CURRICULUM OF
OF
"DIGITAL
MARKETING"

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NAVTTC

National Vocational & Technical

Training Commission

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

- Manage Mobile Marketing
- Configure Blog
- Setup Google Analytics Profile / Account
- Perform Digital Media Promotional Strategies

- Develop Google Ads Campaigns
- Manage Facebook Page Advanced Posting
- Manage Facebook Group Settings
- Establish and Maintain the Occupational Health and Safety System
- Perform Advance Communication
- Analyse with Workplace Policy and Procedures

Trainee entry level

The entry requirement for this qualification would be Matric with science and level 3 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 10 modules. The recommended delivery time is 1200 hours. Delivery of the course could therefore be full time, 5 days a week, for 12 months. Training providers are at liberty to develop other models of delivery, including part-time and evening delivery.

The full structure of the course is as follow:

Module Level-4	Theory[1] Days/hours	Workplace[2] Days/hours	Total hours
Manage Mobile Marketing	23	87	110
Configure Blog	25	105	130
Setup Google Analytics Profile / Account	40	180	220
Perform Digital Media Promotional Strategies	23	117	140
Develop Google Ads Campaigns	54	216	270
Manage Facebook Page Advanced Posting	25	105	130
Manage Facebook Group Settings	23	87	110
Establish and Maintain the Occupational Health and Safety System	9	21	30
Perform Advance Communication	9	21	30
Analyse with Workplace Policy and Procedures	9	21	30

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[1] Learning Module hours in training provider premises
[2] Training workshop, laboratory and on-the-job workplace

Summary – overview of the curriculum

Module Title and Aim	Learning Units		Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 1: Manage Basic Mobile Marketing **Aim:** The aim of this module to develop advanced knowledge, skills and understanding to Manage Basic Mobile Marketing	**LU1.** **LU2.** **LU3.**	Identify Mobile Marketing platforms and tools Analyze Mobile Marketing Configure App Store Optimization (ASO)	23	87	110
Module 2: Configure Blog **Aim:** The aim of this module to develop advanced knowledge, skills and understanding to Configure Blog	**LU1.** **LU2.**	Configure content section Configure Administration Section	25	105	130

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 3: Setup Google Analytics Profile / Account **Aim:** The aim of this module to develop advanced knowledge, skills and understanding to Setup Google Analytics Profile / Account	**LU1.** Manage Properties on Google Analytics **LU2.** Integrate Google Analytics Tracking Code into Website / Blog **LU3.** Manage Views on Google Analytics **LU4.** Manage Goals and segments on Google Analytics **LU5.** Monitor Audience Reports on Google Analytics **LU6.** Manage Google Analytics Account and property Permissions **LU7.** Integrate Google Ads and AdSense with Analytics **LU8.** Export Data Analytics Reports to PDF / Excel and CSV	40	180	220
Module 4: Perform Digital Media Promotional Strategies **Aim:** The aim of this module to develop advanced knowledge, skills and understanding the perform digital media promotional strategies	**LU1.** Promote posts through social media **LU2.** Promote posts through email and SMS marketing	23	117	140

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 5: Develop Google Ads Campaigns **Aim:** The aim of this module to develop advanced knowledge, skills and understanding to Develop Google Ads Campaigns	**LU1.** Create Google Ads Account **LU2.** Create Search Ads and smart Ads **LU3.** Create Website and Leads Ads **LU4.** Create Product and Brand Consideration Campaign **LU5.** Create App Promotion Campaign **LU6.** Configure Google Ads Overview and Tools & Settings	54	216	270
Module 6: Manage Facebook Page Advanced Posting **Aim:** The aim of this module to develop advanced knowledge, skills and understanding to Manage Facebook Page Advanced Posting	**LU1.** Create post with advanced options of send messages **LU2.** Create post with advanced options of tagging **LU3.** **LU4.** Create post with live video streaming and playing a game with Friends **LU5.** Create post with some offer	25	105	130

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 7: Manage Facebook Group Settings **Aim:** The aim of this module to develop advanced knowledge, skills and understanding to Manage Facebook Group Settings	**LU1.** Set/Manage Group Basic Settings **LU2.** Set Group Advanced Settings	23	87	110
Module 8: Establish and Maintain the Occupational Health and Safety System **Aim:** The aim of this module to develop advanced knowledge, skills and understanding to establish and maintain the occupational health and safety system	**LU1:** Organise consultation process **LU2:** Design Occupational Health and Safety framework **LU3:** Design and implement an Occupational Health and Safety awareness training program **LU4:** Establish, monitor and maintain Occupational Health and safety system **LU5:** Establish and maintain a system for accident investigation **LU6:** Evaluate the organization's Occupational Health and Safety system and related policies procedures and programs	9	21	30

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 9: Perform Advance Communication **Aim:** The aim of this module to develop advanced knowledge, skills and understanding to perform advance communication	**LU1:** Demonstrate professional skills **LU2:** Plan and Organize work **LU3.** Provide trainings at workplace	9	21	30
Module 10: Analyze with Workplace Policy and Procedures **Aim:** The aim of this module to develop advanced knowledge, skills and understanding to analyze with workplace policy and procedures	**LU1:** Manage work timeframes **LU2:** Manage to convene meeting **LU3:** Set and meet own work priorities at instant **LU4:** Develop and maintain professional competence **LU4.** : Follow and implement work safety requirements	9	21	30

Modules

LEVEL 4

Module 1: Manage Mobile Marketing

Objective of the module: After this competency standard candidate will be able to manage basic mobile marketing.

Duration:	116 Hours	Theory:	23 hours	Practical:	93 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Install and configure Mobile Marketing platforms and tools	**Trainee will be able to:** • Identify mobile marketing platforms • Configure messaging mobile marketing app according to requirement • Perform local SMS marketing using different channels	• Knowledge of mobile marketing • Understanding of Mobile Marketing Types • Knowledge of mobile marketing platforms and tools • Understanding of mobile marketing formats and standards • Techniques to configure different mobile marketing apps **Practical Activity:** • Practice to identify and choose suitable mobile marketing platforms and tools • Practice to perform local SMS marketing	Total 35 Hrs Theory 8 Hrs Practical 27 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Classroom Computer lab

				Consumable	Classroom
LU2. Configure google play console	**Trainee will be able to:** • Create google play console profile • Configure setting for app publishing on google play console • Troubleshoot errors and warnings during app installation and configuration	• Understanding of key elements of google play console • Understanding of publishing mobile app on google play console **Practical Activity:** • Practice to create and configure google play console • Practice to install and troubleshoot android mobile application using play console	Total 38 Hrs Theory 8 Hrs Practical 30 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Classroom Computer lab
LU3. Configure App Store Optimization (ASO)	**Trainee will be able to:** • Configure App Store (Google, Apple etc.) • Execute ASO Strategy • Monitor ASO	• Concept of ASO • Differentiate between ASO and SEO • Concept of app store • Understanding of ASO strategies • Importance of monitoring process of ASO **Practical Activity:** • Practice to configure app store	Total 44 Hrs Theory 7 Hrs Practical 36 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia	Classroom Computer lab

				Internet	
				Computer	
				system	

Module 2: Configure Blog

Objective of the module: After this competency standard candidate will be able to configure blog.

Duration:	124 Hours	**Theory:**	25 hours	**Practical:**	99 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Configure Blog Content Section	**Trainee will be able to:** • Configure menus • Develop Pages • Create posts • Manage Media • Generate Links, permalinks • Configure Comments and trackbacks	• Knowledge of permalinks • Concept of blog configuration of the following: ➢ menus ➢ Pages ➢ Media ➢ posts ➢ Links, permalinks ➢ Comments and trackbacks **Practical Activity:** • Practice to configure content section of a given blog	Total 66 Hrs Theory 15 Hrs Practical 51 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Classroom Computer lab
LU2. Configure Administration Section	**Trainee will be able to:** • Customize Themes and Appearance • Configure Plugins • Configure Tools • Configure security and privacy settings	• Concept of blog themes • Understanding of plugins and tools • Concept of blog security and privacy **Practical Activity:**	Total 58 Hrs Theory 10 Hrs	Consumable Notebooks Pencils White board marker	Classroom Computer lab

		• Practice to configure themes and appearance of a given blog. • Practice to configure tools and plugins of a given blog. • Practice to configure security and privacy of a given blog.	Practical 48 Hrs	Non Consumable White board Multimedia Internet Computer system	

Module 3: Setup Google Analytics Profile / Account

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

Duration:	220 Hours	Theory:	40 hours	Practical:	180 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Manage Properties on Google Analytics	**Trainee will be able to:** • Create Google Analytics Profile • Create and manage properties in google analytics • Configure properties in google analytics	• Knowledge of google analytics • Understanding of goggle analytics properties • Techniques to configure multiple properties **Practical Activity:** • Practice to create google analytics profile • Practice to configure google analytics properties	Total 28 Hrs Theory 07 Hrs Practical 21 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Classroom Computer lab
LU2. Integrate Google Analytics Tracking	**Trainee will be able to:** • Generate google analytics tracking code with given parameters • Integrate generated code into website or blog	• Knowledge of tracking code • Understanding the process of generating tracking code	Total 31 Hrs Theory 07 Hrs	Consumable Notebooks Pencils	Classroom Computer lab

Code into Website / Blog	• Verify tracking code performance	• Understanding of integrating and verifying tracking code with website **Practical Activity:** • Practice to generate tracking code with given parameters • Practice to Integrate generated code into website or blog • Practice to Verify tracking code performance	Practical 24 Hrs	White board marker Non Consumable White board Multimedia Internet Computer system	
LU3. Manage Views on Google Analytics	**Trainee will be able to:** • Create views in google analytics profile • Create filtered views in google analytics profile • Edit and delete existing views	• Understanding of Views and • Understanding of types of Views • Understanding of filtered Views • Importance of Views in analysis of web traffic **Practical Activity:** • Practice to create a simple View and edit it • Practice to create a filtered View and edit it	Total 24 Hrs Theory 06 Hrs Practical 18 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet	Classroom Computer lab

				Computer system	
LU4. Manage Goals and segments on Google Analytics	**Trainee will be able to:** • Create goals in google analytics profile • Create segments in google analytics profile • Edit and delete existing goals • Edit and delete existing segments	• Understanding of goals • Understanding of types of goals • Understanding of segments • Understanding of types of segments • Importance of goals and segments in analysis of web traffic **Practical Activity:** • Practice to create a goal and edit it • Practice to create a segments View and edit it	Total 31 Hrs Theory 04 Hrs Practical 27 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Classroom Computer lab
LU5. Monitor Audience Reports on Google Analytics	**Trainee will be able to:** • Generate real-time audience report with different parameters (demographic and tech) • Generate overall audience report with different parameters (demographic and tech) using google analytics	• Understanding of real-time and overall audience reports • Importance of real-time and overall audience reports to manage traffic • Understanding of parameters of google analytics **Practical Activity:**	Total 28 Hrs Theory 04 Hrs Practical 24 Hrs	Consumable Notebooks Pencils White board marker Non Consumable	Classroom Computer lab

			Total	White board	
		Practice to generate and monitor real-time audience traffic		Multimedia	
	Analyse real-time and overall audience traffic reports	Practice to generate and monitor overall audience traffic		Internet	
				Computer system	
LU6. Manage Google Analytics Account and property Permissions	**Trainee will be able to:** • Create and manage account users and permissions • Create and manage property users and permissions	• Knowledge of user account permissions with respect of given parameters • Types of users accounts • Knowledge of property permissions **Practical Activity:** • Practice to manage user account permissions • Practice to manage property permissions	Total 29 Hrs Theory 05 Hrs Practical 24 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Classroom Computer lab
LU7. Integrate Google Ads and Adsense	**Trainee will be able to:** • Integrate google ads account • Integrate google adsense account	• Knowledge of google ads • Knowledge of google adsense • Understanding of integration process (manual & G Site Kit)	Total 33 Hrs Theory 06 Hrs	Consumable Notebooks Pencils	Classroom Computer lab

with Analytics		**Practical Activity:** • Practice to integrate google ads account • Practice to integrate google adsense account	Practical 27 Hrs	White board marker Non Consumable White board Multimedia Internet Computer system	
LU8. Export and share Data Analytics Reports	**Trainee will be able to:** • Create data analytics report by applying different filters • Export data analytics report in different formats (PDF, Excel, CSV etc.) • Share google analytics data	• Understanding of data analytics report • Understanding of different filters usage in analytics report • Understanding of different file formats for exporting analytics report **Practical Activity:** • Practice to export and share data analytic report	Total 25 Hrs Theory 04 Hrs Practical 21 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Classroom Computer lab

Module 4 Perform Digital Media Promotional Strategies

Objective of the module: After this competency standard candidate will be able to perform digital media promotional strategies.

Duration:	120 Hours	Theory:	23 hours	Practical:	97 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Promote posts through social media	**Trainee will be able to:** • Design the content for the post • Select potential social media platforms • Publish post on social media platforms • Boost the post if needed	• Knowledge of digital marketing strategies • Knowledge of social media platforms, respective post content type and standards • Knowledge of standard ad parameters (budget, audience, goal etc.) • Knowledge of standard ad specifications • Understanding of post boosting **Practical Activity:** • Practice to promote social media post	Total 65 Hrs Theory 13 Hrs Practical 52 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Classroom Computer lab
LU2. Promote posts	**Trainee will be able to:**	• Understanding of potential recipients	Total 54 Hrs	Consumable Notebooks	Classroom Computer lab

through email and SMS marketing	• Design the content/newsletter for email as per the standards • Generate list of potential recipients from different sources • Send email / SMS	• Understanding of different approaches used in email marketing • Concept of newsletter • Concept of promotional emails **Practical Activity:** • Practice to make email directory of potential recipients • Practice to make SMS directory	Theory 10 Hrs Practical 44 Hrs	Pencils White board marker Non Consumable White board Multimedia Internet Computer system	

Module 5: Develop Google Ads Campaigns

Objective of the module: After this competency standard candidate will be able to develop google ads campaigns.

Duration:	290 Hours	Theory:	54 hours	Practical:	236 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Create Google Ads Account	**Trainee will be able to:** • Signup for google ads account • Add payment methods • Manage funds in account	• Knowledge of google ads account • Understanding of payment methods • Different types of payment methods **Practical Activity:** • Practice to create google ads account with payment method	Total 43 Hrs Theory 10 Hrs Practical 33 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Classroom Computer lab
LU2. Create Search and Smart Ads Campaign	**Trainee will be able to:** • Choose ad campaign goal as per the given type (search and smart) • Add ad title with ad sets	• Understanding of ad campaigns • Concept of ads and ad sets • Concept of ad parameters **Practical Activity:**	Total 48 Hrs Theory 09 Hrs Practical	Consumable Notebooks Pencils White board marker	Classroom Computer lab

	• Write ad and ad sets description • Add ad and ad sets link • Write ad and ad sets destination link • Select basic ad parameters (schedule, language, demographics, audience, location) n • Select ad budget • Run the ad	• Practice to create smart and search ad campaigns and make a report	39 Hrs	Non Consumable White board Multimedia Internet Computer system	
LU3. Create Website and Leads Ads	**Trainee will be able to:** • Select ad campaign type (website and leads) • Design lead form or ad website landing page parameters as per the selected ad type • Add headline and description • Select basic ad parameters (schedule, language, demographics, audience, location)	• Understanding of lead form • Understanding of website landing page parameters **Practical Activity:** • Practice to create leads ad campaigns • Practice to create website landing page ad campaigns	Total 48 Hrs Theory 09 Hrs Practical 39 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet	Classroom Computer lab

			Total	Computer system	
	• Select ad network • Choose ad budget • Select Bidding Strategy • Write ad destination link • Upload ad media • Run ad			Computer system	
LU4. Create Product and Brand Consideration Campaign	**Trainee will be able to:** • Choose campaign type (Display, and Video) • Add website address for Display Campaign • Select Video Campaign subtype (Influence consideration, Ad sequence, Shopping)Select Campaign Location • Select basic ad parameters (schedule, language, demographics, audience, location) • Add Budget and dates • Select Bidding Strategy • Develop ad content • Add Content Exclusions	• Understanding of lead form • Understanding of website landing page parameters **Practical Activity:** • Practice to create leads ad campaigns • Practice to create website landing page ad campaigns	Total 50 Hrs Theory 08 Hrs Practical 42 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Classroom Computer lab

			Total 48 Hrs		
	• Select DevicesAdd Keywords • Add video or paste it URL Add Description • Save and Run the Campaign				
LU5. Create App Promotion Campaign	**Trainee will be able to:** • Select App platforms (iOS, Android) • Select App • Select app promotion ad parameters (scheduling, language, demographics, audience, location) • Select Budget • Select Bidding (install volume, cost per install) • Develop ad content • Save and Create the campaign	• Understanding app promotion ad campaign • Understanding app promotion ad parameters **Practical Activity:** • Practice to create and manage app promotion ad campaign	Total 48 Hrs Theory 09 Hrs Practical 39 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia Internet Computer system	Classroom Computer lab
LU6. Configure and optimize Google Ads Overview and Tools & Settings	**Trainee will be able to:** • Configure and optimize all campaigns performances • Configure and optimize Landing Pages, Keywords, Audiences, Demographics, and Placements	• Understanding of ad campaign performances • Concept of positive and negative keywords	Total 50 Hrs Theory 08 Hrs Practical 42 Hrs	Consumable Notebooks Pencils White board marker	Classroom Computer lab

• Generate relevant keywords from keyword planner • Generate Reports on the Dashboard (reach, impressions, CPC, etc.) • Configure Planning & billing • Configure Shared Library tools • Configure Measurement tools (conversions and google analytics etc.) • Configure Bulk Actions tools • Configure Setup tools	• Concept of type of keywords matching (broad, phrase, exact) **Practical Activity:** • Practice to configure google ads overview, tools and settings as per given instructions		Non Consumable White board Multimedia Internet Computer system

Module 6: Manage Facebook Page Advanced Posting

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

Duration:	130 Hours	Theory:	19 hours	Practical:	111 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place

LU1. Create post with advanced options	**Trainee will be able to:**
	• Create post with following options
	  ➢ designing
	  ➢ tagging
	  ➢ scheduling
	• Configure post with following button options
	  ➢ WhatsApp
	  ➢ Facebook messages
	  ➢ call
	• Publish the post
		• Understanding of posting with advance options
		• Understanding of uploading designing and publishing the post with advance options
		Practical Activity:
		• Practice to post with advance options
		• Practice to upload, design, schedule and publish the post
		• Practice to tag the post
		• Practice to configure post with call-to-action buttons (WhatsApp, Facebook messages, call)
			Total 46 Hrs
			
			Theory 07 Hrs
			
			Practical 39 Hrs
				Consumable
				
				Notebooks
				
				Pencils
				
				White board marker
				
				Non Consumable
				
				White board
				
				Multimedia
				
				Internet
				
				Computer system
					Classroom
					
					Computer lab

LU2. Create Post with Check-in and	**Trainee will be able to:**
	• Create check-in post
		• Understanding of posting with following concepts:
		  ➢ live video streaming
		  ➢ playing game with friends
			Total 45 Hrs
			
			Theory 06 Hrs
				Consumable
				
				Notebooks
				
				Pencils
					Classroom
					
					Computer lab

Live Video Streaming	• Create live video streaming post • Create post with Feeling/ Activity options • Create post of playing game with friends	➢ check-in ➢ Feeling/ Activity options **Practical Activity:** • Practice to create post with live video streaming • Practice to create post with check-in • Practice to create post with Feeling/ Activity options • • Practice to create post playing a game with friends	Practical 39 Hrs	White board marker Non Consumable White board Multimedia Internet Computer system	
LU3. Create offers on Facebook page	**Trainee will be able to:** • Design post with product offer price (flat discount and percentage discount etc.) • Create post with Job Announcement	• Understanding of posting with Check-In options • Post designing with customize options • Understanding of posting of with offer • Understand type of offers • Understanding of job announcement postings with standard parameters	Total 39 Hrs Theory 06 Hrs Practical 33 Hrs	Consumable Notebooks Pencils White board marker Non Consumable White board Multimedia	Classroom Computer lab

		Practical Activity:		Internet	
		- Practice to post live video streaming		Computer system	
		- Practice to post playing a game with friends			

Module 7: Manage Facebook Group Settings

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

Duration:	100 Hours	**Theory:**	13 hours	**Practical:**	87 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place

LU1. Set/Manage Facebook Group Basic Settings	**Trainee will be able to:**
	• Set cover and profile image
	• Add members
	• Manage Group type (General, Buy & Sell, Gaming, Social Learning, Work and Jobs)
	• Write group description
	• Select location
	• Enter Tags
	• Integrate social media profiles
	• Choose desired colour
	• Set web address/user name for the group
		• Understanding of following concepts:
		  ➢ Facebook group and their types
		  ➢ Cover Image
		  ➢ Members
		• Concept of other social media accounts integration
		• Concept of adding tags and business website address
		Practical Activity:
		• Practice to apply different group basic setting as per the instructions
			Total 46 Hrs
			
			Theory 07 Hrs
			
			Practical 39 Hrs
				Consumable
				
				Notebooks
				
				Pencils
				
				White board marker
				
				Non Consumable
				
				White board
				
				Multimedia
				
				Internet
				
				Computer system
					Classroom
					
					Computer lab

LU2. Set Facebook Group Advanced Settings	**Trainee will be able to:**
	• Set privacy of the group (private, public)
	• Set visibility of the group (hidden or visible)
	• Set Badges for the group members
		• Understanding of following concepts:
		  ➢ Facebook group privacy
		  ➢ visibility parameters
			Total 54 Hrs
			
			Theory 06 Hrs
			
			Practical
				Consumable
				
				Notebooks
				
				Pencils
					Classroom
					
					Computer lab

			48 Hrs	White board marker	
	• Add group sections (Mentorship, Social Learning Units, Jobs, Watch Party etc.) • Manage membership approvals • Manage post approvals • Manage keywords alerts	• Concept of sections as per the Facebook group type • Describe of membership and post approvals • Explain keyword alerts (keyword profanity) **Practical Activity:** • Practice to apply different group advance setting as per the instructions		Non Consumable White board Multimedia Internet Computer system	

Module 8: Establish and Maintain the Occupational Health and Safety System

Objective of the module: The aim of this module to get knowledge, skills and understanding to maintain personal health, hygiene and safety

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

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Organise consultation process	**The trainee will be able to:** • Identify and invite relevant personnel or other representative personnel into the development and maintenance processes. • Handle issues raised through consultation according to issue resolution procedures. • Verify results from the consultation process and makes it available to relevant personnel.	• Identify and invite relevant personnel or other representative personnel into the development and maintenance processes. • Handle issues raised through consultation according to issue resolution procedures. • Verify results from the consultation process and makes it available to relevant personnel.	Total 05 Hrs Theory 03 Hrs Practical 02 Hrs	Consumable • Notebooks • Pencils • Erasers • Sharpeners Non Consumable • White board • Multimedia • Internet • Computer system	Class Room/ Site Specific Field Area
LU2: Design Occupational Health and	**The trainee will be able to:** • Identify hazards and risks correctly and confirm	• Identify hazards and risks correctly and confirm according to occupational	Total 05 Hrs Theory 03 Hrs	Consumable • Notebooks • Pencils	Class Room/ Site Specific Field Area

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
Safety framework	according to occupational health and safety legislation, codes of practice and prevailing trends. • Develop procedure for ongoing identification of hazards and risks and integrated within work systems and procedures • Develop occupational health and safety policies line with relevant legislation. • Incorporate and define occupational health and safety responsibilities and duties into job descriptions/statements. • Provide adequate resources in a timely and consistent manner. • Develop and implement	health and safety legislation, codes of practice and prevailing trends. • Develop procedure for ongoing identification of hazards and risks and integrated within work systems and procedures • Develop occupational health and safety policies line with relevant legislation. • Incorporate and define occupational health and safety responsibilities and duties into job descriptions/statements. • Provide adequate resources in a timely and consistent manner. • Develop and implement measures to control assessed risks in accordance with the hierarchy of control, relevant occupational health and safety legislation, codes of practice and trends.	Practical 02 Hrs	• Erasers • Sharpeners Non Consumable • White board • Multimedia • Internet • Computer system • PPEs (Safety glasses, Ear muffs/ear plugs, Protective Gloves, Cap, Safety shoes etc.)	

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
	measures to control assessed risks in accordance with the hierarchy of control, relevant occupational health and safety legislation, codes of practice and trends. • Implement interim solutions until a permanent control measure. • Record details clearly and efficiently according to organisation policy and procedures and relevant legislation	• Implement interim solutions until a permanent control measure. • Record details clearly and efficiently according to organisation policy and procedures and relevant legislation			
LU3: Design and implement an Occupational Health and Safety awareness training program	**The trainee will be able to:** • Communicate procedures to help implement workplace policy • Inform those involved in implementing the policy about expected outcomes, activities	• Devise educational information on the occupational health and safety system and make it available to all relevant personnel.	Total 05 Hrs Theory 03 Hrs Practical 02 Hrs	Consumable • Notebooks • Pencils • Erasers • Sharpeners Non Consumable • White board	Class Room/ Site Specific Field Area

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
	to be undertaken and assigned responsibilities	• Provide appropriate training to all relevant personnel to enable the implementation of safety procedures		• Multimedia • Internet • Computer system • Safety manuals	
LU4: Establish, monitor and maintain Occupational Health and safety system	**The trainee will be able to:** • Establish a system for keeping occupational health and safety records in accordance with legislative requirements. • Work activities are monitored to ensure that hazard identification and risk assessment and control procedures are effectively adopted. • Inadequacies in hazard identification, risk assessment and established risk control	• Establish a system for keeping occupational health and safety records in accordance with legislative requirements. • Work activities are monitored to ensure that hazard identification and risk assessment and control procedures are effectively adopted. • Inadequacies in hazard identification, risk assessment and established risk control measures are identified in accordance with the hierarchy of control and	Total 05 Hrs Theory 03 Hrs Practical 02 Hrs	Consumable • Notebooks • Pencils • Erasers • Sharpeners Non Consumable • White board • Multimedia • Internet • Computer system	Class Room/ Site Specific Field Area

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
	measures are identified in accordance with the hierarchy of control and reported to designated personnel. • Amendments to procedures are undertaken through appropriate consultation methods	reported to designated personnel. • Amendments to procedures are undertaken through appropriate consultation methods			
LU5: Establish and maintain a system for accident investigation	**The trainee will be able to:** • A system is developed and implemented for reporting and investigation of all accidents/incidents in accordance with the policies and procedures. • Training is provided to employees responsible for accident investigation for effective implementation of accident investigation policy.	• Explain the system for reporting and investigation of all accidents/incidents according to the policies and procedures. • Importance of training to employees responsible for accident investigation	Total 05 Hrs Theory 03 Hrs Practical 02 Hrs	Consumable • Notebooks • Pencils • Erasers • Sharpeners Non Consumable • White board • Multimedia • Internet • Computer system	Class Room/ Site Specific Field Area

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
	• Policies and procedures for reporting and investigating all accidents/incidents are reviewed and updated as required	• Describe the policies and procedures for reporting and investigating all accidents/incidents			
LU6: Evaluate the organization's Occupational Health and Safety system and related policies procedures and programs	**The trainee will be able to:** • The effectiveness of the occupational health and safety system and related policies, procedures and programs is assessed according to the organization's occupational health and safety policy. • Improvements to the occupational health and safety system are developed and implemented. • Compliance with occupational health and safety legislation and codes of practice is	• Importance of occupational health and safety system and related policies, procedures and programs according to the organization	Total 05 Hrs Theory 03 Hrs Practical 02 Hrs	Consumable • Notebooks • Pencils • Erasers • Sharpeners Non Consumable • White board • Multimedia • Internet • Computer system	Class Room/ Site Specific Field Area

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
	assessed to ensure that legal occupational health and safety standards are maintained				

Module 9: Perform Advance Communication

Objective of the module: The aim of this module to get knowledge, skills and understanding to perform basic communication.

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

Learning Unit	**Learning Outcomes**	**Learning Elements**	**Duration**	**Materials Required**	**Learning Place**

LU1: Demonstrate professional skills	**The trainee will be able to:**
	• Use different modes of communication to communicate
	    • Speaking
	    • Reading
	    • Writing
	    • Listening
	    • Presentation
	    • Visual representation etc.
	• Develop CV Skills according requirements
	• Upgrade professional skills by attending trainings, webinars, conferences etc.
	• Perform Continuous professional development as required at workplace
		• Importance of different modes of communication to communicate
		• Describe skills for CV
		    o Creativity.
		    o Interpersonal Skills.
		    o Critical Thinking.
		    o Problem Solving.
		    o Public Speaking.
		    o Customer Service Skills.
		    o Teamwork Skills.
		    o Communication, etc.
		• Importance of hard skills
			Total: 11hrs
			 Theory: 04hrs
			 Practical: 07hrs
				Consumable
				 Notebooks
				 Pencils
				 Erasers
				 Sharpeners
				 Pen
				 Non Consumable
				 White board
				 Multimedia
				 Internet
				 Computer system
					Class Room/ Site Specific Field Area

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
	• Develop interview skills				
LU2: Plan and Organize work	**The trainee will be able to:** • Identify task requirements. • Plan steps to complete tasks. • Review planning and organizing process. • Organize work.	• Importance of task requirements. • Describe the planning and organizing process	**Total:** 10hrs **Theory:** 03hrs **Practical:** 07hrs	Consumable Notebooks Pencils Erasers Sharpeners Non Consumable White board Multimedia Internet Computer system	Class Room/ Site Specific Field Area
LU3: Provide trainings at workplace	**The trainee will be able to:** • Assess the need for training • Prepare trainees for the learning experience • Present training session • Support trainees in managing their own learning • Facilitate group learning	• Explain the need for training • Importance of learning experience for trainees	**Total:** 09hrs **Theory:** 03hrs **Practical:** 06hrs	Consumable Notebooks Pencils Erasers Sharpeners Non Consumable White board	Class Room/ Site Specific Field Area

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
	• Provide opportunity for practice • Provide feedback on progress on trainees • Review delivery experience			Multimedia Internet Computer system	

Module 10: Analyze with Workplace Policy and Procedures

Objective of the module: The aim of this module to get knowledge, skills and understanding to analyse with workplace policy and procedures

Duration:	100 Hours	Theory:	19 hours	Practical:	81 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1: Manage work timeframes	**The trainee will be able to:** • Complete work tasks within deadlines in according to order of priority • Supervisors are informed of any delays in work times or projects	• Importance of time management strategies	**Total:** 06hrs **Theory:** 02hrs **Practical:** 04hrs	Consumable • Notebooks • Pencils • Erasers • Sharpeners • Pen Non Consumable • White board • Multimedia • Internet • Computer system	Class Room/ Site Specific Field Area
LU2: Manage to convene meeting	**The trainee will be able to:** • Develop agenda in line with meeting purpose	• Explain meeting terminologies	**Total:** 06hrs	Consumable • Notebooks • Pencils	Class Room/ Site Specific Field Area

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
	• Select participants and notify them accordingly • Carryout meeting arrangements according to the time • Record the minutes of the meeting	• Importance of structures and arrangement of meeting • Explain the organizational procedures and policies regarding meetings, chairing and minutes.	**Theory:** 02hrs **Practical:** 04hrs	• Erasers • Sharpeners • Pen Non Consumable • White board • Multimedia • Internet • Computer system	
LU3: Set and meet own work priorities at instant	**The trainee will be able to:** • Take initiative to prioritize and facilitate competing demands to achieve organizational goals and objectives • Use technology efficiently and effectively to manage work priorities and commitments • Maintain appropriate work-life balance	• Describe healthy work life balance	**Total:** 06hrs **Theory:** 02hrs **Practical:** 04hrs	Consumable • Notebooks • Pencils • Erasers • Sharpeners • Pen Non Consumable • White board • Multimedia	Class Room/ Site Specific Field Area

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
				• Internet • Computer system	
LU4: Develop and maintain professional competence	**The trainee will be able to:** • Assess personal knowledge and skills against competency • Participate in networks to enhance personal knowledge, skills and work relationships • Seek feedback from employees, clients and colleagues to develop and improve competence	• Explain the professional competence • Importance of feedback	**Total:** 06hrs **Theory:** 02hrs **Practical:** 04hrs	Consumable • Notebooks • Pencils • Erasers • Sharpeners • Pen Non Consumable • White board • Multimedia • Internet • Computer system	Classroom/ Site Specific Field Area
LU5: Follow and implement work safety requirements	**The trainee will be able to:** • Identify and report emergency incidents	• Explain the emergency incidents • Importance of organizational policy and procedures for emergency incidents	**Total:** 06hrs **Theory:** 02hrs	Consumable • Notebooks • Pencils • Erasers	Classroom/ Site Specific Field Area

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
	• Practice organizational policy and procedures for responding to emergency incidents • Identify and implement workplace procedures and work instructions for controlling risks		**Practical:** 04hrs	• Sharpeners • Pen Non Consumable • White board • Multimedia • Internet • Computer system	

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 10 modules

1. Manage Mobile Marketing
2. Configure Blog
3. Setup Google Analytics Profile / Account
4. Perform Digital Media Promotional Strategies
5. Develop Google Ads Campaigns
6. Manage Facebook Page Advanced Posting
7. Manage Facebook Group Settings

8. Establish and Maintain the Occupational Health and Safety System
9. Perform Advance Communication
10. Analyse with Workplace Policy and Procedures

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 Manage Mobile Marketing
Module 2 Configure Blog
Module 3 Setup Google Analytics Profile / Account
Module 4 Perform Digital Media Promotional Strategies
Module 5 Develop Google Ads Campaigns
Module 6 Manage Facebook Page Advanced Posting
Module 7 Manage Facebook Group Settings
Module 8 Establish and Maintain the Occupational Health and Safety System
Module 9 Perform Advance Communication
Module 10 Analyse with Workplace Policy and Procedures

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
Manage Mobile Marketing	30	3
Configure Blog	30	3
Setup Google Analytics Profile / Account	40	4
Perform Digital Media Promotional Strategies	70	7
Develop Google Ads Campaigns	40	4
Manage Facebook Page Advanced Posting	50	5
Manage Facebook Group Settings	45	4.5
Establish and Maintain the Occupational Health and Safety System	60	6
Perform Advance Communication	35	3.5
Analyse with Workplace Policy and Procedures	30	3