

CURRICULUM OF “DIGITAL MARKETING”

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**National Vocational & Technical
Training Commission**

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Introduction

Definition/ Description of the training programme for Digital Marketing

Digital Marketing (DM) is the transformation of traditional marketing knowledge and strategies into digital world of Internet and Information Technology with the use of various digital platforms and electronic media. Digital Marketing has revolutionized the concept of efficient and effective marketing, as it enables a business or organization to scale its business across the globe and towards a broader customer base with optimized resources as compared to traditional marketing. The concept of digital marketing has brought convenience on both ends of a marketplace i.e., the customers and the businesses. With the increased use of electronic devices like computers, smartphones and tablets, traditional customer has started to prefer shopping online as it provides them ease and convenience to simply buy what they want with few clicks and on the same hand, use of digital marketing and e-commerce enables entrepreneurs to control and run their businesses through smart devices rather than using traditional physical resources and workspace.

Purpose of the training programme

The Digital marketing programme is to engage young people with a programme of development that will provide them with the knowledge, skills and understanding to start this career in Pakistan. The specific objectives of developing these qualifications are as under:

- Improve the professional competence of the trainees
- Provide opportunities for recognition of skills attained through non-formal or informal pathways
- Improve the quality and effectiveness of training and assessment for Digital marketing industry

Overall objectives of training programme

The overall objectives of the Digital Marketing program are producing skilled staff to:

- Manage Blogs
- Manage Affiliate Marketing
- Manage Mobile Marketing
- Manage Content Marketing
- Perform Social Media Optimization
- Manage Social Media Marketing
- Manage Email Marketing
- Manage Search Engine Marketing
- Perform Search Engine Optimization

Competencies to be gained after completion of course

- Monetize Blog and link Payment methods
- Measure Blog performance as per KPIs
- Analyze / Monitor Insights on Social Media Platforms
- Troubleshoot Google Analytics Issues
- Perform Local SEO

- Integrate Google Search Console (GSC)
- Perform YouTube SEO
- Final Project
- Manage Facebook and Instagram Ads
- Manage and Supervise the Job Activities
- Develop entrepreneurial Skills
- Create/Manage profile on Freelancing Platform
- Write professional proposals for freelance projects
- Practice professionalism

Trainee entry level

The entry requirement for this qualification would be Matric with science and level 4 in Digital Marketing. Age 18 years or above

Minimum qualification of trainer

Teaching staff qualification should be BS with specialization in, BS (Computer Engineering, Computer Science, Software Engineering, I.T) or equivalent with at least 1-year relevant experience or 3-year diploma in information technology with 3 years' experience.

Recommended trainer: trainee ratio

The recommended maximum trainer: trainee ratio for this programme is 1 trainer for 25 trainees.

Medium of instruction i.e. language of instruction

Instruction will be Urdu and English.

Duration of the course (Total time, Theory & Practical time)

This curriculum comprises 14 modules. The recommended delivery time is 1200 hours. Delivery of the course could therefore be full time, 5 days a week, for 12 months. Training providers are at liberty to develop other models of delivery, including part-time and evening delivery.

The full structure of the course is as follow:

Module Level-5	Theory¹ Days/hours	Workplace² Days/hours	Total hours
Monetize Blog and link Payment methods	32	35	67
Measure Blog performance as per KPIs	12	38	50
Analyze / Monitor Insights on Social Media Platforms	36	54	90
Troubleshoot Google Analytics Issues	36	54	90
Perform Local SEO	28	42	70
Integrate Google Search Console (GSC)	32	48	80
Perform YouTube SEO	32	48	80
Final Project	48	72	120
Manage Facebook and Instagram Ads	48	72	120
Manage and Supervise the Job Activities	20	12	32
Develop entrepreneurial Skills	20	12	32
Create/Manage profile on Freelancing Platform	10	15	25
Write professional proposals for freelance projects	10	6	16
Practice professionalism	100	200	300

¹ Learning Module hours in training provider premises

² Training workshop, laboratory and on-the-job workplace

Summary – overview of the curriculum

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 1: Monetize Blog and link Payment methods Aim: The aim of this module to develop advanced knowledge, skills and understanding to Monetize Blog and link Payment methods	LU1. Promote posts through digital activities LU2. Encourage comments and discussion forums LU3. Demonstrate monetization of Blog LU4. Link advertisers to Blog	32	35	67
Module 2: Measure Blog performance as per KPIs Aim: The aim of this module to develop advanced knowledge, skills and understanding to Measure Blog performance as per KPIs	LU1. Measure visitors, Leads, and subscribers LU2. Track inbound, outbound and backlinks links	12	38	50

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 3: Analyze / Monitor Insights on Social Media Platforms Aim: The aim of this module to develop advanced knowledge, skills and understanding to Analyze / Monitor Insights on Social Media Platforms	LU1. analyze / Monitor Customer Insights on Facebook Page LU2. analyze / Monitor Insights on Twitter LU3. analyze / Monitor Insights on Instagram LU4. analyze / Monitor Analytics on YouTube	36	54	90
Module 4: Troubleshoot Google Analytics Issues Aim: The aim of this module to develop advanced knowledge, skills and understanding to Troubleshoot Google Analytics Issues	LU1. Troubleshoot Sign In / Permission Issues on Google Analytics LU2. Troubleshoot Tag Setup and no-data Issues on Google Analytics LU3. Troubleshoot goal setup LU4. Troubleshoot Google Ads/Analytics linking	36	54	90
Module 5: Perform Local SEO Aim: The aim of this module to develop advanced knowledge, skills and understanding to Perform Local SEO	LU1. Submit website to local business and directories LU2. Generate website profile to Google my business LU3. Maintain consistent strategy to engage users with business	28	42	70

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 6: Integrate Google Search Console (GSC) Aim: The aim of this module to develop advanced knowledge, skills and understanding to Integrate Google Search Console (GSC)	LU1. Configure Google Search Console LU2. Submit sitemaps and robots.txt LU3. Submit and analyse Site URLs LU4. Resolve Crawl/Validations and URLs Errors	32	48	80
Module 7: Perform YouTube SEO Aim: The aim of this module to develop advanced knowledge, skills and understanding to Perform YouTube SEO	LU1. Optimize Channel LU2. Add hashtags, Keyword Tags, and Subtitles/Captions LU3. Manage credit Screens LU4. Analyze Videos for monetization	32	48	80
Module 8: Manage Facebook and Instagram Ads Aim: The aim of this module to develop advanced knowledge, skills and understanding to Manage Facebook and Instagram Ads	LU1. Setup Facebook Boosting LU2. Setting-up Facebook Business Manager account LU3. Set Up Instagram Boosting LU4. Create Ad Campaign LU5. Create Facebook pixel LU6. Analyze Ad data LU7. Explore Custom audience and lookalike audience LU8. Create Facebook pixel LU9. Analyze Ad data	48	72	120

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 9: Final Project Aim: The aim of this module to develop advanced knowledge, skills and understanding to Final Project	LU1. Create blog using available platforms. LU2. Perform onsite and offsite SEO LU3. Execute Social Media Optimization (SMO) campaign LU4. Execute Search Engine Marketing (SEM) campaign LU5. Execute Social Media Marketing Campaign	48	72	120
Module 10: Manage and Supervise the Job Activities Aim: The aim of this module to develop advanced knowledge, skills to manage and supervise the job activities.	LU1. Plan for on-site operations LU2. Supervise work activities to achieve desired results LU3. Perform on- site inspection LU4. Prepare the inspection report. LU6.	20	12	32
Module 11: Develop entrepreneurial skills Aim: The aim of this module to develop advanced knowledge, skills to Develop entrepreneurial skills	LU1. Develop a business plan LU2. Collect information regarding funding resources LU3. Develop a marketing plan LU4. Develop basic business communication skills	20	12	32

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 12: Create Manage profile on Non-Traditional Freelancing platform Aim: The aim of this module to develop skills to Create Manage profile on Non-Traditional Freelancing platform	LU1. Recognize Gig Economy LU2. Setup Profile LU3. Create the Gigs LU4. Provide High Quality Services as a seller. LU5. Develop/Increase Business	10	15	25
Module 13: Write proposal for projects Aim: The aim of this module to develop skills to Write professional proposal for projects	LU1. Write a winning proposal LU2. Adopt best practices of proposal writing	10	6	16
Module 14: Practice Professionalism Aim: The aim of this module to develop advanced knowledge, skills to Develop entrepreneurial skills	LU1. Develop Portfolio for industry LU2. Perform Internship	100	200	300

Modules

LEVEL 5

Module 1 : Monetize Blog and link Payment methods

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

Duration:	67 Hours	Theory:	32 hours	Practical:	35 hours
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Promote posts through digital activities	Trainee will be able to: <ul style="list-style-type: none"> Promote posts through social media Promote posts through email marketing Promote posts through SMS or mobile marketing Linking to other digital platforms 	<ul style="list-style-type: none"> Promotional techniques through social media marketing Promotional techniques through email marketing Promotional techniques through SMS and mobile marketing Techniques to link with other digital media platforms Practical Activity: <ul style="list-style-type: none"> Practice to demonstrate the promotion of post using linking techniques with other digital platforms 	Total	Consumable	Classroom
			17 Hrs	Notebooks	Computer lab
			Theory	Pencils	
			08 Hrs	White board marker	
			Practical	Non Consumable	
			09 Hrs	White board	
				Multimedia	
				Internet	
				Computer system	
LU2. Engage audience with	Trainee will be able to:	<ul style="list-style-type: none"> Understanding of digital discussion forums 	Total	Consumable	

comments on discussion forums	<ul style="list-style-type: none"> • Comment on other Blogs post including blog URL • Give feedback to comments on post • Share topics of discussion forum on other social media platforms 	<ul style="list-style-type: none"> • Types of digital discussion forums • Process of joining and participation in different discussion forums <p>Practical Activity:</p> <ul style="list-style-type: none"> • Practice to demonstrate joining and participation in digital discussion forums 	17 Hrs Theory 08 Hrs Practical 09 Hrs	Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	
LU3. Demonstrate monetization of Blog	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> • Perform monetization of blog using different monetization methods • Enable monetization on blog 	<ul style="list-style-type: none"> • Concept of monetization • Understanding of blog monetization • Monetization standard parameters • Understanding of enabling monetization through plugin <p>Practical Activity:</p> <ul style="list-style-type: none"> • Practice to enable monetization of blog using different methods 	Total 17 Hrs Theory 08 Hrs Practical 09 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet	Classroom Computer lab

				Computer system	
LU4. Link advertisers to Blog	Trainee will be able to: <ul style="list-style-type: none"> • Create account on advertising platforms (AdSense, Adverts, etc.) • Link advertising platforms to Blog • Set-up payment methods • Integrate payment methods into Blog 	<ul style="list-style-type: none"> • Concept of digital advertisers • Concept of linking digital advertisers (adsense, adverts, etc.) • Concept of standard payment methods and their integration (payoneer, sage, skrill, jazzcash, easypaisa etc.) Practical Activity: <ul style="list-style-type: none"> • Practice to integrate digital advertisers with blog using any available payment method 	Total 16 Hrs Theory 08 Hrs Practical 08 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Classroom Computer lab

Module 2 : Measure Blog performance as per KPIs

Objective of the module: After this competency standard candidate will be able to measure blog performance as per KPIs.

Duration:	50 Hours	Theory:	20 hours	Practical:	30 hours
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Measure visitors, Leads, and subscribers	Trainee will be able to: <ul style="list-style-type: none"> Measure overall visitors, leads, and subscribers Measure visitors for a specific page/ posts / subject / content Measure overall visiting time Track returning visitors Measure leads to specific post Measure subscription rate for specific duration 	<ul style="list-style-type: none"> Understanding of Key Performance Indicators (KPIs) Understanding of visitors, leads and subscribers Concept of measuring visitors, leads and subscription Practical Activity: <ul style="list-style-type: none"> Practice to generate report for visitors, leads and subscribers on given page 	Total 25 Hrs Theory 10 Hrs Practical 15 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Classroom Computer lab
LU2. Track inbound, outbound and	Trainee will be able to: <ul style="list-style-type: none"> Measure inbound links to specific Blog post Measure outbound links to external blog 	<ul style="list-style-type: none"> Understanding of inbound and outbound and backlinks Parameters of backlinks 	Total 25 Hrs Theory 10 Hrs	Consumable Notebooks Pencils White board marker	Classroom Computer lab

backlinks links	<ul style="list-style-type: none"> Track traffic generation (short term) through backlinks for specific post and period 	<ul style="list-style-type: none"> Relevancy and time period of backlinks <p>Practical Activity:</p> <ul style="list-style-type: none"> Practice to measure inbound, outbound, and backlinks of given blog 	Practical 15 Hrs	Non Consumable White board Multimedia Internet Computer system	
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Module 3 : Analyze / Monitor Insights on Social Media Platforms

Objective of the module: After this competency standard candidate will be able to analyze / monitor insights on social media platforms.

Duration:	90 Hours	Theory:	36 hours	Practical:	54 hours
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Analyze / Monitor Customer Insights on Facebook Page	Trainee will be able to: <ul style="list-style-type: none"> Export insight report Data in desired format (Excel etc.). Analyse exported data and make a report as per standard KPIs (likes, reach, and engagement) 	<ul style="list-style-type: none"> Understanding of exporting customer insights from facebook page Knowledge of Facebook page KPIs Practical Activity Practice to export customer insights from facebook and make a report 	Total 20 Hrs Theory 08 Hrs Practical 12 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Classroom Computer lab
LU2. Analyze / Monitor Insights on Twitter	Trainee will be able to: <ul style="list-style-type: none"> Export insight report Data in desired format (Excel etc.). Analyse exported data and make a report as per 	<ul style="list-style-type: none"> Understanding of exporting customer insights from twitter handle Knowledge of twitter handle KPIs Practical Activity 	Total 20 Hrs Theory 08 Hrs	Consumable Notebooks Pencils White board marker	Classroom Computer lab

	standard KPIs (likes, reach, and engagement)	<ul style="list-style-type: none"> Practice to export customer insights from twitter and make a report 	Practical 12 Hrs	Non Consumable White board Multimedia Internet Computer system	
LU3. Analyze / Monitor Insights on Instagram	Trainee will be able to: <ul style="list-style-type: none"> Export insight report Data in desired format (Excel etc.). Analyse exported data and make a report as per standard KPIs (likes, reach, and engagement) 	<ul style="list-style-type: none"> Understanding of exporting customer insights from Instagram business / professional account Knowledge of Instagram business / professional account KPIs Practical Activity Practice to export customer insights from business / professional account and make a report 	Total 25 Hrs Theory 10 Hrs Practical 15 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Classroom Computer lab

LU4. Analyze / Monitor Analytics on YouTube	Trainee will be able to: <ul style="list-style-type: none"> Export insight report Data in desired format (Excel etc.). Analyse exported data and make a report as per standard KPIs (likes, reach, and engagement) 	<ul style="list-style-type: none"> Understanding of exporting customer insights from YouTube studio Knowledge of YouTube channel KPIs Practical Activity <ul style="list-style-type: none"> Practice to export customer insights from YouTube channel and make a report 	Total 25 Hrs Theory 10 Hrs Practical 15 Hrs	<div>Consumable</div> Notebooks Pencils White board marker <div>Non Consumable</div> White board Multimedia Internet Computer system	Classroom Computer lab
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Module 4 : Troubleshoot Google Analytics Issues

Objective of the module: After this competency standard candidate will be able to troubleshoot google analytics issues.

Duration:	90 Hours	Theory:	36 hours	Practical:	54 hours
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Troubleshoot Sign In / Permission Issues on Google Analytics	Trainee will be able to: <ul style="list-style-type: none"> Fix permission issue on google analytics account using google analytics troubleshoot module Fix permission issues of property user in google analytics using google analytics troubleshoot module 	<ul style="list-style-type: none"> Understanding of analytics troubleshoot module Process of fixing user and property permission issues Practical Activity <ul style="list-style-type: none"> Practice to fix user and property permission issues using google analytics troubleshoot 	Total 20 Hrs Theory 08 Hrs Practical 12 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Classroom Computer lab
LU2. Troubleshoot Tag Setup and no-data Issues on	Trainee will be able to: <ul style="list-style-type: none"> Implement G-tag in a website using multiple methods Configure various parameters of G-tag Troubleshoot issue related to G-tag 	<ul style="list-style-type: none"> Understanding of G-tag and its types Understanding different techniques to implement G-tag on a website 	Total 20 Hrs Theory 08 Hrs	Consumable Notebooks Pencils White board marker	Classroom Computer lab

Google Analytics		<ul style="list-style-type: none"> Understanding of various parameters of G-tag <p>Practical Activity</p> <ul style="list-style-type: none"> Practice to configure and implement G-tag Practice to troubleshoot existing G-tag implementation in a website 	Practical 12 Hrs	<p>Non Consumable</p> <p>White board</p> <p>Multimedia</p> <p>Internet</p> <p>Computer system</p>	
LU3. Troubleshoot goal setup	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> Fix problems in configuration and setup of goals manually Fix problems in configuration and setup of goals using troubleshoot modules Fix advance issues in configuration and setting up goals 	<ul style="list-style-type: none"> Concept of goals in google analytics Concept of different types of goals as per the given parameters Understanding the process of troubleshooting issues related to goal setup <p>Practical Activity</p> <ul style="list-style-type: none"> Practice to troubleshoot and fix common and advance issues related goal setups 	<p>Total 25 Hrs</p> <p>Theory 10 Hrs</p> <p>Practical 15 Hrs</p>	<p>Consumable</p> <p>Notebooks</p> <p>Pencils</p> <p>White board marker</p> <p>Non Consumable</p> <p>White board</p> <p>Multimedia</p> <p>Internet</p> <p>Computer system</p>	<p>Classroom</p> <p>Computer lab</p>

LU4. Troubleshoot Google Ads/Analytics linking	Trainee will be able to: <ul style="list-style-type: none"> • Link google ads account with google analytics • Fix issues related to google ads integration with google analytics 	<ul style="list-style-type: none"> • Understanding the process of linking google ads account with google analytics • Understanding the process of troubleshooting common issues of linking google ads account with google analytics <p>Practical Activity</p> <ul style="list-style-type: none"> • Practice to troubleshoot and fix common issues related to linking of google ads account with google analytics 	Total 25 Hrs Theory 10 Hrs Practical 15 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Classroom Computer lab
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Module 5 : Perform Local SEO

Objective of the module: After this competency standard candidate will be able to perform local SEO.

Duration:	70 Hours	Theory:	28 hours	Practical:	42 hours
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Submit website to local business and directories	Trainee will be able to: <ul style="list-style-type: none"> Create web profile on local businesses and directories Confirm and validate email 	<ul style="list-style-type: none"> Understanding of local business directories Understanding of free and classified websites and web directories Practical Activity <ul style="list-style-type: none"> Practice to submit blog / website to local business directories 	Total 21 Hrs Theory 06 Hrs Practical 15 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Classroom Computer lab
LU2. Generate website profile to	Trainee will be able to: <ul style="list-style-type: none"> Setup business on google mybusiness platform Analyse traffic on submitted google business 	<ul style="list-style-type: none"> Understanding of google mybusiness Parameters of google mybusiness 	Total 21 Hrs Theory 06 Hrs	Consumable Notebooks Pencils	Classroom Computer lab

Google mybusiness	<ul style="list-style-type: none"> Verify google business using given methods 	<ul style="list-style-type: none"> Analysing traffic on google business Verification process of google mybusiness <p>Practical Activity</p> <ul style="list-style-type: none"> Practice to setup google mybusiness profile, verify it and analyse its traffic 	Practical 15 Hrs	White board marker Non Consumable White board Multimedia Internet Computer system	
LU3. Maintain consistent strategy to engage users with mybusiness	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> Reply to reviews Reply to comments on posts Resolve issues with users Post images of business environment Post value offers 	<ul style="list-style-type: none"> Understanding the importance of customer reviews and comments on your website and other social media platforms Importance of usage of realistic media (image and video) in business environment Importance of throwing deals and offers <p>Practical Activity</p> <ul style="list-style-type: none"> Practice to analyse and engage with review and comments 	Total 28 Hrs Theory 16 Hrs Practical 12 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Classroom Computer lab

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Module 6 : Integrate Google Search Console (GSC)

Objective of the module: After this competency standard candidate will be able to integrate google search console (GSC).

Duration:	80 Hours	Theory:	32 hours	Practical:	48 hours
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Configure Google Search Console	Trainee will be able to: <ul style="list-style-type: none"> Create google search console account Add property in google search console Verify added property using available verification methods Integrate Google search console app with web Check the real time indexing performance 	<ul style="list-style-type: none"> Understanding of google search console Types of properties in google search console Process of verification of property in google search console Reports of google search console Practical Activity <ul style="list-style-type: none"> Practice to demonstrate creation of account and its configuration on google search console 	Total	Consumable	Classroom
			23 Hrs Theory 08 Hrs Practical 15 Hrs	Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Computer lab
LU2. Submit sitemaps	Trainee will be able to: <ul style="list-style-type: none"> Upload sitemap file on Google search console 	<ul style="list-style-type: none"> Understanding of sitemap file formats 	Total 17 Hrs	Consumable Notebooks	Classroom

	<ul style="list-style-type: none"> Write the sitemap URL (path) in sitemap bar Upload or write robot.txt file in search console 	<ul style="list-style-type: none"> Understanding of robot.txt file parameters <p>Practical Activity</p> <ul style="list-style-type: none"> Practice to make a sitemap file and robot.txt file of given website 	Theory 05 Hrs Practical 12 Hrs	Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Computer lab
LU3. Submit and analyse Site URLs	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> Add page and post URLs for indexing Check if the crawling and indexing can be done in real-time Perform live testing Perform AMP optimization 	<ul style="list-style-type: none"> Concept of URL crawling and indexing Concept of live testing of submitted URL Concept of Accelerated mobile pages (AMP) <p>Practical Activity</p> <ul style="list-style-type: none"> Practice to submit URLs for crawling and indexing Practice to analyse AMP optimization 	Total 20 Hrs Theory 08 Hrs Practical 12 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet	Classroom Computer lab

				Computer system	
LU4. Resolve Crawl /Validations and URLs Errors	Trainee will be able to: <ul style="list-style-type: none"> Check crawling issues Validate and fix the errors Add URLs to remove from the indexed database Search on Google for confirmation 	<ul style="list-style-type: none"> Process of resolving crawling and indexing issues Practical Activity <ul style="list-style-type: none"> Practice to resolve crawling and indexing issues as per the criteria 	Total 20 Hrs Theory 11 Hrs Practical 09 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Classroom Computer lab

Module 7 : Perform YouTube SEO

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

Duration:	80 Hours	Theory:	32 hours	Practical:	48 hours
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Optimize YouTube Channel	Trainee will be able to: <ul style="list-style-type: none"> Add video to YouTube channel Optimize profile Optimize title Optimize video description 	<ul style="list-style-type: none"> Understanding of optimizing video <ul style="list-style-type: none"> ➤ profile ➤ title ➤ description Practical Activity: <ul style="list-style-type: none"> Practice to optimize YouTube video as per the given above parameters 	Total 23 Hrs Theory 07 Hrs Practical 15 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Classroom Computer lab
LU2. Add hashtags, Keyword Tags, and Subtitles /Captions	Trainee will be able to: <ul style="list-style-type: none"> Check relevant hashtags for video Add atleast 3 trending hashtags in description Add keywords tags 	<ul style="list-style-type: none"> Understanding of the following: <ul style="list-style-type: none"> ➤ hashtag ➤ keywords tag ➤ subtitle/captions ➤ Practical Activity: 	Total 20 Hrs Theory 07 Hrs Practical	Consumable Notebooks Pencils White board marker	Classroom Computer lab

	<ul style="list-style-type: none"> Add subtitles/captions 	<ul style="list-style-type: none"> ➤ Practice to implement hashtags, keywords tags, and subtitles/captions to optimize video mileage 	12 Hrs	Non Consumable White board Multimedia Internet Computer system	
LU3. Manage credit Screens	Trainee will be able to: <ul style="list-style-type: none"> Add Custom Thumbnails Add credit Screens Add Cards Add Suggestions 	<ul style="list-style-type: none"> Understanding of the following: <ul style="list-style-type: none"> ➤ custom thumbnails keywords ➤ credit screens ➤ cards ➤ suggestions <p>Practical Activity:</p> <ul style="list-style-type: none"> Practice to implement custom thumbnails, credit screen, cards, and suggestions to optimize video mileage 	Total 20 Hrs Theory 07 Hrs Practical 12 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Classroom Computer lab
LU4. Analyze Videos for monetization	Trainee will be able to: <ul style="list-style-type: none"> Check and analyze video views and performance Optimize the video mileage/traffic 	<ul style="list-style-type: none"> Understanding of youtube video quality on the basis of: <ul style="list-style-type: none"> ➤ pixels & FPS ➤ duration of video ➤ content relevancy 	Total 20 Hrs Theory 11 Hrs Practical	Consumable Notebooks Pencils White board marker	Classroom Computer lab

		Practical Activity: <ul style="list-style-type: none"> Practice to upload youtube video as per the standard parameters of pixels, duration and content relevancy 	09 Hrs	Non Consumable White board Multimedia Internet Computer system	
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Module 8 : Manage Facebook and Instagram Ads

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

Duration:	120 Hours	Theory:	48 hours	Practical:	72 hours
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Setup Facebook Boosting	Trainee will be able to: <ul style="list-style-type: none"> Boost a post through available boosting methods and parameters Analyse and make a report of boosting 	<ul style="list-style-type: none"> Understanding Facebook post boosting Understanding of Facebook post boosting parameters Analysing the boosting and make a report Practical Activity: <ul style="list-style-type: none"> Practice to boost a post using available parameters and methods and analyse it with making a report 	Total 19 Hrs Theory 07 Hrs Practical 12 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Classroom Computer lab
LU2. Set-up Facebook Business Manager account	Trainee will be able to: <ul style="list-style-type: none"> Create Facebook business manager account Add Facebook business page in business manager Setup Facebook ads account Add required parameters 	<ul style="list-style-type: none"> Understanding of Facebook business manager Understanding of process to add pages in business manager 	Total 22 Hrs Theory 07 Hrs Practical	Consumable Notebooks Pencils White board marker	Classroom Computer lab

		<ul style="list-style-type: none"> Understanding of Facebook ads account <p>Practical Activity:</p> <ul style="list-style-type: none"> Practice to creating Facebook business manager, adding Facebook pages in it and running Facebook business ads 	15 Hrs	Non Consumable White board Multimedia Internet Computer system	
LU3. Set Up Instagram Post Boosting	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> Boost a post through available boosting methods and parameters Analyse and make a report of boosting 	<ul style="list-style-type: none"> Understanding Instagram post boosting Understanding of Instagram post boosting parameters Analysing the boosting and make a report <p>Practical Activity:</p> <ul style="list-style-type: none"> Practice to boost a post using available parameters and methods and analyse it with making a report 	Total 19 Hrs Theory 07 Hrs Practical 12 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Classroom Computer lab
LU4. Create Ad Campaign	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> Select ad campaign type from available campaign types 	<ul style="list-style-type: none"> Understanding of business ad campaign parameters 	Total 20 Hrs Theory	Consumable Notebooks Pencils	Classroom Computer lab

	<ul style="list-style-type: none"> Configure objectives with available parameters Select Ad placement Select Ad Schedule Get report on ad performance 	<ul style="list-style-type: none"> Understanding of ad scheduling and placement parameters Understanding of generating and exporting ad manager report <p>Practical Activity:</p> <ul style="list-style-type: none"> Practice to run an ad campaign using given parameters, placement, and scheduling Practice to generate a report 	08 Hrs Practical 12 Hrs	White board marker Non Consumable White board Multimedia Internet Computer system	
LU5. Create Facebook Pixel Profile	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> Create Facebook pixel account/profile Integrate Facebook pixel with website Analyse report of Facebook pixel account 	<ul style="list-style-type: none"> Understanding of Facebook pixel Understanding of process to integrate Facebook pixel with website Understanding triggering variables of Facebook pixels <p>Practical Activity:</p> <ul style="list-style-type: none"> Practice to integrate Facebook pixel with website as per given parameters 	Total 20 Hrs Theory 08 Hrs Practical 12 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Classroom Computer lab
LU6. Analyze Ad data	<p>Trainee will be able to:</p>	<ul style="list-style-type: none"> Understanding of analysing ad data 	Total	Consumable	Classroom

	<ul style="list-style-type: none"> Analyze ad data with respect to available parameters Analyze ad impressions, clicks and click through rate Analyze cost per click and total ad cost 	<ul style="list-style-type: none"> Concept of CTR and CPC <p>Practical Activity:</p> <ul style="list-style-type: none"> Practice to analyse ad campaign with respect to CTR and CPC 	20 Hrs Theory 11 Hrs Practical 09 Hrs	Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Computer lab
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Module 9 : Final Project

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

Duration:	120 Hours	Theory:	48 hours	Practical:	72 hours
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Create blog using available platforms.	Trainee will be able to: <ul style="list-style-type: none"> Select any available blog creating platform Configure the new blog as per the given requirements Create atleast 4 pages (Home, About us, Products/Services and Contact us) Create atleast 3 categories and 5 items (products or services) in each category Create navigation menu Optimize blog URLs as per SEO standards Add meta elements on each page and post Add google map in blog 	<ul style="list-style-type: none"> Understanding of google blogger and wordpress Understanding of standard techniques to build a blog parameters Understanding of configuration of blogs Practical Activity: <ul style="list-style-type: none"> Practice to 	Total 22 Hrs Theory 07 Hrs Practical 15 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Classroom Computer lab
LU2. Perform onsite and	Trainee will be able to: <ul style="list-style-type: none"> Add inbound and outbound links 	<ul style="list-style-type: none"> Understanding of Onsite and offsite SEO Techniques of Onsite and offsite SEO 	Total 26 Hrs Theory	Consumable Notebooks Pencils	Classroom Computer lab

offsite SEO	<ul style="list-style-type: none"> • Proofread the content for plagiarism and relevancy with blog domain • Create high quality (DA & PA) backlinks using available tools • Manage toxic backlinks using available tools • Integrate google search console and google analytics 	<ul style="list-style-type: none"> • Methods and parameters of Onsite and offsite SEO <p>Practical Activity:</p> <ul style="list-style-type: none"> • Practice to perform onsite and offsite SEO 	08 Hrs Practical 18 Hrs	White board marker Non Consumable White board Multimedia Internet Computer system	
LU3. Execute Social Media Optimization (SMO) campaign	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> • Create social media accounts (facebook, Instagram, youtube) • Optimize social media platform profile as per required parameters • Integrate social media account with created blog • Create 3 post and publish on social media platforms 	<ul style="list-style-type: none"> • Understanding social media optimization campaign • Techniques of SMO • Methods and parameters of SMO <p>Practical Activity:</p> <ul style="list-style-type: none"> • Practice to optimize social media profiles integrated with the blog as per the given techniques, methods and parameters 	Total 24 Hrs Theory 09 Hrs Practical 15 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Classroom Computer lab

LU4. Execute Search Engine Marketing (SEM) campaign	Trainee will be able to: <ul style="list-style-type: none"> • Create google ads account • Configure google ads account (billing address & payment methods) • Create a campaign given by the instructor • Run campaign with google recommendations and remove ambiguities (if find any) • Analyse and make a report of ad performance 	<ul style="list-style-type: none"> • Understanding social media optimization campaign • Techniques of SMO • Methods and parameters of SMO Practical Activity: <ul style="list-style-type: none"> • Practice to market blog using SEM techniques, methods and given parameters 	Total 24 Hrs Theory 09 Hrs Practical 15 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Classroom Computer lab
LU5. Execute Social Media Marketing Campaign	Trainee will be able to: <ul style="list-style-type: none"> • Create Facebook business manager account • Configure Facebook business manager account • Create ad campaign • Configure ad campaign as per the parameters with payment methods • Run ad campaign 	<ul style="list-style-type: none"> • Understanding social media optimization campaign • Techniques of SMO • Methods and parameters of SMO Practical Activity: <ul style="list-style-type: none"> • Practice to market blog and social media business profile using SMO techniques, methods and parameters 	Total 24 Hrs Theory 15 Hrs Practical 09 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia	Classroom Computer lab

	<ul style="list-style-type: none"> Analyse and generate report of ad campaign performance 			Internet Computer system	
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Module 10 : Manage and Supervise the Job Activities

Objective of the module: The aim of this module to get knowledge, skills and understanding to manage and supervise the job activities

Duration: 32 hours

Theory: 20 hours

Practical: 12 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Plan for on-site operations	<p>The trainee will be able to:</p> <ul style="list-style-type: none"> Consult with the client to obtain required information Prepare SOP's in accordance with the identified requirements. Prepare the process flow diagram in order to achieve Quality outcome. Break down work of activities into small achievable components and efficient sequences Recognize site hazards and the personal protective equipment (PPE) and safety procedures specified for job Organize site induction for support personnel as required Plan housekeeping activities prior to and post completion of work 	<ul style="list-style-type: none"> Explain principles of planning and project management Explain roles and responsibilities for different levels of site supervision. Explain planning method for on-site operations Knowledge about process flow diagram Understanding of health and safety standards Understanding of house keeping <p>Practical Activity:</p> <ul style="list-style-type: none"> Practice to prepare activities plan for a specific crushing job order including break down of activities, recognize site hazards, prepare the demand of required equipment's and man power. 	<p>Total 08 hrs</p> <p>Theory: 05 hrs</p> <p>Practical: 03 hrs</p>	<p>Consumable</p> <p>Notebooks</p> <p>Pencils</p> <p>White board marker</p> <p>Non Consumable</p> <p>White board</p> <p>Multimedia</p> <p>Internet</p> <p>Computer system</p>	Class Room / Site

LU2:Supervise work activities to achieve desired results	<p>The trainee will be able to:</p> <ul style="list-style-type: none"> List and arrange required resources prior to commencement of work Recognize the areas of work which could result in a delay of work, wastage of material or damage to tools. Allocate responsibility to required team members to avoid conflicts Review work plan in response to new information, urgent requests, changed situations or instructions from concern personnel Cooperate with team members to achieve common goals 	<ul style="list-style-type: none"> Understanding about causes of delay in work, wastage of material or damage to tools. Explain documentation and record system of the inspection body <p>Practical Activity:</p> <ul style="list-style-type: none"> Practice to manage task allocation to team member for the specific crushing job order, trace out the weak area of work and review the work plan. 	<p>Total</p> <p>08 hrs</p> <p>Theory:</p> <p>05 hrs</p> <p>Practical:</p> <p>03 hrs</p>	<p>Consumable</p> <p>Notebooks</p> <p>Pencils</p> <p>White board marker</p> <p>Non Consumable</p> <p>White board</p> <p>Multimedia</p> <p>Internet</p> <p>Computer system</p>	Class Room/ Plant Site
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LU3: Perform on- site inspection	<p>The trainee will be able to:</p> <ul style="list-style-type: none"> • Conduct inspection of processes & materials according to inspection plan • Identify defects and deficiencies in product & processes • Record defects and deficiencies with evidence in product & processes (if required) • Perform test as per standard procedure for determining the physical properties of materials and product. • Collect the samples of materials & products for lab testing as per standards • Complete the sampling document as per requirement • Check the actions taken for rectification of snag list • Record the non-compliance and expected breaches of contract as per SOPs. 	<ul style="list-style-type: none"> • Describe the information relevant to inspection activities and document preparation for recoding inspection results. • Differentiate various types of deficiencies in inspection activities • Describe site problems and recommended corrective actions • Describe the procedure to perform on- site inspection <p>Practical Activity:</p> <ul style="list-style-type: none"> • Conduct inspection of crushing plant with emphasizes on deficiencies and defects in process & production including collection of sample of material & product and collect pictorial evidence etc. 	<p>Total 08 hrs</p> <p>Theory: 05 hrs</p> <p>Practical: 03 hrs</p>	<p>Consumable</p> <p>Notebooks</p> <p>Pencils</p> <p>White board marker</p> <p>Non Consumable</p> <p>White board</p> <p>Multimedia</p> <p>Internet</p> <p>Computer system</p>	Class Room/ Plant Site
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LU4: Prepare the inspection report.	The trainee will be able to: <ul style="list-style-type: none"> Collect and review the information relevant to inspection activities for recoding in section results Verify the integrity of information supplied by other party as a part of the inspection process Record inspection observations and findings Recommend the necessary corrective actions for tackling the identified problems 	<ul style="list-style-type: none"> Explain the procedure to prepare the inspection report. Understanding about third/other party inspection process Explain reporting standards Practical Activity: <ul style="list-style-type: none"> Prepare the inspection report with respect to standards 	Total 08 hrs Theory: 05 hrs Practical: 03 hrs	Consumable Notebooks Pencils Whit board marker Non Consumable White board Multimedia Internet Computer system	Class Room
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Module 11 : Develop Entrepreneurial Skills

Objective: After the completion of this module, the Trainee will be able to develop skill and competence required to

Duration: 32 hours Theory: 20 hours Practical: 12 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU 1 Develop a business plan	Trainee will be able to: <ul style="list-style-type: none"> Conduct market survey to collect information Select the best option in terms of cost, service, quality, sales, profit margin, overall expenses Compile the information collected through the market survey, in the business plan format 	Describe market survey and types of information collected such as Customer /demand Tools, equipment, machinery and furniture with rates Raw material Supplier Credit / funding sources Marketing strategy Market trends Overall expenses Profit margin Explain market survey tools such as questionnaire, interview, observation etc Explain elements of business plan	Total 08 hrs Theory: 05 hrs Practical: 03 hrs	Consumable Notebooks Pencils Erasers Sharpeners White board marker Non Consumable White board Multimedia	Class Room Simulated environment

		<p>State the procedure to fill the business plan format</p> <p>Practical Activity:</p> <p>Conduct market survey and formulate business plan in terms of feasibility, investment potential, risk, and completeness.</p>			
<p>LU 2</p> <p>Collect information regarding funding sources</p>	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> Identify the available funding sources based on their terms and conditions, maximum loan limit, payback time, interest rate Choose the best available option according to investment requirement Prepare documents according to the loan agreement requirement Include the information of funding sources in the business plan 	<p>Explain different funding sources</p> <p>Describe the documents required to get loan to start a new business</p> <p>Practical Activity:</p> <p>Prepare the documents for financial feasibility for external investment / loan for the business plan.</p> <p>Prepare loan documents.</p>	<p>Total</p> <p>08 hrs</p> <p>Theory:</p> <p>05 hrs</p> <p>Practical:</p> <p>03 hrs</p>	<p>Consumable</p> <p>Notebooks</p> <p>Pencils</p> <p>Erasers</p> <p>Sharpeners</p> <p>White board marker</p> <p>Non Consumable</p> <p>White board</p> <p>Multimedia</p>	<p>Class Room</p> <p>Simulated environment</p>
<p>LU 3</p> <p>Develop a marketing plan</p>	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> Collect information required to devise marketing plan 	<p>Prepare the product promotion strategy</p> <p>State elements of business plan</p>	<p>Total</p> <p>08 hrs</p> <p>Theory:</p> <p>05 hrs</p>	<p>Consumable</p> <p>Notebooks</p> <p>Pencils</p> <p>Erasers</p>	<p>Class Room</p> <p>Simulated environment</p>

	<ul style="list-style-type: none"> Prepare marketing plan for new business 	<p>Describe 7 Ps of marketing</p> <p>Prepare human resource strategy plan.</p> <p>Practical Activity:</p> <p>Devise marketing strategy for product promotion</p>	<p>Practical:</p> <p>03 hrs</p>	<p>Sharpeners</p> <p>White board marker</p> <p>Non Consumable</p> <p>White board</p> <p>Multimedia</p>	
<p>LU 4</p> <p>Develop basic business communication skills</p>	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> Communicate with internal customers and external customers: Use different modes of communication to communicate internally and externally e.g.: presentation, speaking, writing, listening, visual representation, reading etc. Use specific business terms used in the market 	<p>Describe 7Cs of business communication</p> <p>Explain different modes of communication and their application in the industry</p> <p>Describe business terms used in the industry</p> <p>Describe organization's procedures and policy related to information and communication systems, protocol and procedures</p> <p>Practical Activity:</p> <p>Practice to prepare a report about shortage of labour</p> <p>Practice to play a role to communicate with customer about the product.</p>	<p>Total</p> <p>08 hrs</p> <p>Theory:</p> <p>05 hrs</p> <p>Practical:</p> <p>03 hrs</p>	<p>Consumable</p> <p>Notebooks</p> <p>Pencils</p> <p>Erasers</p> <p>Sharpeners</p> <p>White board marker</p> <p>Non Consumable</p> <p>White board</p> <p>Multimedia</p>	<p>Class Room</p> <p>Simulated environment</p>

Module 12 : Develop Entrepreneurial Skills

Objective of the module: After the completion of this competency standard, the Trainee will be expected to develop a business plan, collect information regarding funding sources, develop a marketing plan and develop basic business communication skills. Trainee'ss underpinning knowledge regarding entrepreneurial skills will be sufficient to provide you the basis for your work.

Duration:	28 hours	Theory:	16 hours	Practical:	12 hours
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Develop a business plan	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> Conduct a market survey to collect following information: Customer /demand Tools, equipment, machinery and furniture with rates Raw material Supplier Credit / funding sources Marketing strategy Market trends Overall expenses Profit margin <ul style="list-style-type: none"> Select the best option in terms of cost, service, quality, sales, profit margin, overall expenses Compile the information collected through the market survey, in the business plan format 	<p>Main elements of business plan</p> <p>Filling the business plan format</p> <p>Enlist specific business terms used in the industry</p> <p>Describe 7Cs of business communication</p>	<p>Total 07 hrs Theory: 04 hrs Practical: 03 hrs</p>	<p>Internet</p> <p>Computer</p> <p>White board</p> <p>Projector screen</p> <p>Multimedia projector</p>	Classroom

LU2. Collect information regarding funding sources	Trainee will be able to: <ul style="list-style-type: none"> Identify the available funding sources based on their terms and conditions, maximum loan limit, payback time, interest rate Choose the best available option according to investment requirement Prepare documents according to the loan agreement requirement Include the information of funding sources in the business plan 	Enlist the available funding sources Explain how to get loan to start a new business Explain market survey and its tools e.g.: questionnaire, interview, observation etc	Total 07 hrs Theory: 04 hrs Practical: 03 hrs	Internet Laptop/Computer White board Projector screen Multimedia projector	Classroom
LU3. Develop a marketing plan	Trainee will be able to: <ul style="list-style-type: none"> Make a marketing plan for the business including product, price, placement, promotion, people, packaging and positioning Include the information of marketing plan in the business plan 	7ps of marketing including product, price, placement, promotion, people, packaging and positioning	Total 07 hrs Theory: 04 hrs Practical: 03 hrs	Internet Laptop/Computer White board Projector screen Multimedia projector	Classroom
LU4. Develop basic business communication skills	Trainee will be able to: <ul style="list-style-type: none"> Communicate with internal customers e.g.: labor, partners and external customers e.g.: suppliers, customers etc., using effective communication skills Use different modes of communication to 	Description of the market trends for specific product offering Different modes of communication and their application in the industry	Total 07 hrs Theory: 04 hrs Practical: 03 hrs	Internet Laptop/Computer White board Projector screen Multimedia projector	Classroom

	<p>communicate internally and externally e.g.: presentation, speaking, writing, listening, visual representation, reading etc.</p> <ul style="list-style-type: none"> • Use specific business terms used in the market 				
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Module 13 : Create/Manage profile on Freelancing Platform

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

Duration:	25 hours	Theory:	10 hours	Practical:	15 hours
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Setup Profile	Trainee will be able to: <ul style="list-style-type: none"> Set Up a Seller Profile Add personal and professional information on your profile Link up social media and other professional accounts to seller profile 	Knowledge of different freelance platforms Knowledge of traditional freelance platforms Knowledge of the difference between seller and buyer non-traditional freelancing Knowledge of different terminologies Understanding of gig economy Understanding to create profile on freelancing platforms	Theory- 04 Hr Practical- 6 Hr Total- 10 Hr	Internet Computer Freelance platforms	Classroom
LU2. Create the Gigs	Trainee will be able to: <ul style="list-style-type: none"> Find your ideal category and services Check out the competition Create an appealing title for the gig Choose subcategory and tags Create and price gig packages Win buyers with gig description Boost gig success with visuals 	Understanding of characteristics of a powerful gig	Theory- 02 Hr Practical- 3 Hr Total- 05 Hr	Internet Computer Freelance platforms	Classroom

	<ul style="list-style-type: none"> Choose a suitable gig package among Basic, Standard and Premium options 				
LU3. Provide High Quality Services as a seller.	Trainee will be able to: <ul style="list-style-type: none"> Present a professional profile Get and maintain high rating Be responsive and polite to customer 	Understanding about the rating policies	Theory-02 Hr Practical-3 Hr Total-05 Hr	Internet Computer Freelance platforms	Classroom
LU4. Develop / Increase Business	Trainee will be able to: <ul style="list-style-type: none"> Deliver the work on agreed deadline Ask for feedback form the client Keep in touch with Buyers/Customers Use the contacts page to maintain close coordination with the potential buyers/customers Request customer to recommend you to other clients and work circles Abide by the rules and regulations of freelance platform in order completion and cancelation 	Knowledge of business strategies Knowledge of basic terminologies used in freelancing like top sellers, competitors etc.	Theory-02 Hr Practical-3 Hr Total-05 Hr	Internet Computer Freelance platforms	Classroom

Module 14 : Write professional proposals for freelance projects

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

Duration:	16 hours	Theory:	10 hours	Practical:	06 hours
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Write a winning proposal	Trainee will be able to: <ul style="list-style-type: none"> Start proposal with the lines which show your interest and care in the project Write ideas and suggestions in original sentences (Don't Copy & Paste) Present yourself as a problem solver in proposal, suggest one or two workable ideas for the project. Mention expertise to tell the buyer why you are the best person for the specific project Ask for the resources (Website link etc.) to get more familiar about the business/buyer Ask for the reply from the client in response to suggestions 	Knowledge of the good bid proposal features	Theory- 05 Hr Practical- 3 Hr Total- 08 Hr	Computer Internet Web Browser Office Email services Freelance Platform	Class Room Training Workshop Lab/ Field Visit

LU2. Adopt best practices of proposal writing	Trainee will be able to: <ul style="list-style-type: none"> Analyze the project details beforehand Avoid scripted bid proposals Don't sound impersonal Avoid being too hasty in committing your time Do not underbid fellow freelancers Check buyer's history Use phrases that sell in the market Check competitor's reputation Proofread the bid 	Knowledge of 7c's of communication Understanding of buyer's history Knowledge of competitors (direct/Indirect) Understanding of Competitive analysis Understanding of SWOT analysis	Theory- 05 Hr Practical- 3 Hr Total- 08 Hr	Computer Internet Web Browser Office Email services Freelance Platform	Class Room Workshop Lab/ Field Visit
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Module 15 : Practice Professionalism

Objective of the module: 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.

Duration: 300 hours Theory: 100 hours Practical: 200 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU 1 Develop Portfolio for industry	The trainee will be able to: <ul style="list-style-type: none"> Select previous assignments for portfolio Work on previous selected assignments for portfolio Compile variety of assignments for portfolio Make Professional Portfolio for industry Develop Digital Portfolio for industry 	Describe different styles/format of portfolio Explain the importance of portfolio Practical Activity: Compile important assignments Prepare folder for assignments manually Prepare portfolio digitally	Total 90 hrs Theory: 70 hrs Practical: 20 hrs	Consumable Notebooks Pencils Erasers Sharpeners Non Consumable White board Multimedia	Class Room Simulated environment
LU 2 Perform Internship	The trainee will be able to: <ul style="list-style-type: none"> Prepare for internship Personal Presentation Portfolio Presentation 	Explain importance of personal grooming for professional life Describe the importance of internship	Total 210 hrs Theory:	Consumable Notebooks Pencils	Class Room Crush plant site

	<ul style="list-style-type: none"> • Interview preparation • Demonstrate Ethics for Internship • Identify Industry for internship • Perform Internship in Industry • Fill the Performa of Internship • Report the performance of internship 	<p>Explain ethics for work/internship</p> <p>Practical Activity:</p> <p>Practice of presentation</p> <p>Prepare CV for internship</p> <p>Prepare report on performance of internship</p> <p>Perform internship</p>	<p>30 hrs</p> <p>Practical:</p> <p>180 hrs</p>	<p>Erasers</p> <p>Sharpeners</p> <p>Non Consumable</p> <p>White board</p> <p>Multimedia</p>	
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General assessment guidance for “*Digital Marketing*”

Good practice in Pakistan makes use of sessional and final assessments, the basis of which is described below. Good practice by vocational training providers in Pakistan is to use a combination of these sessional and final assessments, combined to produce the final qualification result.

Sessional assessment is going on all the time. Its purpose is to provide feedback on what students are learning:

- To the student: to identify achievement and areas for further work
- To the teacher: to evaluate the effectiveness of teaching to date, and to focus future plans.

Assessors need to devise sessional assessments for both theoretical and practical work. Guidance is provided in the assessment strategy

Final assessment is the assessment, usually on completion of a course or module, which says whether or not the student has "passed". It is – or should be – undertaken with reference to all the objectives or outcomes of the course, and is usually fairly formal. Considerations of security – ensuring that the student who gets the credit is the person who did the work – assume considerable importance in final assessment.

Methods of assessment

For lessons with a high quantity of theory, written or oral tests related to learning outcomes and/ or learning content can be conducted. For workplace lessons, assessment can focus on the quality of planning the related process, the quality of executing the process, the quality of the product and/or evaluation of the process.

Methods include direct assessment, which is the most desirable form of assessment. For this method, evidence is obtained by direct observation of the student's performance.

Examples for direct assessment of Digital Marketing:

- Work performances, for example Create a simple blog on a specific domain.
- Work Performances, for example SEO-rich articles.
- Demonstrations, for example create a Business Manager Account on Facebook.
- Direct questioning, where the assessor would ask the student why he is preparing for a particular application.

- Paper-based tests, such as short answer questions on health and safety, communication skills etc.

Indirect assessment is the method used where the performance could not be watched and evidence is gained indirectly.

Examples for indirect assessment of Internet of Thing include:

- Work products, DIGITAL MARKETING Project portfolio
- Workplace documents, such as a report on health and safety etc.

Indirect assessment should only be a second choice. (In some cases, it may not even be guaranteed that the work products were produced by the person being assessed.)

Principles of assessment

All assessments should be valid, reliable, fair and flexible:

Fairness means that there should be no advantages or disadvantages for any assessed person. For example, it should not happen that one student gets prior information about the type of work performance that will be assessed, while another candidate does not get any prior information.

Validity means that a valid assessment assesses what it claims to assess.

Reliability means that the assessment is consistent and reproducible. The results for the particular application should be the same.

Flexibility means that the assessor has to be flexible concerning the assessment approach. For example, if there is a power failure during the assessment, the assessor should modify the arrangements to accommodate the students' needs.

Assessment strategy for “*Digital Marketing*”

This curriculum consists of 14 modules

1. Monetize Blog and link Payment methods
2. Measure Blog performance as per KPIs
3. Analyze / Monitor Insights on Social Media Platforms
4. Troubleshoot Google Analytics Issues
5. Perform Local SEO
6. Integrate Google Search Console (GSC)
7. Perform YouTube SEO

8. Manage Facebook and Instagram Ads
9. Final Project
10. Manage and Supervise the Job Activities
11. Develop entrepreneurial Skills
12. Create/Manage profile on Freelancing Platform
13. Write professional proposals for freelance projects
14. Practice professionalism

Sessional assessment

The Sessional assessment for all modules shall be in two parts: theoretical assessment and practical assessment. The Sessional marks shall contribute to the final qualification.

Theoretical assessment for all learning modules must consist of a written paper lasting at least half-hour per module. This can be short answer questions.

For practical assessment, all procedures and methods for the modules must be assessed on a sessional basis. Guidance is provided below under Planning for assessment.

Final assessment

Final assessment shall be in two parts: theoretical assessment and practical assessment. The final assessment marks shall contribute to the final qualification.

The final theoretical assessment shall consist of short-answer questions. This part shall cover the technical, functional and generic modules:

For Level -2

- Module 1** Monetize Blog and link Payment methods
- Module 2** Measure Blog performance as per KPIs
- Module 3** Analyze / Monitor Insights on Social Media Platforms
- Module 4** Troubleshoot Google Analytics Issues
- Module 5** Perform Local SEO
- Module 6** Integrate Google Search Console (GSC)
- Module 7** Perform YouTube SEO
- Module 8** Manage Facebook and Instagram Ads

- Module 9** Final Project
- Module 10** Manage and Supervise the Job Activities
- Module 11** Develop entrepreneurial Skills
- Module 12** Create/Manage profile on Freelancing Platform
- Module 13** Write professional proposals for freelance projects
- Module 14** Practice professionalism

For the final practical assessment each student shall be assessed over a period of one day, with Four hour sessions for each student. During this period, each student must be assessed on his/her ability to the following parameters of security services;

- Area of responsibility
- Tasks
- Guards
- Resources and duties

Complete list of tools and equipment

Sr#	Description	Quantity
1.	Computer system	
2.	Printer	
3.	Multimedia	
4.	Internet	
5.	Tablet	

List of consumable supplies

1. Note books
2. Inventory registers
3. Pen
4. Pencils
5. Sharpeners
6. Erasers
7. White board markers (Different colors)
8. A4 papers
9. MS office latest
10. Microsoft Windows latest
11. Internet connection

Credit values

The credit value of the National Certificate Security Services is defined by estimating the amount of time/ instruction hours required to complete each competency unit and competency standard. The NVQF uses a standard credit value of 1 credit = 10 hours of learning (Following Higher Education Commission (HEC) guidelines).

The credit values are as follows:

Competency Standard	Estimate of hours	Credit
Monetize Blog and link Payment methods	67	6.7
Measure Blog performance as per KPIs	50	5
Analyze / Monitor Insights on Social Media Platforms	90	9
Troubleshoot Google Analytics Issues	90	9
Perform Local SEO	70	7
Integrate Google Search Console (GSC)	80	8
Perform YouTube SEO	80	8
Manage Facebook and Instagram Ads	120	12
Final Project	120	12
Manage and Supervise the Job Activities	32	3.2
Develop entrepreneurial Skills	32	3.2
Create/Manage profile on Freelancing Platform	25	2.5
Write professional proposals for freelance projects	16	1.6
Practice professionalism	300	30