NATIONAL VOCATIONAL QUALIFICATION

DIGITAL MARKETING

(Level-2)

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1. INTRODUCTION

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

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

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

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

2. PURPOSE OF THE QUALIFICATION

The purpose of this qualification is to give the trainee a thorough understanding of Digital Marketing to compete local and international job market. Digital Marketing is diversified and continuously subject to changes. It is therefore important to stress the need for a multidisciplinary approach to meet the challenges within the Digital Marketing sector. Upon successful completion, this course will be able to:
- Produce Blogger
- Enabling the youth with greater employment opportunities
- Improve the quality and effectiveness of the training and assessment for Digital Marketing.
- Produce Affiliate Marketer
- Produce Mobile Marketer

- Produce Content Marketer
- Produce Junior Social Media Marketer
- Produce Email Marketer

3. DATE OF VALIDATION

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

4. DATE OF REVIEW

These national qualifications may be reviewed in July2023.

5. CODE OF QUALIFICATION

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

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

6. QUALIFICATION DEVELOPMENT COMMITTEE

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

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

7. QUALIFICATION VALIDATION COMMITTEE

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

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

8. ENTRY REQUIREMENTS

Entry requirements of these qualifications are Matric or level 4 or equivalent

9. REGULATIONS FOR THE QUALIFICATION AND SCHEDULE OF UNITS

Not applicable

10. SUMMARY OF COMPETENCY STANDARDS

Sr.	Competency Standards	Occupation	Estimated Contact Hours			Total Credit Hours
			Th	Pr	Total	
LEVEL – 2						
1	Perform Basic Computer Installation	Content Writer	10	48	58	5.8
2	Configure Hardware Components/Peripheral Devices		9	39	48	4.8
3	Prepare Office Documents		12	48	60	6
4	Develop Vocabulary		16	78	94	9.4
5	Compose Paragraph		18	72	90	9
6	Compose Email Content		18	72	90	9
7	Create a Blog		19	81	100	10
8	Contribute to Work Related Health and Safety (WHS) Initiatives		9	21	30	3
9	Perform Basic Communication Skills		9	21	30	3

	TOTAL	120	480	600	60

061DM02- 1 : Perform Basic Computer Installation

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

Competency Unit	Performance Criteria
CU1. Install Operating system	**P1.** Prepare drive/partitions before OS installation. **P2.** Format mass storage on a PC/computer **P3.** Perform Partitioning of hard drive **P4.** Install operating system in the PC/computers by following instructional manual. **P5.** Troubleshoot installation errors **P6.** Download and run windows/application patches
CU2. Perform tasks using operating system	**P1.** Create folders/directories **P2.** Copy files, folder/ directories to different location (Hard drive, external storage, cloud) **P3.** Move files, folder/ directories to different location (Hard drive, external storage, cloud) **P4.** Rename files and directories/folder **P5.** Search files / folder/directories against various search criterion (File name, date, text etc) **P6.** Perform task manager operations
CU3. Install/uninstall application Software	**P1.** Install application software in the PC/computers according to instruction manual. **P2.** Trouble Shoot installation errors **P3.** Update /upgrade application Software **P7.** Uninstall application software

Knowledge & Understanding

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

- Define different types of operating system
- Describe the OS Installation process
- Demonstrate how to apply Operating system updates/patches
- Differentiate between system software and application software.

- Describe Installation process of application software
- Define the benefits of software upgradation

Tools and Equipment

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

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Web Browser
4.	Search Engines
5.	Internet or Intranet Connectivity
6.	UPS
7.	Operating System (Windows,Linux)

Critical Evidence(s) Required

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

- Install operating system
- Resolve Installation errors.
- Install application software
- Install and run antivirus software
- Uninstall application software

061DM02- 2 Install/Configure hardware components/peripheral devices

Overview: After this competency standard candidate will be able to install and configure and trouble shoot hardware components/peripheral devices and device drivers on computers

Competency Unit	Performance Criteria
CU1. Install / configure Hardware components / peripheral devices	**P1.** Configure hardware components / peripheral devices as per manuals. **P2.** Select and install drivers. **P3.** Perform functional test for the installed Hardware components / peripheral devices. **P4.** Update/Upgrade device driver
CU2. Troubleshoot basic hardware errors	**P1.** Detect hardware errors/problems. **P2.** Identify solution of hardware errors. **P3.** Execute the hardware trouble shooting.

Knowledge & Understanding

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

- Understands OHS policies and procedures in the carrying out the work.
- Understand hardware components / devices drivers
- Knowledge of Trouble shooting installation problems/errors.

Tools and Equipment

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

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Web Browser
4.	Search Engines
5.	LAN Connectivity

6.	UPS	
7.	Printer	
8.	Scanner	
9.	Web cam (digital camera)	
10.	DVD or BLU-RAY writer	
11.	Pen-drive	
12.	External Hard disks	
13.	Operating System (Windows, Linux)	

Critical Evidence(s) Required

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

- Install device drivers
- Trouble shoot Hardware errors.

061DM02- 3 : Prepare office documents

Overview: After this competency standard candidate will be able to prepare office documents, take offline and online backups, perform files conversions efficiently.

Competency Unit	Performance Criteria
CU1. Prepare document on word	**P1.** Create new document / open word document **P2.** Save document **P3.** Set page Layout **P4.** Perform basic Formatting (text, paragraph, page) **P5.** Perform insert operation (picture, shapes, charts, tables, smart art, clip art, hyperlinks, page numbers, header/footers, bullets/numbering, columns) in the word document **P6.** Check the spellings in the word file through dictionary **P7.** Print document
CU2. Prepare spreadsheet	**P1.** Create / open Spread Sheet **P2.** Save Spreadsheet **P3.** Set page Layout **P4.** Perform basic Formatting **P5.** Perform insert operation (picture, charts, smart art, clip art, hyperlinks, page numbers, header/footers, bullets / numbering) in the spread sheet **P6.** Use arithmetic functions/formulas **P7.** Print Spreadsheet
CU3. Prepare presentation	**P1.** Create / open presentation **P2.** Save presentation **P3.** Set page Layout **P4.** Perform basic Formatting **P5.** Perform insert operation (slides, picture, shapes, charts, tables, smart art, clip art, hyperlinks, page numbers, bullets/numbering) in the presentation. **P6.** Select various template designs **P7.** Apply animation to slides **P8.** Check the spellings in the presentation through dictionary **P9.** Run power point presentation

	P10. Print presentation
CU4. Convert files into different formats	**P1.** Identify file conversion software **P2.** Convert files into different formats **P3.** Use online convertor to give a practical demonstration

Knowledge & Understanding

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

- Demonstrate proficiency in creating a Word Document.
- Describe spread sheets, use formulas and apply necessary formats
- Explain qualities of a robust presentation.
- Write a note on Urdu Word Processing.
- Understand types of files and their conversions to various file types

Tools and Equipment

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

S. No.	Items
1	Computer System
2	Internet Connection
3	Search Engines
4	Internet or LAN Connectivity
5	UPS
6	DVD or BLU-RAY writer
7	Professional Office Suite (MS Office))/ Compatible office suite as per Operating System
8	In page Software
9	Application Software

Critical Evidence(s) Required

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

- Create, open, save and print files
- Perform necessary formatting according to provided document format.
- Designs CVs
- Create result Sheet
- Make presentation
- Convert file to different formats

061DM02- 4 : Develop Vocabulary

Overview: This competency standard covers the skills and knowledge required to develop vocabulary that is a prerequisite of communication in formal and informal setting ensure in writing. The trainee will be expected to develop vocabulary that is a prerequisite of communication in formal and informal setting ensure in writing via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding this competency standard will be sufficient to provide the basis for the job at the workplace.

Competency Unit	Performance Criteria
CU 1. Build Vocabulary	**P1.** Use e-dictionary **P2.** Develop word bank **P3.** Make journal of new words **P4.** Use Vocabulary
CU 2. Identify Synonyms/Antonyms	**P1.** Identify synonyms **P2.** Identify antonyms

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. This includes:
- Explain the use of Dictionary.
- Name different games in order to build vocabulary.

Critical Evidence(s) Required

The candidate needs to produce following Critical Evidence(s) in order to be competent in this competency standard. The trainee must be able to:
- Develop a personal journal of vocabulary
- Utilize different portals to build vocabulary

Tools and Equipment

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

S. No.	Items
1.	Laptop / Desktop Computer
2.	Internet
3.	Internet Browsers – Chrome, Mozilla Firefox, Internet Explorer, Opera, etc.
4.	Search Engine – Google, Bing
5.	Online Dictionary
6.	Dictionary Mobile App

061DM02- 5 : Compose Paragraph

Overview: This competency standard covers the skills and knowledge required to ensure in rewriting. The trainee will be expected to ensure in rewriting via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding composing paragraph will be sufficient to provide the basis for the job at the workplace.

Competency Unit	Performance Criteria
CU 1. Draft Paragraph structure	**P1.** Include topic sentences, supporting details and concluding sentences in the composed document **P2.** Set the paragraphs in terms of unity and variation **P3.** Differentiate between different types of paragraphs on the basis of social media platform
CU 2. Follow writing standards	**P1.** Make sample paragraph **P2.** Use sentences with different synonyms **P3.** Implement uniformity in the paragraph
CU 3. Review draft	**P1.** Rearrange the sentence if necessary **P2.** Rewrite the ideas into own words **P3.** Proofread for any grammatical mistakes **P4.** Finalize the content

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. This includes:
- Basic understanding of paragraph and paragraph structure
- Define the rules for Paragraph formulation

Critical Evidence(s) Required

The candidate needs to produce following Critical Evidence(s) in order to be competent in this competency standard. The trainee must be able to:
- Rewrite the written paragraph
- Write a new paragraph

Tools and Equipment

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

S. No.	Items
1.	Laptop / Desktop Computer
2.	Basic grammar book
3.	Internet
4.	Web Browsers – Chrome, Mozilla Firefox, Internet Explorer, Opera, etc.
5.	Search Engine – Google, Bing

061DM02- 6 : Compose emails content

Overview: This competency standard covers the skills and knowledge required to write professional emails and company's newsletter. The trainee will be expected to write professional emails and company's newsletter via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding composing emails content and newsletter will be sufficient to provide the basis for the job at the workplace.

Competency Unit	Performance Criteria
CU 1. Setup an Email account.	**P1.** Demonstrate the steps for setting up an email account **P2.** Identify errors while configuring an email account **P3.** Secure Email ID by setting up powerful password **P4.** Use of Inbox, Outbox/Sent, Trash/Junk, Spam, Draft folders
CU 2. Compose an Email	**P1.** Identify the difference between sender's and receiver's address **P2.** Write appropriate subject of the email **P3.** Compose the email

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. This includes:
- Define Electronic Mail.
- Describe different email platforms. Process of setting-up an email account.
- What are the methods of error identification, while setting up an email account?
- How to deal with errors while configuring email account.
- Describe different email platform.
- Explain different email folders.
- Differentiate between professional and non-professional emails.

Critical Evidence(s) Required

The candidate needs to produce following Critical Evidence(s) to be competent in this competency standard. The trainee must be able to:
- Compose and send an email to the given sender's address.

Tools and Equipment

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

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Browser Software (Chrome, Firefox etc.)
4.	MailChimp (Email Software)

061DM02- 7 : Create BLOG

Overview: This competency standard covers the skills and knowledge required to explore different Blogging platforms and able to create his own Blog. The trainee will be expected to identify and use of blogging platforms via laptop/desktop and Smartphone, according to the workplace requirements. The underpinning knowledge regarding this competency standard will be sufficient to provide the basis for the job at the workplace.

Competency Unit	Performance Criteria
CU 1. Select Blogging Platform	**P1.** Search different Blogging platforms like Blogger, WordPress, WIX, Tumblr etc. **P2.** Compare features of Blogging platforms including free and paid. **P3.** Select platform for blog creation
CU 2. Make Blog profile	**P1.** Sign-up for the selected Blogging platform **P2.** Create new Blog **P3.** Set name / title of the Blog **P4.** Check availability of the Blog name **P5.** Set up description of the Blog **P6.** Use images for the Blog like logo **P7.** Edit Blog information

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge required to carry out tasks covered in this competency standard. This includes:
- Define Blogging
- Explain components of Blogging
- Explain Blogging types
- Explain importance of Blogging
- Elaborate Blog platforms
- Differentiate between free and paid Blog sits
- Explore working of Blogging platform
- Able to create Blog

Critical Evidence(s) Required

The candidate needs to produce following Critical Evidence(s) to be competent in this competency standard. The trainee must be able to:
- Understands the process of creating Blogs
- Knows few famous Blogging platforms
- Understands the working of Blog

Tools and Equipment

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

S. No.	Items
1.	Web browser
2.	Search Engines
3.	Word Press
4.	WIX
5.	Blogger
6.	Tumbler

061DM02- 8 : Contribute to Work Related Health and Safety (WHS) Initiatives

Overview: This competency standard covers the skills and knowledge required to work according to personal health and safety protocol and contribute to work related health and safety (WHS) initiatives. Your underpinning knowledge will be sufficient to provide you the basis for your work.

Competency Unit	Performance Criteria
CU1. Observe Basic Safety Procedures at Workplace	**P1.** Follow the Procedures to achieve a safe working environment and maintain in line with Occupational Health and Safety regulations and requirements according to salon policy. **P2.** Report all unsafe situations according to policy. **P3.** Use electrical equipment/ machinery according to occupational health & safety guidelines and manufacturer's instructions. **P4.** Report all breakdowns in relation to machinery and equipment to supervisor. **P5.** Identify fire and safety hazards and take necessary precautions according to policy and procedures.
CU2. Contribute to Work-Related Health and Safety Measures	**P1.** Assist in database compilation on work-related health and safety **P2.** Identify measures that address legal obligations. **P3.** Consult with individuals/ parties to identify and formulate measures and initiatives **P4.** Participate in consultative meeting
CU3. Assist in Establishing Work-Related Health and Safety Measures	**P1.** Assist in planning of work-related health and safety measures **P2.** Contribute to the development of work-related health and safety measures **P3.** Assist to implement work-related health and safety measures (WHS Policy) and initiatives

Knowledge& Understanding

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

- Company policies and procedures in regard to Occupational Health and Safety Code of Practice for First Aid in the Workplace, general duty of care and emergency procedures
- Relevant policies and procedures should include:

- ➢ - hazard policies and procedures
- ➢ - emergency, fire and accident procedures
- ➢ - personal safety procedures
- ➢ - first aid procedures
- ➢ - procedures for the use of personal protective clothing and equipment
- ➢ - hazard identification including the use of electrical equipment
- ➢ - issue resolution procedures
- ➢ - job procedures
- ➢ - work instructions
- Type of tools and equipment used.
- Introduction to Ergonomics
- Application of Ergonomics as per ISO standards
- Define Legal obligation
- Type of legal obligation regarding Health and safety.
- Take measure to prevent any legal obligations.
- Techniques of effective communication with employees.

Critical Evidence(s) Required

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

- Enlist all unsafe situations according to policy.
- Keep the workplace clean and tidy

Tools and Equipment

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

S. No.	Items
1	Fire Extinguisher
2	Safety Equipment (Safety Shoes, Safety Gloves, Safety Goggles, Safety Helmet and Ear Plugs etc.)
3	Smoke Detecting Alarm
4	First Aid Kit

061DM02- 9 : Perform Basic Communication Skills

Overview: This unit describes the skills and knowledge required to assist in the development of basic communication competence by providing information regarding different forms of communication and their appropriate use. Your underpinning knowledge will be sufficient to provide you the basis for your work.

Competency Unit	Performance Criteria
CU1. Communicate in a team	**P1.** Treat team members with respect **P2.** Maintain positive relationships to achieve common organizational goals **P3.** Get work related information from team **P4.** Identify interrelated work activities to avoid confusion **P5.** Adopt communication skills, which are designed in a team. **P6.** Identify problems in communication with a team **P7.** Resolve Communication barrier through discussion and mutual agreement
CU2. Follow Supervisor's Instructions as Per Organizational SOPs	**P1.** Receive the instructions from Supervisor **P2.** Carry out the instructions of the supervisor **P3.** Report to the supervisor as per organizational SOPs
CU3. Develop Generic Communication Skills at Workplace	**P1.** Develop basic reading skills **P2.** Develop basic writing skills **P3.** Develop basic listening skills

Knowledge & Understanding

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

- Reporting techniques
- Application of Work ethics

- Good communication skills (7Cs of effective communication)
- Workplace dress code
- The role of team members and functionality of the teams
- Team dynamics
- Basic Reading Skills
- Basic Writing skills
- Basic Verbal communication skills
- Basic Problem solving skills
- Basic Self-Management Skills
- Basic Technology Skills
- Basic Interview Skills

Tools and Equipment

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

S. No.	Items
1	Printer
2	Projector
3	LED screen
4	Computer

Critical Evidence(s) Required

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

- Maintain effective communication with colleagues and supervisors
- Prepare different office reports