scholarly and professional contexts. They can consolidate their knowledge and skills through advanced practice in writing, creating, editing, designing and producing content for professional and technical purposes, with concrete application on industry sourced documents and projects.

The National Competency Standards could be used as a referral document for the development of the curriculum to be used by training institutions.

2. Purpose of the Qualification

The purpose of this qualification is to set high professional standards for content writing in order to compete with the local and international job markets. The specific objectives of developing these qualifications are as under:

- Produce quality Content Writers.
- Produce competent Content Creators.
- Produce competitive Freelancers.
- Promote prosperous Digital Marketers.
- Enabling the youth with greater employment opportunities.
- Improve the quality and effectiveness of the training and assessment for the Content Writing Industry

3. Overall Objectives of the Training Course

The primary objective of this training program is to provide a hands-on learning experience and practical exposure to the trainees with up-to-date knowledge and skills required by the Content Writing Industry with particular reference to planning, creating, writing and editing content through the six-month training program in a comprehensive way to cope with the challenges of the global digital market. After qualifying the course at different levels (Level 2 – 4), the writers will be able to perform as entrepreneurs and get jobs in Writing Industry as Communicators, Writers, i.e. Copywriters, Freelance writers, Technical writers and Creative Writers. The course contents are specifically designed in such a way that it covers all the significant areas of Content Writing to keep pace with the National and International sectors.

The overall objectives of developing this qualification are to:

- Improve the overall quality of training delivery and set national benchmarks for the training of Content Writers in the country.
- Provide flexible and progressive learning opportunities for trainees to receive relevant and up-to-date skills in the Writing Industry.
- Provide the basis for competency-based assessment, which employers recognise and accept in modern days.
- Establish standardised and sustainable training in consultation with the Writing Industry.

4. Competencies to be gained after Completion of the Course

After completing this course, the trainee will be capable of performing different activities in the Writing industry especially copywriting, effectively. Furthermore, this professional writing training program enables the trainee to develop and integrate the content in multispectral competencies such as strong writing skills, creative thinking, problem-solving, interpersonal skills, research skills, personal and team management, presentation and communication skills, technical and professional negotiations related to the Writing Industry. The below-listed competencies imprinted by this training program are quite prominent to the trainees' profile to enhance their employability in their career in the Writing industry:

- Elemental knowledge and concepts of creating and integrating content in the Writing industry.
- Creative thinking and troubleshooting writing skills in any niche of the Writing industry.
- Potential to transform theoretical knowledge into practice.
- Identify and explore potential areas of opportunities in the Writing industry.
- Develop strategies to maintain the quality and safety of the workplace.
- Time management, working in teams and conflict handling among co-workers.
- Safe and secure use of workplace tools, techniques and materials at worksites.
- Digital documentation and effective communication skills.
- Successful marketing campaigns.
- Working to help establish Small and Mid-sized Enterprises (SMEs), National and International Startups.
- Meeting the packed timelines.

5. Job Opportunities available Immediately and in the Future

The successful pass out of this course may avail entrepreneurial opportunities and/ or fetch job/ employment in writing industry as:

- Content Writer
- Blogger
- Copy Writer
- Copy Editor
- Email and Newsletter Developer
- Communication Assistant

6. Trainee Entry Level

Entry requirements for this qualification are Matric in Science/Arts or equivalent.

7. Minimum Qualification of a Trainer

DAE/BS in English, Language and Communication, Mass Communication and Media Studies or any other relevant competency.

8. Recommended Trainer-Trainee Ratio

The recommended trainer-trainee ratio per class is 1:24.

9. Medium of Instruction

Urdu, English, or any Regional Language.

10. Date of Validation

The level 5 of National DAE qualification for 'Content Writing' has been validated by the Qualifications Validation Committee (QVC) members on **-------** and will remain valid for ten years i.e.

11. Date of Review

The level 5 of National DAE qualification for 'Content Writing' has been validated by the Qualifications Validation Committee (QVC) members on 20th -24th December, 2021 and shall be reviewed after three years i.e. **25th December, 2024.**

12. Curriculum Development Committee

The following members participated in the Curriculum Development Workshop from DATE HERE, in PITAC Lahore:

Sr. No	Name	Designation & Organization
1.	Mr. Hamza Nadeem	NAVTTC Coordinator, Islamabad
2.	Mr. Muhammad Nasir Khan	DACUM Facilitator
3.	Ms. Summar jan Siddiqui	CBT Expert-PTEVTA, MBA(IT)
4.	Ms. Farooha Lodhi	Executive Communication and Coordination, GIFT University Gujranwala, Content and Academic Writer.
5.	Mr. Abdullah Yazdani	Advertising Strategist, Acquity Links Lahore
6.	Dr. Muhammad Naazir Khan Niazi	(Chairman), Representative PBTE Lahore
7.	Mr. Mubashar	CEO at Coding Phoenix.
8.	Ms. Momina Hafeez	Lecturer at UCP
9.	Ms. Saadia Syed	P-TEVTA, Lahore

13. Curriculum Validation Committee

The following members participated in the Curriculum Validation Workshop on , in PITAC Lahore:

Sr. No	Name	Designation & Organization
1.		
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14. Duration of the Course (Total Time, Theory & Practical)

Sr	Competency Standards	Occupation	NVQF Level	Category	Estimated Contact Hours			Cr Hr
					Th	Pr	Total	
Level 2								
1	Develop vocabulary	**Fundamentals of Content Writing**	2	Technical	3	12	15	1.5
2	Use basic grammatical rules		2	Technical	3	12	15	1.5
3	Write/Rewrite paragraphs		2	Technical	6	24	30	3
4	Check for Grammatical Errors		2	Technical	3	15	18	1.8
5	Identify your niche (Food, Traveling Fashion, Automobile etc.)	**Blogger**	2	Technical	4	14	18	1.8
6	Create Blog		2	Technical	9	27	36	3.6
7	Generate, research, and pitch ideas for posts.		2	Technical	6	24	30	3
8	Develop methods to attract new and existing readers.		2	Technical	6	27	33	3.3
9	Write professional emails	**Email and Newsletter Developer**	2	Technical	3	15	18	1.8
10	Perform Editing and proofreading.		2	Technical	6	24	30	3
11	Finalize the design of the newsletter.		2	Technical	6	24	30	3
12	Manage internal and external communication of a company	**Communication Assistant**	2	Technical	6	24	30	3
13	Draft media statements		2	Technical	4	11	15	1.5

14	Represent the company to the outside world in a good manner.		2	Technical	6	27	33	3.3
15	Plan events and press conferences		2	Technical	6	18	24	2.4
16	Compile Media Publications		2	Technical	6	24	30	3
17	Generate the words and slogans	**Copywriter**	2	Technical	6	24	30	3
18	Discuss the client's core message in the content by keeping the target audience in mind		2	Technical	9	27	36	3.6
19	Generate infographics.		2	Technical	6	24	30	3
20	Write product descriptions		2	Technical	9	27	36	3.6
21	Interact with traditional print media for ad campaigns.		2	Technical	3	18	21	2.1
22	Write audio scripts that accompany advertising visuals		2	Technical	9	27	36	3.6
23	Verify factual correctness of information	**Copy Editing**	2	Technical	4	15	19	1.9
24	Check text for format, readability and policies.		2	Technical	3	15	18	1.8
25	Maintain occupational health and safety	**Health and Safety**	2	Generic	3	6	9	0.9
26	Maintain good health while using Computer/Digital devices at work		2	Generic	4	6	10	1
	Total				**139**	**511**	**650**	**65**
	Percentage				**21.384**	**78.61**		

Occupations and Level Descriptor					
SR.NO	**OCCUPATIONS**	**NO OF COMPETENCY STADARDS**	**LEVEL**	**OCCUPATION CONTACT HOURS**	**TOTAL (LEVEL CONTACT HOURS)**
1	*Fundamentals of Content Writing*	4	**2**	78	650
2	*Blogger*	4		117	
3	*Email and Newsletter Developer*	3		78	
4	*Communication Assistant*	5		132	
5	*Copywriter*	6		189	
6	*Copy Editing*	2		37	
7	*Health and Safety*	2		19	

15. Summary of Competency Standards

The proposed curriculum is composed of six (06) modules that will be covered in 650 hours. This course should be delivered in a six-month period.The distributions of contact hours (practical & theory) are:

- Theory: (20%) Practical (80%)
- Theory: 139 hours
- Practical: 511 Hour
- **Total**: 650 hours

16. Summary - Overview of the Curriculum

Module Title	Learning Units	Theory Days/hours	Workplace Days/hours	Total Timeframe of Modules
Module 01. 0232-L&L-1. Develop Vocabulary	LU-1. Build Vocabulary and find Synonyms LU-2. Play words game LU-3. Participate in Conversation	3	12	15
Module 02. 0232-L&L-2. Use Basic Grammatical Rules	LU-1. Learn the correct use of grammar LU-2. Follow Syntax	3	12	15
Module 03. 0232-L&L-3. Write/Re-write Paragraph	LU-1. Learn the paragraph structure LU-2. Write into your own words LU-3. Rewrite a Paragraph LU-4. Write a Paragraph	6	24	30
Module 04. 0232-L&L-4. Check for Grammatical Errors	LU-1. Check the spelling and punctuation. LU-2. Ensure the correct use of grammar	3	15	18

Module 05. **0232-L&L-5.** **Identify your niche (Food, Traveling, Fashion, Automobile etc.)**	LU-1. Research on Topic. LU-2. Filter the Researched topics. LU-3. Find your competitors. LU-4. Perform Competitive Analysis.	4	14	18
Module 06. **0232-L&L-6.** **Create Blog**	LU-1. Search Blogging Platform. LU-2. Explore working of blogging platform. LU-3. Create Blog.	9	27	36
Module 07. **0232-L&L-7.** **Generate, research, and pitch ideas for posts**	LU-1. Research the ideas LU-2. Create eye-catching title LU-3. Create content for the ideas LU-4. Add keywords in tags	6	24	30
Module 08. **0232-L&L-8.** **Develop methods to attract new and existing readers**	LU-1. Promote posts through social media LU-2. Promote posts through e-mail marketing LU-3. Promote posts through SMS marketing LU-4. Perform SEO	6	27	33
Module 09. **0232-L&L-9.** **Write Professional E-mails**	LU-1. Identify E-mail Platforms LU-2. Set up an E-mail account.	3	15	18

	LU-3. Compose an E-mail			
Module 10. 0232-L&L-10. Perform Editing and Proofreading	LU-1. Perform Spell Check LU-2. Find/Remove Grammatical LU-3. Mistakes Structurize your e-mail	6	24	30
Module 11. 0232-L&L-11. Finalize the design of a newsletter	LU-1. Identify different types of Newsletter LU-2. Select and use appropriate LU-3. Software for newsletter Composition. Prepare newsletter layout LU-4. Edit the newsletter template	6	24	30
Module 13. 0232-L&L-13. Draft Media statements	LU-1. Follow company policy LU-2. Issue Press Releases LU-3. Answer media queries LU-4. Write media statements	4	11	15

Module 14. 0232-L&L-14. Represent the company professionally	LU-1. Adopt electronic communication methods. LU-2. Keep your site up-to-date. LU-3 Represent the company brand.	6	27	33
Module 15. 0232-L&L-15. Plan events and press conferences	LU-1. Reveal the message. LU-2. Schedule the time and date. LU-3. Choose a venue. LU-4. Contact Media. LU-5. Follow up with the media.	6	18	24
Module 16. 0232-L&L-16. Compile media publications	LU-1. Set up Google alerts. LU-2. Hire media monitoring services. LU-3. Search media coverage of the company.	6	24	30
Module 17. 0232-L&L-17. Generate words and slogans	LU-1. Search persuasive words. LU-2. Select powerful words.	6	24	30
Module 18. 0232-L&L-18. Discuss the client's core message in the content by keeping the target audience in mind.	LU-1. Identify the client's message and the target audience. LU-2. Perform research on the message	9	27	36

	and the audience.			
Module 19. **0232-L&L-19.** **Generate infographics**	LU-1. Outline the goals of the infographic. LU-2. Collect data for the infographic. LU-3. Visualize data for the infographic. LU-4. Layout the infographic. LU-5. Add style to the infographic design.	6	24	30
Module 20. **0232-L&L-20.** **Write product descriptions**	LU-1. Identify the target audience. LU-2. Focus on the product benefits. LU-3. Use natural language and tone. LU-4. Use good product images.	9	27	36
Module 21. **0232-L&L-21.** **Interact with traditional print media for ad campaigns**	LU-1. Identify print media potential to achieve business goals. LU-2. Create a plan for the print campaign. LU-3. Design print ad.	3	18	21
Module 22. **0232-L&L-22.** **Write audio scripts that accompany advertising visuals.**	LU-1. Identify the target audience. LU-2. Choose a goal.	9	27	36

	LU-3. Choose a central character. LU-4. Identify the point of the video.			
Module 23. 0232-L&L-23. Verify Factual correctness of information	LU-1. Check the factual correctness. LU-2. Correct the facts. LU-3. Approve the content.	4	15	19
Module 24. 0232-L&L-24. Check format, readability & policies	LU-1. Check the Format and Readability of the Content. LU-2. Apply the editorial policies.	3	15	18
Total		**132**	**499**	**631**

Fundamentals of Content writing

Module 01 - 0232-L&L-1. Develop Vocabulary

Objectives:

After completing this module, the learner will be able to develop a vocabulary that is a prerequisite for formal and informal scenarios.

Duration:	**Total hours**	**15**	**Practical:**	**12**	**Theory:**	**3**	**Credit Hours:**	**1.5**

Learning Unit	**Learning Outcomes**	**Learning Elements**	**Duration**	**Materials (Tools & Equipment) Required**	**Learning Place**
LU-1. Build Vocabulary and find synonyms	**The trainee will be able to:** • Use E-dictionary • Develop word bank by learning ten words a day • Make a journal of new words • Use all learned	• Explain how to use Online Dictionary? • Explain how to make a sentence using new word? • Describe how to find synonyms	**Theory-** 1 Hour **Practical-** 4 Hours **Total-** 5 Hours	• Online Dictionary • Laptop/PC • Internet	• Classroom and workplace/ Lab

	words in sentences. • Search synonyms from Google, Microsoft Word, e-dictionary, etc. • Find synonyms for all the learned words. • Note down these synonyms in your journal	using multiple techniques. • Explain how to write down all the words with synonyms in the journal. **Practical Activity:** • Find first 10 words by using E-Dictionary. • Find synonyms of all learned words			

LU-2. Play Word Games	**The trainee will be able to:** • Play different games to develop vocabulary, e.g., Scrabble, Charades, word search, joint letters, rearrange words, match words etc. • Use e-flash cards, e.g. Magoosh Flashcard, ankidroid etc. • Note down these words in your journal	• How to play games to build vocabulary. • Describe how to make use of an e-flash card. **Practical Activity:** • Play games to develop vocabulary	**Theory-** 1 Hour **Practical-** 4 Hours **Total-** 5 Hours	• Laptop/PC • Internet • Word Games	• Classroom and workplace/ Lab

LU-3. Participate in Conversation	**The trainee will be able to:** • Participate in Group discussions. • Use all learned words in conversation	• How to use learned words in conversation? **Practical Activity:** • Group Discussion	**Theory-** 1 Hour **Practical-** 4 Hours **Total-** 5 Hours	• Laptop/PC • Internet	• Classroom and workplace/ Lab

Module 02 - 0232-L&L-2. Use Basic Grammatical Rules

Objectives:

After completing this module, the learner will be able to develop expression to ensure effective communication in writing.

Duration:	**Total hours**	**15**	**Practical:**	**12**	**Theory:**	**3**	**Credit Hours:**	**1.5**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools&Equipment) Required	Learning Place
LU-1. Learn the correct use of grammar	**The trainee will be able to:** • Learn basic grammar, e.g., Parts of speech, conjunction, preposition, transitive, etc. • Practice subject-verb agreement. • Identify common grammatical mistakes, e.g., parallelism, order of words,	• Understand the concept of parts of speech. • Explain basic grammatical rules. • Describe finding the grammatical errors in a given passage. **Practical Activity:** • Find grammatical errors in a given passage.	**Theory-** 2 Hours **Practical-** 6 Hours **Total-** 8 Hours	• Laptop/PC • Internet	• Classroom and workplace/ Lab

	pronoun-antecedent agreement etc.				
LU-2. Follow Syntax	**The trainee will be able to:** • Identify sentence structure • Make all types of sentences • Use punctuation in sentences	• Describe how to make a sentence and its structure • Explain the rules of punctuation in a sentence.	**Theory-** 1 Hour **Practical-** 6 Hours **Total-** 7 Hours	• Laptop/PC • Internet • Reading materials.	• Classroom and workplace/ Lab

		Practical Activity: • Identify sentence structure from reading material.			

Module 03 - 0232-L&L-3. Write/Re-write Paragraph

Objectives:

After completing this module, the learner will be able to rewrite the provided content.

Duration:	**Total hours**	**30**	**Practical:**	**24**	**Theory:**	**6**	**Credit Hours:**	**3**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools&Equipment) Required	Learning Place
LU-1. Learn the paragraph structure	**The trainee will be able to:** • Read about the topic sentence,	• Interpret the structure of the paragraph.	**Theory-** 2 Hours **Practical-** 6Hours **Total-** 8 Hours	• Laptop/PC • Internet • Basic	• Classroom and workplace/ Lab

	supporting detail and concluding sentence • Read about different types of paragraphs • Identify the paragraphs in terms of unity and variation • Learn the use of separate sections concerning their placement within the write-up agreement etc.	• Explain how to identify the paragraph in different terms. **Practical Activity:** • Read and identify the types of paragraphs.		grammar book • Search Engines	
LU-2. Write into your own words	**The trainee will be able to:** • Read a sample paragraph • Point out the topic sentence and supporting details • Rewrite the sentences with the use of synonyms • Make sentences	• How to write a paragraph with supporting detail. • Explain how to construct a sentence briefly. **Practical Activity:**	**Theory-** 1 Hour **Practical-** 6Hours **Total-** 7 Hours	• Laptop/PC • Internet • Basic grammar book • Search Engines	• Classroom and workplace/ Lab

	not longer than 20 words • Keep the sentences short and direct • Check the paragraph for uniformity	• Write paragraph of five lines specifically focusing on synonyms.			
LU-3. Rewrite a Paragraph	**The trainee will be able to:** • Read the original paragraph 2-3 times • Rearrange the sentence if necessary • Rewrite the ideas into your own words • Avoid repetition of same sentence structure • Proofread for any grammatical mistakes • Rewrite the complete paragraph, not sentence by sentence.	• Explain reading techniques to rewrite the paragraph. • Explain how to rephrase the paragraph instead of sentence by sentence. **Practical Activity:** • Rewrite a paragraph of five lines without grammatical errors.	**Theory-** 2 Hours **Practical-** 6Hours **Total-** 8 Hours	• Laptop/PC • Internet • Basic grammar book • Search Engines	• Classroom and workplace/ Lab

LU-4. Write a Paragraph	**The trainee will be able to:** • Select a topic to write a paragraph. • Decide which supporting details can substantiate the main idea • Write down your thoughts in the form of a paragraph that shows unity and variation	• How to choose paragraph topic. • Define the rules for paragraph formulation. **Practical Activity:** • Write a paragraph on your selected topic.	**Theory-** 1 Hour **Practical-** 6Hours **Total-** 7 Hours	• Laptop/PC • Internet • Basic grammar book • Search Engines	• Classroom and workplace/ Lab

Module 04 - 0232-L&L-4. Check for Grammatical Errors

Objectives:

After completing this module, the learner will be able to validate the grammar of the content.

Duration:	Total hours	18	Practical:	15	Theory:	3	Credit Hours:	1.8

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place
LU-1. Check the spelling and punctuation.	**The trainee will be able to:** • Read the write-up for spelling mistakes. • Correct the spelling errors. • Check and correct the punctuation marks in the content.	• How to identify syntax errors? • How to check and rewrite the correct sentence? **Practical Activity:** • Check and correct the spelling mistakes	**Theory-** 1Hours **Practical-** 7 Hours **Total-** 8 Hours	• Laptop/PC • Internet • Grammarly Software • E-Dictionary • Word processor	• Classroom and workplace/ Lab

LU-2. Ensure the correct use of grammar.	**The trainee will be able to:** • Read the write-up to find any grammatical mistakes. • Rewrite the sentence to omit the errors. • Edit sentence structure, parallelism, the figure of speech, phrasing, etc	• Explain how to use punctuation in a sentence. **Practical Activity:** • Check and correct the grammatical errors.	**Theory-** 2 Hours **Practical-** 8 Hours **Total-** 10 Hours	• Laptop/PC • Internet • Grammarly Software • E-Dictionary • Word processor	• Classroom and workplace/ Lab

Bloggers

Module 05 - 0232-L&L-5. Identify your niche (Food, Traveling, Fashion, Automobile etc.)

Objectives:

After completing this module, the learner will be able to identify their niche (area of interest) like food, travel, fashion, automobile etc.

Duration:	**Total hours**	**18**	**Practical:**	**14**	**Theory:**	**4**	**Credit Hours:**	**1.8**

Learning Unit	**Learning Outcomes**	**Learning Elements**	**Duration**	**Materials (Tools & Equipment) Required**	**Learning Place**
LU-1. Research on Topic	**The trainee will be able to:** • Search for top blogging topics on search engines (Google, Yahoo etc.) and marketplaces (Flippa, Sedo etc.) • Select your area of interest	• Explain the finding of top blogging topics. • Help students to finalize their area of interest. **<u>Practical Activity:</u>** • Find top blogging topic.	**Theory-** 1 Hour **Practical-** 4 Hours **Total-** 5 Hours	• Laptop/PC • Internet • Search Engine • Google Keyplanner • Soovle • Moz	• Classroom and workplace/ Lab

LU-2. Filter the Researched topics	**The trainee will be able to:** • Classify the researched niches based on different criteria i.e. personal liking, social norms, demographics, etc. • Select the most appropriate class of niches among them.	• How to classify researched niches based on different criteria (personal liking) ? **Practical Activity:** • Enlist best researched topics of personal interest.	**Theory-** 1 Hour **Practical-** 3 Hours **Total-** 4 Hours	• Laptop/PC • Internet • Google Keyplanner • Soovle • Moz	• Classroom and workplace/ Lab
LU-3. Find your Competitors	**The trainee will be able to:** • Search local competitors within your niche. • Search global competitors within your niche. • Find out the work of your competitors in the local and international market	• How to search for local and global competitors of a specific niche. • Undergo their existing work in the market. **Practical Activity:** • Search local and global competitors and analyze their work done.	**Theory-** 1 Hour **Practical-** 4 Hours **Total-** 5 Hours	• Laptop/PC • Internet • Google Keyplanner • Soovle • Moz	• Classroom and workplace/ Lab

LU-4. Perform Competitive Analysis	**The trainee will be able to:** • Compile the attributes of work done by your competitors • Identify the competitive edge • Find the cost per click (CPC) using keyword planners like the Google Keyword Planner, Soovle etc. • Find Keyword Difficulty (KD) level using keyword planner like the Google Keyword Planner, Keyword everywhere etc.	• Conduct a competitor analysis. • Explain the process of finding CPCs and KD using Google keyword planner. **Practical Activity:** • Perform competitor analysis and find CPC and KD of your niche keyword using Google keyword planner.	**Theory-** 1 Hour **Practical-** 3 Hours **Total-** 4 Hours	• Laptop/PC • Internet • Google Keyplanner • Soovle • Moz	• Classroom and workplace/ Lab

Module 06 - 0232-L&L-6. Create Blog

Objectives:

After completing this module, the learner will be able to explore different platforms that provide blogging services and create their blog.

Duration:	**Total hours**	**36**	**Practical:**	**27**	**Theory:**	**9**	**Credit Hours:**	**3.6**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place
LU-1. Search Blogging Platform	**The trainee will be able to:** • Search different blogging platforms like blogger, WordPress, WIX, Tumblr etc • Compare features of these platforms, both free and paid. • Select appropriate blog site.	• Describe the method to use blogging platforms, including free/delivered features. • How to select a relevant blog site. **Practical Activity:** • Explore the features of different blogging sites.	**Theory-** 3 Hours **Practical-** 9 Hours **Total-** 12 Hours	• Laptop/PC • Internet • WordPress • WIX • Blogger • Tumbler • Yola	• Classroom and workplace/ Lab

LU-2. Explore working of blogging platform	**The trainee will be able to:** • Explore the interface of the selected blogs sites • Learn the working of its features and tools	• Demonstrate the interface of the blogging sites. **Practical Activity:** • Experience the interface of blogging sites.	**Theory-** 3 Hours **Practical-** 9 Hours **Total-** 12 Hours	• Laptop/PC • Internet • WordPress • WIX • Blogger • Tumbler • Yola	• Classroom and workplace/ Lab
LU-3. Create Blog	**The trainee will be able to:** • Sign up at the selected blog site for login purposes in future • Create new blog • Set name/title of the blog • Write a description of the blog • Use images for the blog like the logo • Able to edit blog information • Publish your first blog post	• How to make a profile on a blogging site. • How to publish your blog post. **Practical Activity:** • Create a blog post	**Theory-** 3 Hours **Practical-** 9 Hours **Total-** 12 Hours	• Laptop/PC • Internet • WordPress • WIX • Blogger • Tumbler • Yola	• Classroom and workplace/ Lab

Module 07 - 0232-L&L-7. Generate, Research, and Pitch Ideas for Posts

Objectives:

After completion of this module, the learner will be able to identify their niche (area of interest) like food, travel, fashion, automobile etc.

Duration:	**Total hours**	**30**	**Practical:**	**24**	**Theory:**	**6**	**Credit Hours:**	**3**

Learning Unit	**Learning Outcomes**	**Learning Elements**	**Duration**	**Materials (Tools & Equipment) Required**	**Learning Place**
LU-1. Research the ideas	**The trainee will be able to:** • Research for latest and hot topics for blog posts • Identify keywords for title • Search keywords for contents • Search keywords for tags	• Describe how to find a hot topic for a post. • Search keywords for post. **Practical Activity:** • Search and select keywords for content.	**Theory-** 1 Hour **Practical-** 6 Hours **Total-** 7 Hours	• Laptop/PC • Internet • Moz • Google Keyword planner • LSI graph	• Classroom and workplace/ Lab

LU-2. Create eye-catching title	**The trainee will be able to:** • Search different titles to attract the audience. • Identify focus keywords that can be used in the title. • Relate the title with the idea of the post.	• How to find related title according to post. • **Practical Activity:** • Find attractive words for title.	**Theory-** 1 Hour **Practical-** 6 Hours **Total-** 7 Hours	• Laptop/PC • Internet • Moz • Google Keyword planner • LSI graph	• Classroom and workplace/ Lab
LU-3. Create content for the ideas	**The trainee will be able to:** • Use focus keyword in H1 (Heading style). • Prepare textual content of the post in effective manners to narrate the whole idea • Use textual, images, videos and infographics in the contents of the idea	• Define infographics • Illustrate Latent Semantic Indexing (LSI) **Practical Activity:** • Use LSI graph	**Theory-** 2 Hours **Practical-** 6 Hours **Total-** 8 Hours	• Laptop/PC • Internet • Moz • Google Keyword planner • LSI graph	• Classroom and workplace/ Lab

	• Use ALT keywords in the image • Relate Latent Semantic Index (LSI) keywords in the contents • Design images for the contents				
LU-4. Add keywords in tags	**The trainee will be able to:** • Search your local competitors within your niche. • Search your global competitors within your niche. • Find out the work of your competitors in the local and international market	• How to search for local and global competitors? **<u>Practical Activity:</u>** • Find the keywords from the given blog post.	**Theory-** 2 Hours **Practical-** 6 Hours **Total-** 8 Hours	• Laptop/PC • Internet • Moz • Google Keyword planner • LSI graph	• Classroom and workplace/ Lab

Module 08 - 0232-L&L-8. Develop Methods to Attract New and Existing Readers

Objectives:

After completing this module, the learner will be able to develop methods to attract the readers of blogs by using different promotion mechanisms.

Duration:	**Total hours**	**33**	**Practical:**	**27**	**Theory:**	**6**	**Credit Hours:**	**3.3**

Learning Unit	**Learning Outcomes**	**Learning Elements**	**Duration**	**Materials (Tools & Equipment) Required**	**Learning Place**
LU-1. Promote posts through social media	**The trainee will be able to:** • Design the content for the post • Research potential social media platforms • Publish the post on social media platforms • Boost the post if needed	• Define social media. • List down the popular social media platforms **Practical Activity:** • Use of social media platforms for boosting.	**Theory-** 1 Hour **Practical-** 7 Hours **Total-** 8 Hours	• Laptop/PC • Internet • Google analytics	• Classroom and workplace/ Lab

LU-2. Promote posts through e-mail marketing	**The trainee will be able to:** • Design the content/newsletter for e-mail • Generate a list of potential recipients from different sources • Send e-mail	• Define to design a newsletter? • How to promote content through e-mail marketing? **Practical Activity:** • Write email for promotion?	**Theory-** 2 Hours **Practical-** 6 Hours **Total-** 8 Hours	• Laptop/PC • Internet • Mail Server	• Classroom and workplace/ Lab
LU-3. Promote posts through SMS marketing	**The trainee will be able to:** • Design textual content for SMS • Generate a list of potential recipients from appropriate sources • Send SMS	• How to run marketing campaign through SMS? **Practical Activity:** • Write SMS content for promotion	**Theory-** 1 Hour **Practical-** 5 Hours **Total-** 6 Hours	• Laptop/PC • Internet • SMS Services	• Classroom and workplace/ Lab

LU-4. Perform SEO	**The trainee will be able to:** • Identify the famous search engines • Identify the keywords related to post • Index post in search engine using different tools • Optimize blog through SEO practices, including on-page and off-page	• Define SEO • Describe different SEO tools • Elaborate SEO optimization • Discuss SEO Optimization practices(on-page/off-page) • List down important sources of SEO **Practical Activity:** • Use search engines to identify keywords for post.	**Theory-** 2 Hours **Practical-** 9 Hours **Total-** 11 Hour	• Laptop/PC • Internet • Google Webmaster • Google analytics • Page Speed insight by Google	• Classroom and workplace/ Lab

E-mail and Newsletter Developer

Module 09 - 0232-L&L-9. Write Professional E-mails

Objectives:

After completing this module, the learner will be able to write professional e-mails and the company's newsletter.

Duration:	**Total hours**	**18**	**Practical:**	**15**	**Theory:**	**3**	**Credit Hours:**	**1.8**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place
LU-1. Identify E-mail Platforms	**The trainee will be able to:** • Explore different e-mail platforms, e.g. Microsoft Outlook, Gmail, Yahoo Mail etc. • Identify the commonalities and differences of multiple e-mail platforms.	• Define Electronic Mail. • Describe different e-mail platforms. **Practical Activity:** • Differentiate various email platforms.	**Theory-** 1 Hour **Practical-** 5 Hours **Total-** 6 Hours	• Laptop/PC • Internet	• Classroom and workplace/ Lab

LU-2. Set up an E-mail account.	**The trainee will be able to:** • Demonstrate the steps for setting up an e-mail account. • Identify errors while configuring an e-mail account. • Secure your E-mail ID by setting up a strong password.	• Process of setting up an e-mail account. • What are the error identification methods while setting up an e-mail account? • How to deal with errors while configuring an e-mail account? **<u>Practical Activity:</u>** • Set up an e-mail account.	**Theory-** 1 Hour **Practical-** 5 Hours **Total-** 6 Hours	• Laptop/PC • Internet	• Classroom and workplace/ Lab
LU-3. Compose an E-mail	**The trainee will be able to:** • Explore the use of Inbox, Outbox/Sent, Trash/Junk, Draft folders. • Identify the difference between the sender's address	• Describe features and functionalities of different e-mail platforms. • Differentiate between formal and informal e-mails.	**Theory-** 1 Hour **Practical-** 5 Hours **Total-** 6 Hours	• Laptop/PC • Internet	• Classroom and workplace/ Lab

	and the receiver's address. • Choose the subject of the e-mail. • Attach a file. • Compose the e-mail.	**Practical Activity:** • Compose a promotional e-mail.			

Module 10 - 0232-L&L-10. Perform Editing and Proofreading

Objectives:

After completing this module, the learner will be able to edit and proofread the e-mails/newsletters.

Duration:	**Total hours**	**30**	**Practical:**	**24**	**Theory:**	**6**	**Credit Hours:**	**3**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place
LU-1. Perform Spell Check	**The trainee will be able to:** • Read the e-mail carefully after composing it. • Identify spelling mistakes. • Remove the spelling mistakes. • Use AutoCorrect Feature.	• How to find and remove spelling mistakes in a composed e-mail? **Practical Activity:** • Use autocorrect feature to rectify spelling mistakes of the composed email.	**Theory-** 2 Hours **Practical-** 8 Hours **Total-** 10 Hours	• Laptop/PC • Internet • Browser Software (Chrome, Firefox etc.) • Grammarly software	• Classroom and workplace/ Lab

LU-2. Find/Remove Grammatical Mistakes	**The trainee will be able to:** • Read the e-mail carefully to identify grammatical mistakes. • Remove grammatical errors.	• How to identify and remove grammatical mistakes in a composed e-mail? **Practical Activity:** • Identify grammatical mistakes in composed e-mail.	**Theory-** 2 Hours **Practical-** 8 Hours **Total-** 10 Hours	• Laptop/PC • Internet • Browser Software (Chrome, Firefox etc.)	• Classroom and workplace/ Lab
LU-3. Structurize your e-mail	**The trainee will be able to:** • Divide the e-mail into paragraphs. • Check for conflicting or any wrong information. • Check if the paragraphs are well structured.	• Define the uniform structure of an e-mail. **Practical Activity:** • Structurize the paragraphs to filter out any irrelevant information.	**Theory-** 2 Hours **Practical-** 8 Hours **Total-** 10 Hours	• Laptop/PC • Internet • Browser Software (Chrome, Firefox etc.)	• Classroom and workplace/ Lab

Module 11 - 0232-L&L-11. Finalize the Design of a Newsletter

Objectives:

After completing this module, the learner will be able to finalize the newsletter's design.

Duration:	**Total hours**	**30**	**Practical:**	**24**	**Theory:**	**6**	**Credit Hours:**	**3**

Learning Unit	**Learning Outcomes**	**Learning Elements**	**Duration**	**Materials (Tools & Equipment) Required**	**Learning Place**
LU-1. Identify different types of newsletter	**The trainee will be able to:** • Explore the Company Newsletter. • Explore the Consumer Newsletter. • Explore the Organization Newsletter • Find the difference between a Consumer newsletter and a company's newsletter.	• Define a newsletter. • Differentiate types of the newsletter. **Practical Activity:** • Compare different types of newsletters.	**Theory-** 2 Hours **Practical-** 6 Hours **Total-** 8 Hours	• Laptop/PC • Internet • Browser Software (Chrome, Firefox etc.) • E-mail software Tool	• Classroom and workplace/ Lab

LU-2. Select and use appropriate software for newsletter composition.	**The trainee will be able to:** • Identify the required features of an e-mail software for developing newsletters. • Use e-mail software such as Mailchimp or Mail jet effectively. • Use Third-Party Email Software.	• Understand different e-mail software to prepare newsletters proficiently. **Practical Activity:** • Use different software to compose newsletter.	**Theory-** 2 Hours **Practical-** 6 Hours **Total-** 8 Hours	• Laptop/PC • Internet • Browser Software (Chrome, Firefox etc.) • E-mail software Tool	• Classroom and workplace/ Lab
LU-3. Prepare newsletter layout	**The trainee will be able to:** • Write an eye-catching subject line and preheader text. • Add top-quality featured content for the company's newsletter. • Add compelling content for Consumer Newsletter. • Add engaging graphics to the	• Define newsletter elements. • Illustrate how to add them in the newsletter. **Practical Activity:** • Prepare complete newsletter layout	**Theory-** 1 Hour **Practical-** 6 Hours **Total-** 7 Hours	• Laptop/PC • Internet • Browser Software (Chrome, Firefox etc.) • E-mail software Tool	• Classroom and workplace/ Lab

	newsletter. • Add social links to the newsletter. • Use the "Call to Action" Buttons.				
LU-4. Edit the newsletter template	**The trainee will be able to:** • Browse for the good newsletter templates. • Select the appropriate template as per the requirement. • Modify the newsletter template.	• Define how to find the best newsletter and modify yours accordingly. **<u>Practical Activity:</u>** • Select an appropriate template to modify the newsletter.	**Theory-** 1 Hour **Practical-** 6 Hours **Total-** 7 Hours	• Laptop/PC • Internet • Browser Software (Chrome, Firefox etc.) • E-mail software Tool	• Classroom and workplace/ Lab

Communication Assistant

Module 12 - 0232-L&L-12. Manage Internal and External Communication of a Company

Objectives:

After completing this module, the learner will be able to communicate with company clients and company employees.

Duration:	**Total hours**	**30**	**Practical:**	**24**	**Theory:**	**6**	**Credit Hours:**	**3**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place
LU-1.Make social media accounts	**The trainee will be able to:** • Select a suitable social media platform for the company. • Create accounts on the selected social media outlets.	• Explore the most popular social media platforms. **<u>Practical Activity:</u>** • Create accounts on social media platforms.	**Theory-** 2 Hours **Practical-** 8 Hours **Total-** 10 Hours	• Laptop/PC • Internet • Social Media Platforms	• Classroom and workplace/ Lab

LU-2. Offer good Customer support communication.	**The trainee will be able to:** • Develop good relations with customers. • Respond timely to queries and complaints of the customers	• Explain Customer Relationship **Practical Activity:** • Dummy Chat through messenger or any other social media platforms.	**Theory-** 2 Hours **Practical-** 8 Hours **Total-** 10 Hours	• Laptop/PC • Internet • Social Media Platforms	• Classroom and workplace/ Lab
LU-3. Enhance inter-departmental communication	**The trainee will be able to:** • Update the employees regularly (company-wide news, status changes, promotions and errors in the system etc.) • Adopt a secure instant messaging service for communication.	• How to secure Instant messaging services? • Explain the process of effective communication through updated social media platforms. **Practical Activity:** • Group Communication through social media platforms.	**Theory-** 2 Hours **Practical-** 8 Hours **Total-** 10 Hours	• Laptop/PC • Internet • Social Media Platforms	• Classroom and workplace/ Lab

Module 13 - 0232-L&L-13. Draft Media Statements

Objectives:

After completing this module, the learner will be able to communicate the company's policies and messages to the press.

Duration:	**Total hours**	**15**	**Practical:**	**11**	**Theory:**	**4**	**Credit Hours:**	**1.5**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools Equipment) Required	Learning Place
LU-1.Follow company policy	**The trainee will be able to:** • Read company policies about the dissemination of information carefully. • Adhere to the policy while interacting with the media.	• Discuss company policies about the circulation of information. **Practical Activity:** • Explore company policies.	**Theory-** 1 Hour **Practical-** 2 Hours **Total-** 4 Hours	• Laptop/ PC • Internet	• Classroom and workplace/ Lab

LU-2. Issue Press Releases	**The trainee will be able to:** • Draft press releases about the new information related to the company from time to time. • Issue the press release after authorization.	• Discuss nuances and subtleties of writing a press release about a given event/situation. **Practical Activity:** • Draft and issue press releases	**Theory-** 1 Hour **Practical-** 3 Hours **Total-** 4 Hours	• Laptop/ PC • Internet	• Classroom and workplace/ Lab
LU-3. Answer media queries	**The trainee will be able to:** • Respond to media queries according to company policy • Share relevant information with the media. • Avoid commenting on the information about competitor company. • Comment on the market share figures announced by the competitor company.	• Explain how to respond to media queries. **Practical Activity:** • Respond to media queries	**Theory-** 1 Hour **Practical-** 3 Hours **Total-** 4 Hours	• Laptop/ PC • Internet	• Classroom and workplace/ Lab

LU-4. Write media statements	**The trainee will be able to:** • Write vital information that people need to know. • Select your words carefully as it is a public record.	• Explain how to write a media statement for a given issue. **Practical Activity:** • Write media statements.	**Theory-** 1 Hour **Practical-** 3 Hours **Total-** 3 Hours	• Laptop/ PC • Internet • Web services	• Classroom and workplace/ Lab

Module 14 - 0232-L&L-14. Represent the Company Professionally

Objectives:

After completing this module, the learner will be able to communicate with a company's clients.

Duration:	**Total hours**	**33**	**Practical:**	**27**	**Theory:**	**6**	**Credit Hours:**	**3.3**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place

LU-1. Adopt electronic communication methods.	**The trainee will be able to:** • Update the company's clients regularly about all the company-wide news via social media. • Adopt a secure instant messaging service for the fastest communication. • Generate newsletters on a monthly/weekly basis.	• Discuss the knowledge of social media, instant messaging services, and newsletter creation **Practical Activity:** • Circulate the company-wide news via social media, instant messaging services, and newsletters.	**Theory-** 2 Hours **Practical-** 9 Hours **Total-** 11 Hour	• Laptop/PC • Internet	• Classroom and workplace/ Lab
LU-2. Keep your site up-to-date.	**The trainee will be able to:** • Present correct information on the site for your clients. • Update the new data for the clients in a timely fashion.	• Discuss the effective website updates. **Practical Activity:** • How to update your website content.	**Theory-** 2 Hours **Practical-** 9 Hours **Total-** 11 Hour	• Laptop/PC • Internet	• Classroom and workplace/ Lab

LU-3. Represent the company brand.	**The trainee will be able to:** • Create greater value for the company clients. • Offer help to the clients when needed.	• Discuss the importance of client relationship management. **Practical Activity:** • Represent the company brand through presentation.	**Theory-** 2 Hours **Practical-** 9 Hours **Total-** 11 Hour	• Laptop/PC • Internet	• Classroom and workplace/ Lab

Module 15 - 0232-L&L-15. Plan Events and Press Conferences

Objectives:

After completing this module, the learner will be able to plan and execute different events and press conferences.

Duration:	**Total hours**	**24**	**Practical:**	**18**	**Theory:**	**6**	**Credit Hours:**	**2.4**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place

LU-1. Reveal the message	**The trainee will be able to:** • Check the information carefully • Summarize the message into a few key points. • Convey the message via delivery tools (mail, e-mail, social media etc.)	• Explain how to deliver the message. **Practical Activity:** • Use delivery tools(email/SMS/ Messenger) to convey the message.	**Theory-** 2 Hours **Practical-** 6 Hours **Total-** 8 Hours	• Laptop/PC • Internet • Cell Phone	• Classroom and workplace/ Lab
LU-2. Schedule the time and date.	**The trainee will be able to:** • Set a reasonable date and time for the event/press conference. • Make sure it is not in conflict with other events and media deadlines. • Check with the local media for other such events around that time.	• Explain how to make a schedule for any event. **Practical Activity:** • Schedule time and date for an event.	**Theory-** 2 Hours **Practical-** 6 Hours **Total-** 8 Hours	• Laptop/PC • Internet • Cell Phone	• Classroom and workplace/ Lab

LU-3. Choose a venue.	**The trainee will be able to:** • Select a central location with adequate resources • Make necessary arrangements	• Explain how to choose an optimum location. • **Practical Activity:** • Select a venue.	**Theory-** 2 Hours **Practical-** 6 Hours **Total-** 8 Hours	• Laptop/PC • Internet • Cell Phone	• Classroom and workplace/ Lab
LU-4. Contact Media	**The trainee will be able to:** • Create a comprehensive mailing list of the editors (news channels, newspapers and radio news) • Prepare a press advisory and mail it to the media one week before the press conference.	• How to Collect the contact details of the relevant media persons. • Preparing a press advisory. **Practical Activity:** • Draft press advisory to editors via e-mail. • Collect contact data.	**Theory-** 1 Hour **Practical-** 4 Hours **Total-** 5 Hours	• Laptop/PC • Internet • Cell Phone	• Classroom and workplace/ Lab

LU-5. Follow up with the media	**The trainee will be able to:** • Give your press advisory three days to arrive. • Follow up your press advisory with the media outlets via phone calls. • Do the follow up before the commencement of the conference	• Recall editors for the conference. **Practical Activity:** • Mock follow up calls.	**Theory-** 1 Hour **Practical-** 4 Hours **Total-** 5 Hours	• Laptop/PC • Internet • Cell Phone	• Classroom and workplace/ Lab

Module 16 - 0232-L&L-16. Compile Media Publications

Objectives:

After completing this module, the learner will be able to monitor your company's media coverage and enhance the company's public relations (PR).

Duration:	**Total hours**	**30**	**Practical:**	**24**	**Theory:**	**6**	**Credit Hours:**	**3**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place
LU-1.Set up Google alerts.	**The trainee will be able to:** • Set up Google Alerts for your business name. • Add news mentions sent by Google Alerts into your compilation file.	• Understand google alerts **Practical Activity:** • Use google alerts to promote business / organization.	**Theory-** 2 Hours **Practical-** 8 Hours **Total-** 10 Hours	• Laptop/PC • Internet	• Classroom and workplace/ Lab
LU-2. Hire media monitoring services.	**The trainee will be able to:** • Engage media monitoring services for your business. • Add news coverage received from the services into your compilation file.	• How to engage the media services? **Practical Activity:** • Add news received from media monitoring services into your compilation file.	**Theory-** 2 Hours **Practical-** 8 Hours **Total-** 10 Hours	• Laptop/PC • Internet	• Classroom and workplace/ Lab

LU-3. Search media coverage of the company.	**The trainee will be able to:** • Check company news on various platforms (print, electronic and digital media) • Add the missed news coverage into the compilation.	• Describe how to update the news on platforms? • **Practical Activity:** • What are the basic steps to manage the compilation file?	**Theory-** 2 Hours **Practical-** 8 Hours **Total-** 10 Hours	• Laptop/PC • Internet	• Classroom and workplace/ Lab

Copywriter

Module 17 - 0232-L&L-17. Generate Words and Slogans

Objectives:

After completion of this module, the learner will be able to generate persuasive word bank and attractive slogans catching audience's attention and maintaining effective communication.

Duration:	Total hours	30	Practical:	24	Theory:	6	Credit Hours:	3

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place
LU-1. Search persuasive words.	**The trainee will be able to:** • Pinpoint the main theme of the issue at hand. • Short list the most concise word(s) that bring out the theme.	• Explain how to develop relevant word bank. • Describe the process to scan the given reading material. **Practical Activity:** • Enlist concise words on the given topic.	**Theory-** 3 Hours **Practical-** 12 Hours **Total-** 15 Hours	• Laptop/PC • Internet	• Classroom and workplace/ Lab

LU-2. Select powerful words.	**The trainee will be able to:** • Create the list of words related to movement and sound • Choose words containing plosives with complete mouth closure (like p, t, k, b, g, and d).	• Define Manner and Place of Articulation (Plosives, Fricatives etc.) • Explore persuasive words considering sounds and movement. **Practical Activity:** • Use the created list to draft a powerful tagline.	**Theory-** 3 Hours **Practical-** 12 Hours **Total-** 15 Hours	• Laptop/PC • Internet	• Classroom and workplace/ Lab

Module 18 - 0232-L&L-18. Discuss the Client's Core Message in the Content by keeping the Target Audience in mind.

Objectives:

After completing this module, the learner will be able to convey the client's core message to the target audience in an effective manner.

Duration:	**Total hours**	**36**	**Practical:**	**27**	**Theory:**	**9**	**Credit Hours:**	**3.6**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place
LU-1. Identify the client's message and the target audience.	**The trainee will be able to:** • Read carefully the documents provided by the client. • Ask questions from the client to clarify any ambiguities. • Conduct interviews with the relevant people to reach a clear agreement.	• Understand Effective communication. • Describe the ability to conduct interviews and retrieve useful information. **Practical Activity:** • Conduct interviews of the relevant people.	**Theory-** 5 Hours **Practical-** 13 Hours **Total-** 18 Hours	• Laptop/PC • Internet • Telephone	• Classroom and workplace/ Lab

LU-2. Perform research on the message and the audience.	**The trainee will be able to:** • Search for the other work done on the same message. • Look for the best words and visuals to engage with the target audience.	• Understand the psyche of the audience. • **Practical Activity:** • Write content considering the target audience.	**Theory-** 4 Hours **Practical-** 14 Hours **Total-** 18 Hours	• Laptop/PC • Internet • Telephone	• Classroom and workplace/ Lab

Module 19 - 0232-L&L-19. Generate Infographics

Objectives:

After completing this module, the learner will be able to create aesthetic and effective infographics.

Duration:	**Total hours**	**30**	**Practical:**	**24**	**Theory:**	**6**	**Credit Hours:**	**3**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place

LU-1.Outline the goals of the infographic.	**The trainee will be able to:** • Conduct an overview of the topic. • Simplify a complex process. • Display research findings or survey data. • Compare and contrast multiple options.	• Understand the purpose of infographics. **Practical Activity:** • Describe how to extract data for an infographic from search engines.	**Theory-** 2 Hours **Practical-** 4 Hours **Total-** 6 Hours	• Laptop/PC • Internet **Software:** • Graphic Software	• Classroom and workplace/ Lab
LU-2. Collect data for the infographic.	**The trainee will be able to:** • Open a search engine like Google, Bing etc. • Type relevant words in the search field. • Select the most accurate data from popular sites.	• Explain how to search relevant data from different sites. **Practical Activity:** • Search and select data for infographic.	**Theory-**1 Hour **Practical-** 5 Hours **Total-** 6 Hours	• Laptop/PC • Internet **Software:** • Graphic Software	• Classroom and workplace/ Lab

LU-3. Visualize data for the infographic.	**The trainee will be able to:** • Choose the best charts for your purpose. • Use a donut chart for giving any information. • Apply bar/stack chart for comparison.	• Understand the use of graphic charts for your ideal. **Practical Activity:** • Present your data in an infographic.	**Theory-** 1 Hour **Practical-** 5 Hours **Total-** 6 Hours	• Laptop/PC • Internet **Software:** • Graphic Software	• Classroom and workplace/ Lab
LU-4. Layout the infographic.	**The trainee will be able to:** • Pick a suitable template for the infographic based on its structure. • Choose the list infographic (if you want to represent a list etc.) • Use appropriate fonts & icons.	• How to choose a template for an infographic according to your data. **Practical Activity:** • Setup your template that fits best on your data.	**Theory-** 1 Hour **Practical-** 5 Hours **Total-** 6 Hours	• Laptop/PC • Internet **Software:** • Graphic Software	• Classroom and workplace/ Lab

LU-5. Add style to the infographic design.	**The trainee will be able to:** • Do experiments with fonts, colours and icons. • Make everything aligned and proportionate. • Try using more unusual fonts for headers.	• How to do formation in your infographic. **Practical Activity:** • Finalize your infographic design.	**Theory-** 1 Hour **Practical-** 5 Hours **Total-** 6 Hours	• Laptop/PC • Internet **Software:** • Graphic Software	• Classroom and workplace/ Lab

Module 20 - 0232-L&L-20. Write Product Descriptions

Objectives:

After completing this module, the learner will be able to write the product descriptions that boost sales.

Duration:	**Total hours**	**36**	**Practical:**	**27**	**Theory:**	**9**	**Credit Hours:**	**3.6**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place

LU-1. Identify the target audience.	**The trainee will be able to:** • Identify the general interest of the potential buyer. • Recognize the audience needs through buying trends • Conduct market research	• Explain methods to conduct audience and market research. • Describe ways to hunt potential buyer. **Practical Activity:** • Using any forecasting tool to target audience needs.	**Theory-** 3 Hours **Practical-** 7 Hours **Total-** 10 Hours	• Laptop/PC • Internet **Software:** • Graphic Designing Software • Microsoft office	• Classroom and workplace/ Lab
LU-2. Focus on the product benefits.	**The trainee will be able to:** • Mention the major way(s) the product can improve the buyer's life. • Identify the measurable benefits of the product.	• Discuss the benefits of products. **Practical Activity:** • Explore the problem-solving aspects of the product.	**Theory-** 2 Hours **Practical-** 7 Hours **Total-** 9 Hours	• Laptop/PC • Internet **Software:** • Graphic Designing Software • Microsoft office	• Classroom and workplace/ Lab

LU-3. Use natural language and tone.	**The trainee will be able to:** • Use appropriate terminologies relevant to your potential audience • Use a natural tone to connect the customer with the brand.	• How to target potential audience? • How to use customer-friendly language? **Practical Activity:** • Group Discussion / Presentation	**Theory-** 2 Hours **Practical-** 6 Hours **Total-** 8 Hours	• Laptop/PC • Internet **Software:** • Graphic Designing Software • Microsoft office	• Classroom and workplace/ Lab
LU-4. Use good product images.	**The trainee will be able to:** • Use quality images to go with the description. • Select/design images that show the key features of the product. • Select the image that shows both technical and practical benefits.	• Understand the importance of high-quality images. **Practical Activity:** • How to use graphic software to make images with features of the product?	**Theory-** 2 Hours **Practical-** 7 Hours **Total-** 9 Hours	• Laptop/PC • Internet **Software:** • Graphic Designing Software • Microsoft office	• Classroom and workplace/ Lab

Module 21 - 0232-L&L-21. Interact with Traditional Print Media for Ad Campaigns

Objectives:

After completing this module, the learner will be able to run an effective ad campaign on the local print media.

Duration:	**Total hours**	**21**	**Practical:**	**18**	**Theory:**	**3**	**Credit Hours:**	**2.1**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place
LU-1. Identify print media potential to achieve business goals.	**The trainee will be able to:** • Identify the media role in the promotion • Select the media for product promotion • Get proposal from media personnel	• Understand print media. **Practical Activity:** • Enlist few media potentials to make a solid business proposal.	**Theory-** 1 Hour **Practical-** 6 Hours **Total-** 7 Hours	• Laptop/PC • Internet	• Classroom and workplace/ Lab

LU-2. Create a plan for the print campaign.	**The trainee will be able to:** • Identify target audience and offers. • Identify resources and time duration • Identify the goals and metrics of the campaign. • Identify publications. • Identify Return on investment (ROI) and budget.	• Understand how to run a campaign in print media. **Practical Activity:** • Make a plan to run print media campaign.	**Theory-** 1 Hour **Practical-** 6 Hours **Total-** 7 Hours	• Laptop/PC • Internet	• Classroom and workplace/ Lab
LU-3. Design print ad.	**The trainee will be able to:** • Identify print ad design requirements. • Design print ad format. • Set Testing time for the ad.	• Understand the ad designs for print media **Practical Activity:** • Explain how to setup the time and design for advertisement.	**Theory-** 1 Hour **Practical-** 6 Hours **Total-** 7 Hours	• Laptop/PC • Internet	• Classroom and workplace/ Lab

Module 22 - 0232-L&L-22. Write Audio Scripts that Accompany Advertising Visuals.

Objectives:

After completing this module, the learner will be able to write the audio scripts for advertising visuals.

Duration:	**Total hours**	**36**	**Practical:**	**27**	**Theory:**	**9**	**Credit Hours:**	**3.6**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place
LU-1. Identify the target audience	**The trainee will be able to:** • Identify potential customers. • Make the customer-specific content.	• Understand how to target the audience. • Describe customer specific content essentials **Practical Activity:** • Brainstorm customer-oriented content ideas.	**Theory-** 3 Hours **Practical-** 6 Hours **Total-** 9 Hours	• Laptop/PC • Internet **Software:** Microsoft office Video editing software	• Classroom and workplace/ Lab

LU-2. Choose a goal.	**The trainee will be able to:** • Identify the point of the video. • Add a call to action to achieve the goal.	• Discuss the objective of a video. • Explain Video Content Strategy and Technique. **Practical Activity:** • Incorporate action into the video	**Theory-** 2 Hours **Practical-** 7 Hours **Total-** 9 Hours	• Laptop/PC • Internet **Software:** Microsoft office Video editing software	• Classroom and workplace/ Lab
LU-3. Choose a central character.	**The trainee will be able to:** • Identify the primary character suitable for the video. • Create video so that the single person does most of the talking.	• Understand video editing software. • Explain the role of the central character in the video. • Describe traits of central character. **Practical Activity:** • Create a character for the video.	**Theory-** 2 Hours **Practical-** 7 Hours **Total-** 9 Hours	• Laptop/PC • Internet **Software:** Microsoft office Video editing software	• Classroom and workplace/ Lab

LU-4. Identify the point of the video.	**The trainee will be able to:** • Create a punchline. • Convey the central message.	• How to create a punchline to convey the message? **Practical Activity:** • Outline an idea to create video.	**Theory-** 2 Hours **Practical-** 7 Hours **Total-** 9 Hours	• Laptop/PC • Internet **Software:** Microsoft office Video editing software	• Classroom and workplace/ Lab

Copy Editing

Module 23 - 0232-L&L-23. Verify Factual Correctness of Information

Objectives:

After completing this module, the learner will be able to verify the factual correctness of the information, dates, and statistics and check the advertising and magazine/newspaper policies.

Duration:	**Total hours**	**19**	**Practical:**	**15**	**Theory:**	**4**	**Credit Hours:**	**1.9**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place
LU-1.Check the factual correctness	**The trainee will be able to:** • Read the content completely. • Cross-check the references/sources	• Understand Fact-finding. **Practical Activity:** • Enlist the essentials to be considered while checking facts.	**Theory-** 2 Hours **Practical-** 5 Hours **Total-** 7 Hours	• Laptop/PC • Internet • Cell Phone • Pen • Writing Pad **Software:** • Word Processor	• Classroom and workplace/ Lab

LU-2. Correct the facts	**The trainee will be able to:** • Align facts with references/sources. • Review the content for its accuracy.	• Explain how to review the content? • Describe referencing methods **Practical Activity:** • Rectify the facts	**Theory-** 1 Hour **Practical-** 5 Hours **Total-** 6 Hours	• Laptop/PC • Internet • Cell Phone • Pen • Writing Pad **Software:** • Word Processor	• Classroom and workplace/ Lab
LU-3. Approve the content	**The trainee will be able to:** • Accept the article/content if it is factually correct. • Reject the article if it is factually incorrect or fake.	• Understanding of misrepresentation and fake information. • Verifying the accuracy of the content/article. **Practical Activity:** • Finalize the article/content.	**Theory-** 1 Hour **Practical-** 5 Hours **Total-** 6 Hours	• Laptop/PC • Internet • Cell Phone • Pen • Writing Pad **Software:** • Word Processor	• Classroom and workplace/ Lab

Module 24 - 0232-L&L-24. Check Format, Readability & Policies

Objectives:

After completing this module, the learner will be able to check the style, reader's readability and editorial policies.

Duration:	**Total hours**	**18**	**Practical:**	**15**	**Theory:**	**3**	**Credit Hours:**	**1.8**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place
LU-1. Check the Format and Readability of the Content	**The trainee will be able to:** • Read the given article/content to determine the quality (consistent with policy and guidelines). • Identify whether the article/content is written as per the style guide. • Apply changes in the article/content	• Describe style and readability guidelines and concepts. **Practical Activity:** • Make a checklist to verify format and readability of content.	**Theory-** 2 Hours **Practical-** 7 Hours **Total-** 9 Hours	• Laptop/PC • Internet **Software:** • Word Processor	• Classroom and workplace/ Lab

	according to the style guide and readability.				
LU-2. Apply the editorial policies	**The trainee will be able to:** • Identify the editorial policies. • Convert the content to align with editorial guidelines.	• Explain editorial policies. • Understand the method to apply editorial policies **Practical Activity:** • Enlist few guidelines to convert the content accordingly.	**Theory-** 1 Hour **Practical-** 8 Hours **Total-** 9 Hours	• Laptop/PC • Internet **Software:** • Word Processor	• Classroom and workplace/ Lab