

# CURRICULUM OF “DIGITAL MARKETING”

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**National Vocational & Technical  
Training Commission**

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# Introduction

## **Definition/ Description of the training programme for *Digital Marketing***

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

## **Purpose of the training programme**

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

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

## **Overall objectives of training programme**

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

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

## **Competencies to be gained after completion of course**

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

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

### **Trainee entry level**

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

### **Minimum qualification of trainer**

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

### **Recommended trainer: trainee ratio**

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

### **Medium of instruction i.e. language of instruction**

Instruction will be Urdu and English.

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

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

The full structure of the course is as follow:

<b>Module Level-5</b>	<b>Theory<sup>1</sup> Days/hours</b>	<b>Workplace<sup>2</sup> Days/hours</b>	<b>Total hours</b>
Monetize Blog and link Payment methods	32	35	67
Measure Blog performance as per KPIs	12	38	50
Analyze / Monitor Insights on Social Media Platforms	36	54	90
Troubleshoot Google Analytics Issues	36	54	90
Perform Local SEO	28	42	70
Integrate Google Search Console (GSC)	32	48	80
Perform YouTube SEO	32	48	80
Final Project	48	72	120
Manage Facebook and Instagram Ads	48	72	120
Manage and Supervise the Job Activities	20	12	32
Develop entrepreneurial Skills	20	12	32
Create/Manage profile on Freelancing Platform	10	15	25
Write professional proposals for freelance projects	10	6	16
Practice professionalism	100	200	300

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<sup>1</sup> Learning Module hours in training provider premises

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

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

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

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

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

# Modules

## LEVEL 5

### Module 1 : Monetize Blog and link Payment methods

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

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

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

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

## Module 2 : Measure Blog performance as per KPIs

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## Module 6 : Integrate Google Search Console (GSC)

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

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

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

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

## Module 7 : Perform YouTube SEO

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Duration: 32 hours

Theory: 20 hours

Practical: 12 hours

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

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

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

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

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

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

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

## Module 12 : Develop Entrepreneurial Skills

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

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

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

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

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

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

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

## Module 14 : Write professional proposals for freelance projects

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

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

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

Objective of the module: This competency standard deal with learning the competencies needed to develop portfolio for industry. You can perform internship. Your underpinning knowledge will be sufficient to provide you the basis for your work.

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

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

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

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

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

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

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

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

### **Methods of assessment**

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

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

Examples for direct assessment of Digital Marketing:

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

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

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

Examples for indirect assessment of Internet of Thing include:

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

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

### **Principles of assessment**

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

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

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

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

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

## **Assessment strategy for “*Digital Marketing*”**

This curriculum consists of 14 modules

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

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

## **Sessional assessment**

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

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

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

## **Final assessment**

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

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

### **For Level -2**

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

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

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

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

## Complete list of tools and equipment

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

## List of consumable supplies

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

## Credit values

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

The credit values are as follows:

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