

CURRICULUM OF “DIGITAL MARKETING”

Jan 2021



**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

- Select Niche for Blog and Affiliate Marketing
- Publish Blog Content
- Create content for affiliate marketing product
- Develop Video Marketing Content

- Perform On-Page Search Engine Optimization (SEO)
- Perform Off-Page Search Engine Optimization (SEO)
- Establish Social Media Platform Profiles
- Manage Facebook Basics
- Manage Instagram Basics
- Manage Twitter Basic Posting (Tweet)
- Manage YouTube Basic Video Posting
- Manage LinkedIn Page Basic Post
- Communicate at Workplace

Trainee entry level

The entry requirement for this qualification would be Matric with science with level 2 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 13 modules. The recommended delivery time is 600 hours. Delivery of the course could therefore be full time, 5 days a week, for 6 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-2	Theory¹ Days/hours	Workplace² Days/hours	Total hours
Select Niche for Blog and Affiliate Marketing	6	24	30
Publish Blog Content	8	42	50
Create content for affiliate marketing product	7	33	40
Develop video Marketing Content	7	33	40
Perform On-Page Search Engine Optimization (SEO)	19	81	100
Perform Off-Page Search Engine Optimization (SEO)	12	48	60
Establish Social Media Platform Profiles	11	39	50
Manage Facebook Basics	11	39	50
Manage Instagram Basics	8	42	50
Manage Twitter Basic Posting (Tweet)	6	24	30
Manage YouTube Basic Video Posting	6	24	30
Manage LinkedIn Page Basic Post	10	30	40
Communicate at Workplace	10	20	30

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
<p>Module 1 : Select Niche for Blog and Affiliate Marketing</p> <p>Aim: The aim of this module to develop advanced knowledge, skills and understanding to select niche for blog and affiliate marketing</p>	<p>LU1. Research and Filter area LU2. Perform competitive analysis</p>	6	24	30
<p>Module 2 : Publish Blog Content</p> <p>Aim: The aim of this module to develop advanced knowledge, skills and understanding to publish blog content</p>	<p>LU1. Conduct research for blog post LU2. Select eye caching title LU3. Create content for the idea LU4. Add keywords in Tags LU5. Publish post</p>	8	42	50

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
<p>Module 3 : Create Content for Affiliate Marketing Product</p> <p>Aim: The aim of this module to develop advanced knowledge, skills and understanding to create content for affiliate marketing product</p>	<p>LU1. Research for content of product LU2. Select product catchy Title LU3. Create content for the niche product</p>	7	33	40
<p>Module 4 : Develop video Marketing Content</p> <p>Aim: The aim of this module to develop advanced knowledge, skills and understanding to develop video marketing content</p>	<p>LU1. Create video LU2. Optimize video LU3. Share / post / upload video</p>	7	33	40

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
<p>Module 5: Perform On-Page Search Engine Optimization (SEO)</p> <p>Aim: The aim of this module to develop advanced knowledge, skills and understanding to perform on-page search engine optimization (SEO)</p>	<p>LU1. Check on-page SEO parameters LU2. Optimize On-page factors LU3. Develop keyword density, proximity and prominence LU4. Conduct keyword placement LU5. Analyze domain selection and value LU6. Optimize file name and title tag LU7. Install & Configuer SEO plugin LU8. Optimize content with Yoast SEO LU9. Optimize header and footer LU10. Optimize page speed LU11. Develop URL Redirection LU12. Select Hosting LU13. Create sitemaps LU14. Develop anchor text and internal links LU15. Create Schema</p>	19	81	100
<p>Module 6: Perform Off-Page Search Engine Optimization (SEO)</p> <p>Aim: The aim of this module to develop advanced knowledge, skills and understanding to perform off-page search engine optimization (SEO)</p>	<p>LU1. Manage backlinks LU2. Submit website for backlink generation LU3. Conduct social bookmarking and create articles as guest post</p>	12	48	60

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
<p>Module 7: Establish Social Media Platform Profiles</p> <p>Aim: The aim of this module to develop advanced knowledge, skills and understanding to establish social media platform profiles</p>	<p>LU1. Create Facebook and account LU2. Create Instagram account LU3. Create twitter account LU4. Create YouTube account LU5. Create LinkedIn account</p>	11	39	50
<p>Module 8: Manage Facebook Page Basic Posting</p> <p>Aim: The aim of this module to develop advanced knowledge, skills and understanding to manage Facebook page basic posting</p>	<p>LU1. Create Facebook Page with Basics LU2. Create Facebook Group with Basics LU3. Set Page category and Description LU4. Enter Page Products/ Services with basic details LU5. Manage Facebook post LU6. Manage Facebook page settings</p>	11	39	50
<p>Module 9: Manage Instagram Page Basic Posting</p> <p>Aim: The aim of this module to develop advanced knowledge, skills and understanding to manage Instagram page basic posting</p>	<p>LU1. Manage Instagram Basic setting LU2. Manage Instagram Post</p>	8	42	50

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
<p>Module 10 : Manage Twitter Basic Posting (Tweet)</p> <p>Aim: The aim of this module to develop advanced knowledge, skills and understanding to manage twitter basic posting (Tweet)</p>	<p>LU1. Manage Tweets LU2. Retweet / Retweet with comments</p>	6	24	30
<p>Module 11 : Manage YouTube Basic Video Posting</p> <p>Aim: The aim of this module to develop advanced knowledge, skills and understanding to manage YouTube basic video posting</p>	<p>LU1. Create & Publish YouTube Basic Video Post LU2. Manage YouTube Post</p>	6	24	30
<p>Module 12 : Manage LinkedIn Page</p> <p>Aim: The aim of this module to develop advanced knowledge, skills and understanding to manage LinkedIn page</p>	<p>LU1. Create LinkedIn Company Page with basics LU2. Create & publish LinkedIn Basic Post LU3. Manage LinkedIn Post</p>	10	30	40

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
<p>Module 13 : Communicate at workplace</p> <p>Aim: The aim of this module to develop advanced knowledge, skills and understanding to communicate at workplace</p>	<p>LU1. Communicate within the organization</p> <p>LU2. Communicate outside the organization</p> <p>LU3. Communicate effectively in workgroup</p> <p>LU4. Communicate in writing</p>	10	20	30

Modules

LEVEL 3

Module 1 : Select Niche for Blog and Affiliate Marketing

Objective of the module: After this competency standard candidate will be able to select niche for blog and affiliate marketing.

Duration:	30 Hours	Theory:	06 hours	Practical:	24 hours
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Research and Filter area	Trainee will be able to: <ul style="list-style-type: none"> Perform research on the available platforms for topic/product Select suitable category Search for top areas Select suitable topic/product category Identify the researched product niches based on different criteria like personal liking, social norms, demographics, etc. Select most relevant area of niche according to the category 	<ul style="list-style-type: none"> Knowledge of search engine tools for research Learn usage of google trends Techniques of searching topic by using google trends/bloggging sites Learn usage of affiliate marketing platforms and tools (Amazon affiliate, commission junction etc.) Knowledge of using search engine filters Importance of topic relevancy Practical Activity: <ul style="list-style-type: none"> Practice to search topic using google trends and bloggging sites 	Total 15 Hrs	Consumable Internet Connection White board marker Duster Notebook Pen Non Consumable White Board Multimedia Computer System	Classroom
			Practical 12 Hrs		Theory 03 Hrs

		<ul style="list-style-type: none"> Practice to apply filters in google trends Practice to create relevant topics Practice to use affiliate marketing platforms and tools for account creation Practice to use affiliate marketing platforms and tools for managing campaigns Practice to use affiliate marketing platforms and tools for implementing payment method Practice to search product category using google trends 			
LU2. Perform competitive analysis	Trainee will be able to: <ul style="list-style-type: none"> Search competitors for category Analyze competitor's working according to the 4 Ps. Identify the competitive edge on the basis of 4 Ps Find Keyword Difficulty (KD) level using keyword 	<ul style="list-style-type: none"> Describe competitors (local & global) Types of competition (direct & indirect) Understanding of 4 Ps (Product, place, price, and promotion) and 4 Cs (customer need/want, convenience, cost, communication) 	Total 15 Hrs Practical 12 Hrs Theory 03 Hrs	Consumable Internet Connection White board marker Duster Notebook Pen	Classroom Computer Lab

	planner like Google Keyword Planner	<ul style="list-style-type: none"> • Understanding of keyword planner • Importance of keyword difficulty <p>Practical Activity:</p> <ul style="list-style-type: none"> • Practice to use the keyword planner to identify outcomes of selected keywords for affiliate marketing • Practice to implement 4 Ps and 4 Cs as per given niche • Practice to use the keyword planner to identify outcomes of selected keywords for blog post 		Non Consumable White Board Multimedia Computer System	
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Module 2 : Publish Blog content

Objective of the module: After this competency standard candidate will be able to publish blog content

Duration:	51 Hours	Theory:	09 hours	Practical:	42 hours
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Research the idea	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> • Research latest and hot topics for Blog posts • Identify keywords for Title • Search keywords for contents • Search keywords for tags 	<ul style="list-style-type: none"> • Introduction to keyword planning • Usage of various tools for keyword research • Types of keywords • Understanding of keyword relevancy, competition, search volume. • Importance of using relevant tags <p>Practical Activity:</p> <ul style="list-style-type: none"> • Practice to generate atleast • 3 long tail keywords • 3 mid tail keywords • 3 short tail keywords 	<p>Total 10 Hrs</p> <p>Practical 9 Hrs</p> <p>Theory 01 Hrs</p>	<p>Consumable</p> <p>Internet Connection</p> <p>White board marker</p> <p>Duster</p> <p>Notebook</p> <p>Pen</p> <p>Non Consumable</p> <p>White Board</p> <p>Multimedia</p> <p>Computer System</p>	<p>Classroom</p> <p>Computer Lab</p>
LU2. Select eye caching title	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> • Search different titles to attract audience • Select relevant focus keywords that can be used in title 	<ul style="list-style-type: none"> • Importance of titles • Usage of keywords in the title • Understanding of standards for writing effective title 	<p>Total 10 Hrs</p> <p>Practical 9 Hrs</p>	<p>Consumable</p> <p>Internet Connection</p> <p>White board marker</p>	<p>Classroom</p> <p>Computer Lab</p>

		<p>Practical Activity:</p> <ul style="list-style-type: none"> Practice to generate eye catching title for the given domain. 	<p>Theory 01 Hrs</p>	<p>Duster Notebook Pen Non Consumable White Board Multimedia Computer System •</p>	
<p>LU3. Create content for the idea</p>	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> Select keywords for content Prepare textual content of the post in effective manners to narrate the whole idea Use textual, images and infographics in the contents of the idea Use ALT (alternate) keywords in image Relate Latent Semantic Index (LSI) keywords in the contents Design images for the contents 	<ul style="list-style-type: none"> Various factors for user friendly content Usage of keywords in headings (H1, H2, H3 etc.) Understanding of various factors for mobile friendly content Understanding of keyword density and stuffing Keyword prominence and proximity Image descriptive titles 	<p>Total 10 Hrs Practical 9 Hrs Theory 01 Hrs</p>	<p>Consumable Internet Connection White board marker Duster Notebook Pen Non Consumable White Board Multimedia</p>	<p>Classroom Computer Lab</p>

		<ul style="list-style-type: none"> Understanding the dimension and quality of images. <p>Practical Activity:</p> <ul style="list-style-type: none"> Practice to create a post including relevant keywords and images. 		Computer System <ul style="list-style-type: none"> 	
LU4. Add keywords in Tags	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> Search local competitors within niche Search global competitors within niche Find out the work of competitors in local and international market Select keywords for tag Add best suitable tag to the content as per niche 	<ul style="list-style-type: none"> Process to search local and international competitors for niche <p>Practical Activity:</p> <ul style="list-style-type: none"> Practice to generate different tags for local and international market and add them in content 	Total 09 Hrs Practical 06 Hrs Theory 03 Hrs	<p>Consumable</p> Internet Connection White board marker Duster Notebook Pen <p>Non Consumable</p> White Board Multimedia Computer System	Classroom Computer Lab

<p>LU5. Compile & Publish post</p>	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> • Compile content for Blog post • Check spelling and grammar mistakes • Avoid using copy righted content for post • Upload content on the Blog • Publish post • Report and troubleshoot for any errors 	<ul style="list-style-type: none"> • Understanding the process for uploading content • Concept of plagiarism • Knowledge of various challenges during publishing content • Understanding the process for resolving common issues <p>Practical Activity:</p> <ul style="list-style-type: none"> • Practice to upload the content on the blogger website 	<p>Total 12 Hrs</p> <p>Practical 09 Hrs</p> <p>Theory 03 Hrs</p>	<p>Consumable</p> <p>Internet Connection</p> <p>White board marker</p> <p>Duster</p> <p>Notebook</p> <p>Pen</p> <p>Non Consumable</p> <p>White Board</p> <p>Multimedia</p> <p>Computer System</p>	<p>Classroom</p> <p>Computer Lab</p>
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Module 3 : Create Content for Affiliate Marketing Product

Objective of the module: After this competency standard candidate will be able to create content for affiliate marketing product.

Duration:	45 Hours	Theory:	06 hours	Practical:	39 hours
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Research for content of product	Trainee will be able to: <ul style="list-style-type: none"> Research latest and hot topics for product's content Select effective search keywords for research using google trends and keyword planner Apply filter in google trends Identify keywords for Title Search keywords for contents Search keywords for tags Collect helpful data for the content 	<ul style="list-style-type: none"> Introduction to keyword planning Usage of various tools for keyword research Types of product description (long & short) Understanding of keyword relevancy, competition, search volume. Importance of hyperlinks Importance of using relevant tags Practical Activity: <ul style="list-style-type: none"> Practice to identify type of product description from given competitors post Practice to identify the relevant keywords from give product description 	Total	Consumable Internet Connection White board marker Duster Notebook Pen Non Consumable White Board Multimedia Computer System	Classroom Computer Lab
			14 Hrs		
			Practical		
			12 Hrs		
			Theory		
			02 Hrs		

<p>LU2. Select product catchy Title</p>	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> • Create effective search query • Generate related titles using various application • Filter titles from the collected data • Select appropriate catchy title 	<ul style="list-style-type: none"> • Importance of standard length of titles as per digital platforms • Usage of product keywords, product variations and features in the title <p>Practical Activity:</p> <ul style="list-style-type: none"> • Practice to generate atleast 3 eye catching title for the given category. 	<p>Total 14 Hrs</p> <p>Practical 12 Hrs</p> <p>Theory 02 Hrs</p>	<p>Consumable</p> <p>Internet Connection</p> <p>White board marker</p> <p>Duster</p> <p>Notebook</p> <p>Pen</p> <p>Non Consumable</p> <p>White Board</p> <p>Multimedia</p> <p>Computer System</p>	<p>Classroom</p> <p>Computer Lab</p>
<p>LU3. Create content for the niche product</p>	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> • Compile content for product. • Prepare textual content in effective manners to narrate the idea • Use textual, images and infographics in the contents of the idea • Use ALT attributes in image 	<ul style="list-style-type: none"> • Understanding of various factors for user friendly content • Understanding of various factors for mobile friendly content • Understanding of keyword density and stuffing • Understanding of keyword prominence and proximity 	<p>Total 18 Hrs</p> <p>Practical 15 Hrs</p> <p>Theory 02 Hrs</p>	<p>Consumable</p> <p>Internet Connection</p> <p>White board marker</p> <p>Duster</p> <p>Notebook</p> <p>Pen</p>	<p>Classroom</p> <p>Computer Lab</p>

	<ul style="list-style-type: none"> • Relate Latent Semantic Index (LSI) keywords in the contents • Design images for the content 	<ul style="list-style-type: none"> • Image descriptive titles • Understanding the dimension and quality of images. <p>Practical Activity:</p> <ul style="list-style-type: none"> • Practice to create a post of a product with atleast 150 words including relevant keywords and images 		<p>Non Consumable</p> <p>White Board</p> <p>Multimedia</p> <p>Computer System</p>	
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Module 4 : Develop video Marketing Content

Objective of the module: After this competency standard candidate will be able to develop video marketing content.

Duration:	40 Hours	Theory:	07 hours	Practical:	33 hours
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Create video	Trainee will be able to: <ul style="list-style-type: none"> Plan video content Script video Use of cameras Use video production tools Set up studio Record video Organize footage Edit video Choose music Record voice over 	<ul style="list-style-type: none"> Understanding of target audience Knowledge of target platform Concept and importance of script Types of cameras and its usage according to requirement Knowledge of video pixel quality and frame per second (FPS) Describe video production and editing software/tools Importance of light in video recording Concept of noise in video recording <p>Practical Activity:</p> <ul style="list-style-type: none"> Practice to record a 30 second introductory video by following the instructions 	Total	Consumable	Classroom
			13 Hrs	Internet Connection	Computer Lab
			Practical	White board marker	
			11 Hrs	Duster	
			Theory	Notebook	
			02 Hrs	Pen	
				Non Consumable	
				White Board	
				Multimedia	
				Computer System	

<p>LU2. Optimize video</p>	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> • Select proper keywords according to video's subject • Use keyword planner tools to optimize video title, description and tags 	<ul style="list-style-type: none"> • Importance of relevant keyword, description and tags in text and media (visuals and audio) of the video <p>Practical Activity:</p> <ul style="list-style-type: none"> • Practice to use relevant keyword, description and tags in text and media (visuals and audio) to optimize the video 	<p>Total 13 Hrs Practical 11 Hrs Theory 02 Hrs</p>	<p>Consumable</p> <p>Internet Connection White board marker Duster Notebook Pen</p> <p>Non Consumable</p> <p>White Board Multimedia Computer System</p>	<p>Classroom Computer Lab</p>
<p>LU3. Share / post / upload video</p>	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> • Identify video hosting platforms for sharing / uploading / posting video • Post videos • Analyze video stats and performance 	<ul style="list-style-type: none"> • Knowledge of video hosting platforms (youtube, vimeo, daily motion etc.) • Features of video hosting platforms • Standards of video hosting platforms 	<p>Total 14 Hrs Practical 11 Hrs Theory 03 Hrs</p>	<p>Consumable</p> <p>Internet Connection White board marker Duster Notebook Pen</p>	<p>Classroom Computer Lab</p>

		<ul style="list-style-type: none"> Describe analytics of published video <p>Practical Activity:</p> <ul style="list-style-type: none"> Practice to publish the video using any video hosting platform showing analytics of the same video 		<p>Non Consumable</p> <p>White Board</p> <p>Multimedia</p> <p>Computer System</p>	
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Module 5 : Perform On-Page Search Engine Optimization (SEO)

Objective of the module: After this competency standard candidate will be able to perform on-page search engine optimization (SEO).

Duration:	100 Hours	Theory:	19 hours	Practical:	81 hours
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Check on-page SEO parameters	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> Find the flaws by checking website navigation and meta elements Check website structure to remove flaws Generate report of on-page SEO flaws 	<ul style="list-style-type: none"> Explain of on-page SEO Knowledge of meta elements Understanding of SEO friendly titles Describe broken links Knowledge of website structure Concept of various tools for reporting on-page SEO flaws <p>Practical Activity:</p> <ul style="list-style-type: none"> Practice to generate on-page SEO report for a given blog/ website 	<p>Total</p> <p>07 Hrs</p> <p>Practical</p> <p>06 Hrs</p> <p>Theory</p> <p>01 Hrs</p>	<p>Consumable</p> <p>Internet Connection</p> <p>White board marker</p> <p>Duster</p> <p>Notebook</p> <p>Pen</p> <p>Non Consumable</p> <p>White Board</p> <p>Multimedia</p> <p>Computer System</p>	<p>Classroom</p> <p>Computer Lab</p>
LU2. Optimize On-page factors	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> Check domain length and type as per standards Optimize page title 	<ul style="list-style-type: none"> Concept of different domain types Concept of domain name length 	<p>Total</p> <p>07 Hrs</p>	<p>Consumable</p> <p>Internet Connection</p>	<p>Classroom</p> <p>Computer Lab</p>

	<ul style="list-style-type: none"> Optimize meta description 	<ul style="list-style-type: none"> Define page title Explore meta description, meta tags <p>Practical Activity:</p> <ul style="list-style-type: none"> Practice to implement title length and description 	Practical 06 Hrs Theory 01 Hrs	White board marker Duster Notebook Pen Non Consumable White Board Multimedia Computer System	
LU3. Develop keyword density, proximity and prominence	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> Maintain ideal keyword density Maintain keyword proximity Maintain max keyword prominence 	<ul style="list-style-type: none"> Concept of keyword density Understanding of keyword proximity and prominence <p>Practical Activity:</p> <ul style="list-style-type: none"> Practice to write an article by following: <ul style="list-style-type: none"> ➤ keyword density ➤ keyword proximity ➤ keyword prominence 	Total 07 Hrs Practical 06 Hrs Theory 01 Hrs	Consumable Internet Connection White board marker Duster Notebook Pen Non Consumable White Board	Classroom Computer Lab

				Multimedia Computer System	
LU4. Conduct keyword placement	Trainee will be able to: <ul style="list-style-type: none"> • Add keyword in title • Add keyword in meta description • Add keyword in headings • Add keyword in subheadings • Add keyword in image name • Add keyword in alt tags 	<ul style="list-style-type: none"> • Knowledge of keyword placement Practical Activity: <ul style="list-style-type: none"> • Practice to place keywords in the following area of a site: <ul style="list-style-type: none"> ➤ title ➤ tags ➤ heading ➤ sub heading ➤ image name ➤ meta description 	Total 07 Hrs Practical 06 Hrs Theory 01 Hrs	Consumable Internet Connection White board marker Duster Notebook Pen Non Consumable White Board Multimedia Computer System	Classroom Computer Lab
LU5. Analyze domain selection and value	Trainee will be able to: <ul style="list-style-type: none"> • Select minimum character domain name • Check domain pricing 	<ul style="list-style-type: none"> • Define the domain analysis process. • Describe the character limit for a domain name. 	Total 07 Hrs Practical	Consumable Internet Connection	Classroom Computer Lab

	<ul style="list-style-type: none"> • Include keyword in domain name 	<ul style="list-style-type: none"> • Steps to check domain pricing. • Describe the key steps to include a keyword in the domain name. <p><u>Practical Activity:</u></p> <ul style="list-style-type: none"> • Practice to Analyze your domain selection and value 	06 Hrs Theory 01 Hrs	White board marker Duster Notebook Pen Non Consumable White Board Multimedia Computer System	
LU6. Optimize file name and title tag	Trainee will be able to: <ul style="list-style-type: none"> • Include keywords in page title • Include keywords in page URLs 	<ul style="list-style-type: none"> • Describe the key steps to optimize a title tag. • Describe the purpose of an optimized title tag. • Define keyword URL. • Describe the key steps to writing an SEO URL. <p><u>Practical Activity:</u></p> <ul style="list-style-type: none"> • Practice to Optimize file name and title tags 	Total 07 Hrs Practical 06 Hrs Theory 01 Hrs	Consumable Internet Connection White board marker Duster Notebook Pen Non Consumable White Board	Classroom Computer Lab

				Multimedia Computer System	
LU7. Install & configure SEO plugins	Trainee will be able to: <ul style="list-style-type: none"> Install plugins for SEO Search and Install SEO plugins (Yoast, GKit, AMP) Configure SEO plugin 	<ul style="list-style-type: none"> Define Yoast SEO. Describe the Key steps to activate Yoast SEO. Define G Site Kit. Describe the key steps to activate the G Site Kit plugin Define AMP Plugin. Describe the key steps to activate AMP plugins. <p><u>Practical Activity:</u></p> <ul style="list-style-type: none"> Practice to install and configure the Yoast SEO plugin. Practice to install and configure the G Site Kit SEO plugin. Practice to install and configure the AMP SEO plugin. 	Total 07 Hrs Practical 06 Hrs Theory 01 Hrs	Consumable Internet Connection White board marker Duster Notebook Pen Non Consumable White Board Multimedia Computer System	Classroom Computer Lab

<p>LU8. Optimize content with Yoast SEO</p>	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> Optimize content with Yoast SEO guidelines Resolve warning issues 	<ul style="list-style-type: none"> Define Yoast SEO. Explain the key steps to optimize Yoast SEO Describe benefits of Yoast SEO. Describe the key steps to resolve warning issues. <p><u>Practical Activity:</u></p> <ul style="list-style-type: none"> Practice to optimize the Yoast SEO plugin and resolve the warning issues. 	<p>Total 07 Hrs Practical 06 Hrs Theory 01 Hrs</p>	<p>Consumable</p> <p>Internet Connection White board marker Duster Notebook Pen</p> <p>Non Consumable</p> <p>White Board Multimedia Computer System</p>	<p>Classroom Computer Lab</p>
<p>LU9. Optimize header and footer</p>	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> Create primary menu in header Create at least one page in for each menu section Add resourceful links in footer Add widgets in footer 	<ul style="list-style-type: none"> Define header and footer. Describe the key steps to create the primary menu in the header. Describe the key steps to add resourceful links in the footer. Define widgets. Describe the key steps to add widgets in the footer. 	<p>Total 07 Hrs Practical 06 Hrs Theory 01 Hrs</p>	<p>Consumable</p> <p>Internet Connection White board marker Duster Notebook Pen</p>	<p>Classroom Computer Lab</p>

	<ul style="list-style-type: none"> Add social icons in footer Add business description in footer 	<ul style="list-style-type: none"> Define social icons. Describe the social icons in the footer. Define business description in the footer. <p><u>Practical Activity:</u></p> <ul style="list-style-type: none"> Practice to optimize header and footer of a given website. 		Non Consumable White Board Multimedia Computer System	
LU10. Optimize page speed	Trainee will be able to: <ul style="list-style-type: none"> Check website speed with Google page speed insights Check image rendering issues Check server response time Minify code and mark-up files using various tools Resolve the issues guidelines by Google page speed insights 	<ul style="list-style-type: none"> Define page speed. Understanding of the key steps to check website speed with google page speed insights. Define image rendering. Describe the key steps to check image rendering issues. Define Implement less code. Describe the key steps to check image rendering issues. Define server response time. Describe the steps to check server response time. 	Total 07 Hrs Practical 06 Hrs Theory 01 Hrs	Consumable Internet Connection White board marker Duster Notebook Pen Non Consumable White Board Multimedia Computer System	Classroom Computer Lab

		<ul style="list-style-type: none"> Describe the steps to resolve the issues guidelines by google page speed insights. <p><u>Practical Activity:</u></p> <ul style="list-style-type: none"> Check google page speed insights of a given website 			
LU11.Develop URL Redirection	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> Search 301 redirections in plugins section Install and activate the plugin Create redirect links for updated page links 	<ul style="list-style-type: none"> Define URL. Define URL Redirection. Describe the key steps to search 301 redirections in plugins sections. Describe the key steps to install and activate the plugins. Describe the key steps to create redirect links for updated page links. <p><u>Practical Activity:</u></p> <ul style="list-style-type: none"> Practice to Develop URL and Search 301 redirections in the plugins section 	<p>Total 07 Hrs Practical 06 Hrs Theory 01 Hrs</p>	<p>Consumable</p> <p>Internet Connection White board marker Duster Notebook Pen</p> <p>Non Consumable</p> <p>White Board Multimedia Computer System</p> <ul style="list-style-type: none"> 	<p>Classroom Computer Lab</p>

<p>LU12.Select Hosting</p>	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> • Check server downtime • Check hosting backup • Check https hosting • Check real time support • Compare pricing between other hosting services • Check server location • Generate report as per given parameters 	<ul style="list-style-type: none"> • Define hosting. • Define server downtime. • Describe the key steps to check server downtime. • Define hosting backup. • Describe the key steps to check hosting backup. • Define real-time support. • Describe the key steps to check real-time support. • Describe the key steps to compare the pricing between the different hosting services. • Define server location. • Describe the key steps to check server locations. <p><u>Practical Activity:</u></p> <ul style="list-style-type: none"> • Practice to compare different web hosting providers as per standard guidelines. 	<p>Total 05 Hrs Practical 03 Hrs Theory 02 Hrs</p>	<p>Consumable</p> <p>Internet Connection White board marker Duster Notebook Pen</p> <p>Non Consumable</p> <p>White Board Multimedia Computer System •</p>	<p>Classroom Computer Lab</p>
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<p>LU13.Create sitemaps</p>	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> • Create and submit robots.txt files • Go to sitemap generator Generate sitemap of a given website URL 	<ul style="list-style-type: none"> • Explain working of robots.txt file. • Describe the key steps to generate robots .txt file by clicking generate file tab, • Define sitemap. • Describe the key steps to generate a sitemap. <p><u>Practical Activity:</u></p> <ul style="list-style-type: none"> • Open Yoast SEO plugin dashboard and generate robots.txt file. • Generate the sitemap and download the sitemap file. 	<p>Total 05 Hrs Practical 03 Hrs Theory 02 Hrs</p>	<p>Consumable</p> <p>Internet Connection White board marker Duster Notebook Pen</p> <p>Non Consumable</p> <p>White Board Multimedia Computer System</p>	<p>Classroom Computer Lab</p>
<p>LU14.Develop anchor text and internal links</p>	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> • Develop anchor text and internal links • Choose anchor text for hyperlink • Paste link on the keyword • Add relevant internal links 	<ul style="list-style-type: none"> • Define anchor text. • Define internal links. • Describe the key steps to develop anchor text and internal links. <p><u>Practical Activity:</u></p> <ul style="list-style-type: none"> • Practice to develop anchor text and internal links. 	<p>Total 05 Hrs Practical 03 Hrs Theory 02 Hrs</p>	<p>Consumable</p> <p>Internet Connection White board marker Duster Notebook Pen</p>	<p>Classroom Computer Lab</p>

				Non Consumable White Board Multimedia Computer System	
LU15. Create Schema	Trainee will be able to: <ul style="list-style-type: none"> • Install and configure Schema plug-in • Configure Schema Plugin according to your website (title, description, address, home URL, category etc.) • Inspect schema of a given URL using Google Structured Data Testing Tool 	<ul style="list-style-type: none"> • Define schema. • Describe the key steps to configure Schema Plugin according to your website like title, description, address, home URL, category • Describe the key steps to Open Google Structured Data Testing Tool and fetch URL and check all data schema properly configured. <p><u>Practical Activity:</u></p> <ul style="list-style-type: none"> • Practice to configure Schema Plugin for a given website 	Total 08 Hrs Practical 06 Hrs Theory 02 Hrs	Consumable Internet Connection White board marker Duster Notebook Pen Non Consumable White Board Multimedia Computer System	Classroom Computer Lab

Module 6 : Perform Off-Page Search Engine Optimization (SEO)

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

Duration:	60 Hours	Theory:	12 hours	Practical:	48 hours
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Manage backlinks	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> Check backlink of other websites using any available backlink checker tool Create link building process Add relevant outbound links Seek permission to relevant blogs on other websites 	<ul style="list-style-type: none"> Define backlink entities Describe link building process. Types of backlinks Process to add relevant outbound links Describe the procedure to seek permission to relevant blogs on another website. <p>Practical Activity:</p> <ul style="list-style-type: none"> Check backlinks in the developed website using any available backlink checker tool. Create five backlinks of own website using backlink generator tool 	<p>Total 20 Hrs</p> <p>Practical 15 Hrs</p> <p>Theory 05 Hrs</p>	<p>Consumable</p> <p>Internet Connection</p> <p>White board marker</p> <p>Duster</p> <p>Notebook</p> <p>Pen</p> <p>Non Consumable</p> <p>White Board</p> <p>Multimedia</p> <p>Computer System</p>	<p>Classroom</p> <p>Computer Lab</p>
LU2. Submit website for	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> Create web profile Validate confirmation 	<ul style="list-style-type: none"> Steps to create a web profile 	<p>Total 20 Hrs</p>	<p>Consumable</p>	<p>Classroom</p>

backlink generation	<ul style="list-style-type: none"> • Reply on relevant blogs • Add relevant discussion topics on forums • Insert website URL 	<ul style="list-style-type: none"> • Describe the procedure to validate confirmation. • Describe the procedure to submit website to directory • Procedure to validate email confirmation. • Define website URL • Describe forums • Enlist steps to insert website URL • Describe Q & A. • Step to creating a website profile as a business entity <p><u>Practical Activity:</u></p> <ul style="list-style-type: none"> • Practice to create a web profile and submit other websites or social media platform for generation of backlinks • Practice to insert relevant discussion topics on the forum and submit them. 	Practical 15 Hrs Theory 05 Hrs	Internet Connection White board marker Duster Notebook Pen Non Consumable White Board Multimedia Computer System	Computer Lab
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<p>LU3. Conduct social bookmarking and create articles as guest post</p>	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> • Add relevant topics or website pages' links on social media platforms • Insert relevant website links to other social media posts in comments • Create blog profile on blogger • Write a blog article • Share it with others and on social media platforms 	<ul style="list-style-type: none"> • Knowledge of social media platforms. • Describe bookmarking • Describe the concept of blogger. • Enlist the steps to create a blog profile on the blogger <p><u>Practical Activity:</u></p> <ul style="list-style-type: none"> • Insert relevant website links (at least five) to other social media posts in the comments • Create at least one article on a blog 	<p>Total 20 Hrs Practical 18 Hrs Theory 02 Hrs</p>	<p>Consumable</p> <p>Internet Connection White board marker Duster Notebook Pen</p> <p>Non Consumable</p> <p>White Board Multimedia Computer System</p>	<p>Classroom Computer Lab</p>

Module 7 : Establish Social Media Platform Profiles

Objective of the module: After this competency standard candidate will be able to establish social media platform profiles.

Duration:	50 Hours	Theory:	11 hours	Practical:	39 hours
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Create Facebook account	Trainee will be able to: <ul style="list-style-type: none"> Open Facebook signup page Fill up the signup form and submit Configure the account setting 	<ul style="list-style-type: none"> Knowledge of Facebook Explain Instagram pros and cons Understanding of account creation process Practical Activity: <ul style="list-style-type: none"> Practice to create an account on Facebook 	Total	Consumable	Classroom
			10 Hrs	Internet Connection	Computer Lab
			Practical	White board marker	
			09 Hrs	Duster	
			Theory	Notebook	
			01 Hrs	Pen	
				Non Consumable	
				White Board	
				Multimedia	
				Computer System	
LU2. Create Instagram account	Trainee will be able to: <ul style="list-style-type: none"> Open Instagram signup page Fill up the signup form and submit Configure the account setting 	<ul style="list-style-type: none"> Knowledge of Instagram Explain Instagram pros and cons Understanding of account creation process 	Total	Consumable	Classroom
			10 Hrs	Internet Connection	Computer Lab
			Practical	White board marker	
			09 Hrs		

		Practical Activity: <ul style="list-style-type: none"> Practice to create an account on Instagram 	Theory 01 Hrs	Duster Notebook Pen Non Consumable White Board Multimedia Computer System	
LU3. Create twitter accounts	Trainee will be able to: <ul style="list-style-type: none"> Open twitter signup page Fill up the signup form and submit Configure the account setting 	<ul style="list-style-type: none"> Knowledge of twitter Explain twitter pros and cons Understanding of account creation process Practical Activity: <ul style="list-style-type: none"> Practice to create an account on twitter 	Total 10 Hrs Practical 09 Hrs Theory 01 Hrs	Consumable Internet Connection White board marker Duster Notebook Pen Non Consumable White Board Multimedia Computer System	Classroom Computer Lab

<p>LU4. Create YouTube account</p>	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> • Open YouTube signup page • Fill up the signup form and submit • Configure the account setting 	<ul style="list-style-type: none"> • Knowledge of YouTube • Explain Instagram pros and cons • Understanding of account creation process <p>Practical Activity:</p> <ul style="list-style-type: none"> • Practice to create an account on YouTube 	<p>Total 10 Hrs</p> <p>Practical 06 Hrs</p> <p>Theory 04 Hrs</p>	<p>Consumable</p> <p>Internet Connection</p> <p>White board marker</p> <p>Duster</p> <p>Notebook</p> <p>Pen</p> <p>Non Consumable</p> <p>White Board</p> <p>Multimedia</p> <p>Computer System</p>	<p>Classroom</p> <p>Computer Lab</p>
<p>LU5. Create LinkedIn account</p>	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> • Open LinkedIn signup page • Fill up the signup form and submit • Configure the account setting 	<ul style="list-style-type: none"> • Knowledge of LinkedIn • Explain LinkedIn pros and cons • Understanding of account creation process <p>Practical Activity:</p> <ul style="list-style-type: none"> • Practice to create an account on LinkedIn 	<p>Total 10 Hrs</p> <p>Practical 06 Hrs</p> <p>Theory 04 Hrs</p>	<p>Consumable</p> <p>Internet Connection</p> <p>White board marker</p> <p>Duster</p> <p>Notebook</p> <p>Pen</p> <p>Non Consumable</p>	<p>Classroom</p> <p>Computer Lab</p>

				White Board Multimedia Computer System	
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Module 8 : Manage Facebook Page Basic Configuration

Objective of the module: After this competency standard candidate will be able to manage Facebook page basic configuration.

Duration:	50 Hours	Theory:	11 hours	Practical:	39 hours
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Create Facebook Page with Basics	Trainee will be able to: <ul style="list-style-type: none"> • Create page using prescribed process • Select Page Category • Write Page Name, and description • Upload profile image, cover image and submit 	<ul style="list-style-type: none"> • Knowledge of Facebook business page as per the required type • Concept of Facebook page creation process • Understanding of standard dimensions' profile image and cover photos • Process of updating page information with phone #, address, website, email ID and long description • Process of selection of category as per required niche Practical Activity: <ul style="list-style-type: none"> • Practice to create a Facebook page • Practice to setup Facebook page category and description. 	Total 10 Hrs	Consumable	Classroom
			Practical 06 Hrs Theory 04 Hrs	Internet Connection White board marker Duster Notebook Pen Non Consumable White Board Multimedia Computer System	Computer Lab

<p>LU2. Create Facebook Group with Basics</p>	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> • Create Facebook Group • Type Group Name and add group members • Select privacy setting and submit profile 	<ul style="list-style-type: none"> • Knowledge of Facebook group and its types • Process of creation Facebook group <p>Practical Activity:</p> <ul style="list-style-type: none"> • Practice to create a Facebook group 	<p>Total 10 Hrs</p> <p>Practical 06 Hrs</p> <p>Theory 04 Hrs</p>	<p>Consumable</p> <p>Internet Connection</p> <p>White board marker</p> <p>Duster</p> <p>Notebook</p> <p>Pen</p> <p>Non Consumable</p> <p>White Board</p> <p>Multimedia</p> <p>Computer System</p>	<p>Classroom</p> <p>Computer Lab</p>
<p>LU3. Enter Page Products/ Services with basic details</p>	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> • Write product and services details in the respective sections • Select most suitable price range of product or services 	<ul style="list-style-type: none"> • Knowledge of basic concepts of Facebook commerce. • Process of creating product catalogue on Facebook <p>Practical Activity:</p> <ul style="list-style-type: none"> • Practice to setup Facebook shop. 	<p>Total 10 Hrs</p> <p>Practical 09 Hrs</p> <p>Theory 01 Hrs</p>	<p>Consumable</p> <p>Internet Connection</p> <p>White board marker</p> <p>Duster</p> <p>Notebook</p> <p>Pen</p>	<p>Classroom</p> <p>Computer Lab</p>

				Non Consumable White Board Multimedia Computer System	
LU4. Manage Facebook post	Trainee will be able to: <ul style="list-style-type: none"> • Create & publish Facebook Page Post • Edit Facebook Page Post • Delete Facebook Page Post • Like, Post Comment & Share Facebook Page Post 	<ul style="list-style-type: none"> • Knowledge of Facebook page post with respect to its types • Concept of scheduling • Concept of hashtags • Understanding of content for Facebook post • Follow the respective SOPs for editing and deleting the post • Understand engagement elements of post (like, comment& share) <p>Practical Activity:</p> <ul style="list-style-type: none"> • Practice to demonstrate engagement elements (like, share & comment) 	Total 10 Hrs Practical 09 Hrs Theory 01 Hrs	Consumable Internet Connection White board marker Duster Notebook Pen Non Consumable White Board Multimedia Computer System	Classroom Computer Lab

		<ul style="list-style-type: none"> Practice to create and publish Facebook post as per the given criteria. 			
LU5. Manage Facebook page settings	Trainee will be able to: <ul style="list-style-type: none"> Set Facebook Page visibility Set Facebook Page post and story sharing controls Set Facebook page Country and age Restrictions 	<ul style="list-style-type: none"> Knowledge of Facebook page basic settings: <ul style="list-style-type: none"> ➤ profile and cover image ➤ visibility ➤ posting controls ➤ region ➤ age restriction ➤ language Practical Activity: <ul style="list-style-type: none"> Practice to demonstrate Facebook page basic settings 	Total 10 Hrs Practical 09 Hrs Theory 01 Hrs	Consumable Internet Connection White board marker Duster Notebook Pen Non Consumable White Board Multimedia Computer System	Classroom Computer Lab

Module 9 : Manage Instagram Account Basic Configuration

Objective of the module: After this competency standard candidate will be able to manage Instagram account basic configuration.

Duration:	50 Hours	Theory:	08 hours	Practical:	42 hours
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Manage Instagram Basic setting	Trainee will be able to: <ul style="list-style-type: none"> Select account category Write page name, and description Upload profile image and submit 	<ul style="list-style-type: none"> Knowledge of Instagram basic setting <ul style="list-style-type: none"> ➤ profile ➤ account type ➤ security ➤ visibility ➤ user name ➤ region ➤ age restriction ➤ language <p>Practical Activity:</p> <ul style="list-style-type: none"> Practice to demonstrate Instagram basic settings 	Total 25 Hrs Practical 21 Hrs Theory 04 Hrs	Consumable Internet Connection White board marker Duster Notebook Pen Non Consumable White Board Multimedia Computer System	Classroom Computer Lab
LU2. Manage Instagram Post	Trainee will be able to: <ul style="list-style-type: none"> Publish post Edit Instagram post Delete Instagram Post 	<ul style="list-style-type: none"> Knowledge of Instagram posting and its types Concept of Instagram story and live 	Total 25 Hrs Practical	Consumable Internet Connection	Classroom Computer Lab

	<ul style="list-style-type: none"> Like, share and comment Instagram post 	<ul style="list-style-type: none"> Understanding the process of posting content on Instagram Scheduling in instagram Hashtags in instagram Understanding of content for instagram post Follow the respective SOPs for editing and deleting the post <p>Practical Activity:</p> <ul style="list-style-type: none"> Practice to demonstrate editing and deleting of Instagram post as per given instructions Practice to like, share and comment post 	21 Hrs Theory 04 Hrs	White board marker Duster Notebook Pen Non Consumable White Board Multimedia Computer System	
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Module 10 : Manage Twitter Tweets

Objective of the module: After this competency standard candidate will be able to manage Twitter Tweets.

Duration:	30 Hours	Theory:	06 hours	Practical:	24 hours
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Manage Tweets	Trainee will be able to: <ul style="list-style-type: none"> Write tweet as per procedures with hashtag Publish tweet Edit tweet Publish tweet Delete the undesired tweet Like, share and comment tweet Send direct messages to followers 	<ul style="list-style-type: none"> Knowledge of Twitter page basic settings: <ul style="list-style-type: none"> ➤ profile and cover image ➤ visibility ➤ privacy and security ➤ region ➤ age restriction ➤ language Knowledge of Twitter posting and its types Understanding the process of posting content on Twitter Hashtags in Twitter Follow the respective SOPs for editing and deleting the post Understanding of direct messages to followers 	Total 15 Hrs Practical 12 Hrs Theory 03 Hrs	Consumable	Classroom Computer Lab
				Non Consumable White Board Multimedia Computer System	

		<ul style="list-style-type: none"> Practice to demonstrate Twitter page basic settings Practice to manage tweets on Twitter 			
LU2. Retweet / Retweet with comments	Trainee will be able to: <ul style="list-style-type: none"> Click on tweet profile icon Select required tweet content & Retweet as per procedure Pin required tweet 	<ul style="list-style-type: none"> Understanding of retweet Knowledge of pin tweet Concept of enabling friend groups Understanding of auto completion of tweets Text links in tweets Tweets threading Practical Activity: <ul style="list-style-type: none"> Practice to retweet as per the given instructions 	Total 15 Hrs Practical 12 Hrs Theory 03 Hrs	Consumable Internet Connection White board marker Duster Notebook Pen Non Consumable White Board Multimedia Computer System	Classroom Computer Lab

Module 11 : Manage YouTube Basic Video Posting

Objective of the module: After this competency standard candidate will be able to manage YouTube basic video posting.

Duration:	30 Hours	Theory:	06 hours	Practical:	24 hours
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Create & Publish YouTube Basic Video Post	Trainee will be able to: <ul style="list-style-type: none"> • Create video • Write title and description • Publish video 	<ul style="list-style-type: none"> • Understanding of YouTube video posting • Understanding of YouTube live video posting • Knowledge of YouTube shorts Practical Activity: <ul style="list-style-type: none"> • Practice to upload standard video, shorts and go live on YouTube account as per given parameters 	Total 15 Hrs	Consumable	Classroom
			Practical 12 Hrs Theory 03 Hrs	Internet Connection White board marker Duster Notebook Pen Non Consumable White Board Multimedia Computer System	Computer Lab
LU2. Manage Video Post	Trainee will be able to: <ul style="list-style-type: none"> • Edit Video Post • Delete Video Post 	<ul style="list-style-type: none"> • Understanding of managing YouTube videos 	Total 15 Hrs	Consumable Internet Connection	Classroom Computer Lab

	<ul style="list-style-type: none"> Like, share and comment YouTube video post 	<p>Practical Activity:</p> <ul style="list-style-type: none"> Practice to edit, delete and manage visibility (private and public) of a YouTube video 	<p>Practical 12 Hrs Theory 03 Hrs</p>	<p>White board marker Duster Notebook Pen Non Consumable White Board Multimedia Computer System</p>	
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Module 12 : Manage LinkedIn Page

Objective of the module: After this competency standard candidate will be able to manage LinkedIn page.

Duration:	40 Hours	Theory:	10 hours	Practical:	30 hours
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Create LinkedIn Company Page with basics	Trainee will be able to: <ul style="list-style-type: none"> • Create page • Select company size • Type page identity • Select company details • Upload profile image and tagline 	<ul style="list-style-type: none"> • Knowledge of LinkedIn company page • Understanding of company showcase Practical Activity: <ul style="list-style-type: none"> • Practice to create LinkedIn company page with basic settings. • Practice to manage product /services in company showcase page 	Total 13 Hrs Practical 09 Hrs Theory 04 Hrs	Consumable Internet Connection White board marker Duster Notebook Pen Non Consumable White Board Multimedia Computer System	Classroom Computer Lab
LU2. Create & publish LinkedIn Basic Post	Trainee will be able to: <ul style="list-style-type: none"> • Write content of LinkedIn post • Select a file from library or create a new photo or video 	<ul style="list-style-type: none"> • Knowledge of LinkedIn posting features • Understanding of media usage (images and videos) in a post 	Total 13 Hrs Practical 09 Hrs	Consumable Internet Connection White board marker	Classroom Computer Lab

	<ul style="list-style-type: none"> • Write hashtag • Publish post 	<p>Practical Activity:</p> <ul style="list-style-type: none"> • Practice to create a LinkedIn post using media and publish it as per the given parameters 	<p>Theory</p> <p>04 Hrs</p>	<p>Duster</p> <p>Notebook</p> <p>Pen</p> <p>Non Consumable</p> <p>White Board</p> <p>Multimedia</p> <p>Computer System</p>	
<p>LU3. Manage LinkedIn Post</p>	<p>Trainee will be able to:</p> <ul style="list-style-type: none"> • Select post • Edit post • Delete post • Like, share and comment LinkedIn post 	<ul style="list-style-type: none"> • Follow the respective SOPs for managing the post <p>Practical Activity:</p> <ul style="list-style-type: none"> • Practice to demonstrate editing and deleting of LinkedIn post as per given instructions • Practice to like, share and comment on post 	<p>Total</p> <p>14 Hrs</p> <p>Practical</p> <p>12 Hrs</p> <p>Theory</p> <p>02 Hrs</p>	<p>Consumable</p> <p>Internet Connection</p> <p>White board marker</p> <p>Duster</p> <p>Notebook</p> <p>Pen</p> <p>Non Consumable</p> <p>White Board</p> <p>Multimedia</p> <p>Computer System</p>	<p>Classroom</p> <p>Computer Lab</p>

Module 13 Communicate at Workplace

Objective of the module: The aim of this module to get knowledge, skills and understanding to Communicate at Workplace.

Duration: 30 hours **Theory:** 10 hours **Practical:** 20 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1:Communicate within the organization	<p>The trainee will be able to:</p> <ul style="list-style-type: none"> • Communicate within a department • Communicate with other departments • Use various media to communicate effectively • Communicate orally and written 	<ul style="list-style-type: none"> • Importance of intra and inter organizational communication • Types of Modes of communication • 8C's of communication 	<p>Total: 08hrs</p> <p>Practical: 05hrs</p> <p>Theory: 03hrs</p>	<p>Consumable</p> <p>Notebooks</p> <p>Pencils</p> <p>Erasers</p> <p>Sharpeners</p> <p>Non Consumable</p> <p>White board</p> <p>Multimedia</p> <p>Internet</p> <p>Computer system</p>	<p>Class room with multimedia aid and flip charts</p> <p>Visit to merchandiser establishments</p> <p>EITHER</p> <p>Training Office</p> <p>OR</p> <p>Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan</p>

					manufacture, electrical manufacture)
LU2: Communicate outside the organization	The trainee will be able to: <ul style="list-style-type: none"> • Deal with vendors • Deal with clients/customers • Interact with other organisations • Use various media to communicate effectively • Work with people of different cultures / backgrounds 	<ul style="list-style-type: none"> • Basics of business communication • Importance of communication with clients/customers/vendor 	Total: 08hrs Practical: 05hrs Theory: 03hrs	Consumable <ul style="list-style-type: none"> • Notebooks • Pencils • Erasers • Sharpeners Non Consumable <ul style="list-style-type: none"> • White board • Multimedia • Internet • Computer system • PPEs (Safety glasses, Ear muffs/ear plugs, Protective 	Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture,

				Gloves, Cap, Safety shoes etc.)	electrical manufacture)
LU3: Communicate effectively in work group	The trainee will be able to: <ul style="list-style-type: none"> ● Assess the issues to provide relevant suggestion to group members ● Resolve the issues/ problems /conflicts within the group ● Arrange group working sessions to increase the level of participation in the group processes ● Communicate messages to group members clearly to ensure interpretation is valid ● Communicate style /manner to reflect professional standards/ awareness of appropriate cultural practices ● Act upon constructive feedback 	<ul style="list-style-type: none"> ● Explain the method of Communication in work group ● Importance of communication style/manner ● Method of feed back <ul style="list-style-type: none"> ○ Verbal ○ Written etc. ● Types of feed back <ul style="list-style-type: none"> ○ Informal ○ Formal ○ Formative ○ Summative etc. 	Total: 07hrs Practical: 05hrs Theory: 02hrs	Consumable <ul style="list-style-type: none"> ● Notebooks ● Pencils ● Erasers ● Sharpeners Non Consumable <ul style="list-style-type: none"> ● White board ● Multimedia ● Internet ● Computer system ● Safety manuals 	Class room with multimedia aid and flip charts Visit to merchandiser establishments EITHER Training Office OR Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture,

					electrical manufacture)
LU4: Communicate in writing	The trainee will be able to: <ul style="list-style-type: none"> ● Identify relevant procedures for written information ● Use strategies to ensure correct communication in writing.i.e. <ul style="list-style-type: none"> ➢ Correct composition ➢ Clarity ➢ Comprehensiveness ➢ Accuracy ➢ Appropriateness ● Draft assigned written information for approval, ensuring it is written within designated timeframes ● Ensure written information meets required standards of style, format and detail ● Seek assistance / feedback to aid communication skills development 	<ul style="list-style-type: none"> ● Define procedures for written information <p>Importance of communication strategies in writing</p>	<p>Total: 07hrs</p> <p>Practical: 05hrs</p> <p>Theory: 02hrs</p>	<p>Consumable</p> <ul style="list-style-type: none"> ● Notebooks ● Pencils ● Erasers ● Sharpeners <p>Non Consumable</p> <ul style="list-style-type: none"> ● White board ● Multimedia ● Internet ● Computer system ● PPEs (Safety glasses, Ear muffs/ear plugs, Protective Gloves, 	<p>Class room with multimedia aid and flip charts</p> <p>Visit to merchandiser establishments</p> <p>EITHER</p> <p>Training Office</p> <p>OR</p> <p>Access to a commercial office for training purposes (for example textile industry, leather industry, shoe industry, fan manufacture, electrical manufacture)</p>

				Cap, Safety shoes etc.)	
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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 13 modules

1. Select Niche for Blog and Affiliate Marketing
2. Publish Blog Content
3. Create content for affiliate marketing product
4. Develop Video Marketing Content
5. Perform On-Page Search Engine Optimization (SEO)
6. Perform Off-Page Search Engine Optimization (SEO)
7. Establish Social Media Platform Profiles

8. Manage Facebook Basics
9. Manage Instagram Basics
10. Manage Twitter Basic Posting (Tweet)
11. Manage YouTube Basic Video Posting
12. Manage LinkedIn Page Basic Post
13. Communicate at Workplace

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** Select Niche for Blog and Affiliate Marketing
- Module 2** Publish Blog Content
- Module 3** Create content for affiliate marketing product
- Module 4** Develop Video Marketing Content
- Module 5** Perform On-Page Search Engine Optimization (SEO)
- Module 6** Perform Off-Page Search Engine Optimization (SEO)
- Module 7** Establish Social Media Platform Profiles
- Module 8** Manage Facebook Basics
- Module 9** Manage Instagram Basics

- Module 10** Manage Twitter Basic Posting (Tweet)
- Module 11** Manage YouTube Basic Video Posting
- Module 12** Manage LinkedIn Page Basic Post
- Module 13** Communicate at Workplace

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
Select Niche for Blog and Affiliate Marketing	30	3
Publish Blog Content	50	5
Create content for affiliate marketing product	40	4
Develop Video Marketing Content	40	4
Perform On-Page Search Engine Optimization (SEO)	100	10
Perform Off-Page Search Engine Optimization (SEO)	60	6
Establish Social Media Platform Profiles	50	5
Manage Facebook Basics	50	5
Manage Instagram Basics	50	5
Manage Twitter Basic Posting (Tweet)	30	3
Manage YouTube Basic Video Posting	30	3
Manage LinkedIn Page Basic Post	40	4
Communicate at Workplace	30	3