CURRICULUM OF
OF
"DIGITAL MARKETING"

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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

- Perform Basic Computer Installation
- Configure Hardware Components/Peripheral Devices
- Prepare Office Documents
- Develop Vocabulary

- Compose Paragraph
- Compose Emails Content
- Create BLOG
- Contribute to Work Related Health and Safety (WHS) Initiatives
- Perform Basic Communication Skills

Trainee entry level

The entry requirement for this qualification would be Matric with science. 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 9 modules. The recommended delivery time is 600 hours. Delivery of the course could therefore be full time, 5 days a week, for 6 months. Training providers are at liberty to develop other models of delivery, including part-time and evening delivery.

The full structure of the course is as follow:

Module Level-2	Theory[1] Days/hours	Workplace[2] Days/hours	Total hours
Perform Basic Computer Installation	10	48	58
Configure Hardware Components/Peripheral Devices	9	39	48
Prepare Office Documents	12	48	60
Develop Vocabulary	18	72	90
Compose Paragraph	15	75	90
Compose Emails Content	19	75	94
Create BLOG	19	81	100
Contribute to Work Related Health and Safety (WHS) Initiatives	9	21	30
Perform Basic Communication Skills	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 : Perform Basic Computer Installation **Aim:** The aim of this module to develop advanced knowledge, skills and understanding to Install/Use system software	**LU1.** Install Operating system **LU2.** Perform tasks using operating system **LU3.** Install/uninstall application Software	10	48	58
Module 2 : Configure Hardware Components/ Peripheral Devices **Aim:** The aim of this module to develop advanced knowledge, skills and understanding to configure hardware components/ peripheral devices	**LU1.** Install / configure Hardware components / peripheral devices **LU2.** Troubleshoot basic hardware errors	9	39	48
Module 3 : Prepare Office Documents **Aim:** The aim of this module to develop advanced knowledge, skills and understanding to prepare office documents	**LU1.** Prepare document on word **LU2.** Prepare spreadsheet **LU3.** Prepare presentation **LU4.** Create backup of office record by maintaining integrity of files **LU5.** Convert files into different formats	12	48	60

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 4 : Develop Vocabulary **Aim:** The aim of this module to develop advanced knowledge, skills and understanding to develop vocabulary	**LU1.** Build Vocabulary **LU2.** Identify Synonyms/opposites	18	72	90
Module 5 : Compose Paragraph **Aim:** The aim of this module to develop advanced knowledge, skills and understanding to Install/Use system software	**LU1.** Draft Paragraph structure **LU2.** Follow writing standards **LU3.** Review draft	15	75	90
Module 6 : Compose Emails Content **Aim:** The aim of this module to develop advanced knowledge, skills and understanding to compose emails content	**LU1.** Setup an Email account. **LU2.** Compose an Email	19	75	94

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 7 : Create BLOG **Aim:** The aim of this module to develop advanced knowledge, skills and understanding to create blog	**LU1.** Select Blogging Platform **LU2.** Write Blog	19	81	100
Module 8 : Contribute to Work Related Health and Safety (WHS) Initiatives **Aim:** The aim of this module to develop advanced knowledge, skills and understanding to contribute to work related health and safety initiatives	**LU1.** Contribute to work-related health and safety measures **LU2.** Assist in establishing work-related health and safety measures **LU3.** Evaluate the organization's work-related health and safety system	9	21	30
Module 9 : Perform Basic Communication Skills **Aim:** The aim of this module to develop advanced knowledge, skills and understanding to perform basic communication skills	**LU1.** Communicate in a team **LU2.** Follow Supervisor's instructions as per organizational SOPs **LU3.** Develop Generic communication skills at workplace	9	21	30

Modules

LEVEL 2

Module 1   : Perform Basic Computer Installation

Objective of the module: After this competency standard candidate will be able to perform basic computer installation.

Duration: 58 Hours   **Theory: 10 Hours**   **Practical: 48 Hours**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Install system Software	**Trainee will be able to:** • Prepare drive/partitions before OS installation. • Format mass storage on a PC/computer • Perform Partitioning of hard drive • Install operating system in the PC/computers by following instructional manual. • Trouble Shoot installation errors • Download and run windows/application patches Perform Partitioning of hard	• Define operating system • Define various types of operating systems • Describe the OS Installation process • Knowledge of updates and patches of operating system • Introduction to computer hardware • Types of software (system software, application software) • Identify and describe storage devices and its types (Primary and secondary) • Explain booting system, sequence • Description of file system and its types (NTFS, FAT, EXT2, etc) • Describe partitioning and formatting. • Process of partitioning: Create volume using partitioning; Format	**Total:** 20 hrs **Theory:** 04 hrs **Practical:** 16 hrs	**Consumable** Internet Connection White board marker Duster Notebook Pen **Non Consumable** White Board Multimedia Computer System	Classroom Computer Lab

	driveTrouble Shoot installation errors	volumes by using appropriate file system; • Describe operating system installation process from storage media (DVD, Mass storage, external hard disk etc.) following instructional manual • Introduction of troubleshooting • Common OS installation errors and its troubleshooting • OS Software installation steps • Process of activating the OS with the help of KEY **Practical Activity** • Activate the OS with the help of KEY • Check available OS update online • Download and apply updates to the OS			
LU2. Use Operating System	**Trainee will be able to:** • Create folders and files • Copy /paste files, folder/ directories to different location	• Knowledge of Copy, paste Move, Rename of files and folder • Search a files and folders • Personalize desktop settings • Personalize display settings • Knowledge of files extensions	**Total:** 19 hrs **Theory:** 03 hrs	**Consumable** Internet Connection White board marker	Classroom Computer Lab

			Practical: 16 hrs	Duster Notebook Pen **Non Consumable** White Board Multimedia Computer System	
	(Hard drive, external storage, cloud) • Move files, folder/ directories to different location (Hard drive, external storage, cloud) • Rename files and directories/folder • Search files / folder/directories against various search criterion (File name, date, text etc) • Perform task manager operations	• Hide / Unhide files / folders / system files • Importance of backup • Knowledge of task Manager **Practical Activity** • Practice to create and save folder/file,copy/paste ,rename and move to different locations • Practice to end running task using task manager			
LU3. Install /uninstall application Software	**Trainee will be able to:** • Install application software according to instruction manual. • Troubleshoot installation errors • Update /upgrade application Software	• system requirement for installation • Describe the benefits of software up gradation • understanding of instruction manual • knowledge of installation steps • Define malicious software and its type. • Knowledge of antivirus software installation	**Total:** 19 hrs **Theory:** 03 hrs **Practical:** 16 hrs	**Consumable** Internet Connection White board marker Duster Notebook	Classroom Computer Lab

| | Un-install application software | **Practical Activity**

- Practice to install and uninstall any (Open office,anti virus etc.) software
- Practice to scan computer using antivirus software | | Pen

Non Consumable

White Board

Multimedia

Computer System | |

Module 2   : Configure Hardware Components/Peripheral Devices

Objective of the module: This module covers the knowledge and skills required to install, configure and troubleshoot hardware components / peripheral devices and device drivers on computers

Duration:	48 Hours	Theory:	09 hours	Practical:	39 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Install / configure Hardware components / peripheral devices	**Trainee will be able to:** ● Configure hardware components / peripheral devices as per manuals. ● Select and install drivers. ● Perform functional test for the installed Hardware components / peripheral devices. ● Update/Upgrade device drivers	● Knowledge of Computer hardware (Motherboard, HDD, RAM, CPU, Cards, Slots, Interfaces, Ports) ● Knowledge of peripheral devices (webcam, printer, scanner etc.) **Practical Activity** ● Practice to install / configure printer/scanner and take print/scan any document	**Total:** 24 hrs **Theory:** 04 hrs **Practical:** 20 hrs	**Consumable** Internet Connection White board marker Duster Notebook Pen **Non Consumable** White Board Multimedia	Computer Lab

				Computer System	
LU2. Troubleshoot basic hardware errors	**Trainee will be able to:** • Detect hardware errors / problems. • Identify solution of hardware errors. • Execute the hardware trouble shooting.	• knowledge of troubleshooting hardware errors **Practical Activity** • Practice to troubleshoot hardware errors during installation of different peripheral devices	**Total:** 24 hrs **Theory:** 05 hrs **Practical:** 19 hrs	**Consumable** Internet Connection White board marker Duster Notebook Pen **Non Consumable** White Board Multimedia Computer System	Computer Lab

Module 3   : Prepare Office Documents

Objective of the module: This module covers the knowledge and skills required to prepare office documents, take offline and online backups, and perform files conversions efficiently.

Duration:	60Hours	Theory:	12hours	Practical:	48hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Prepare document on Word	**Trainee will be able to:** • Create new document / open word document • Save document • Set page Layout • Perform basic Formatting (text, paragraph, page) • Perform insert operation (picture, shapes, charts, tables, smart art, clip art, hyperlinks, page numbers, header/footers, bullets/numbering, columns) in the word document	• Understanding of Word processing software (MS office, Star office, Libre Office) **Practical Activity** • Practice to compose CVs,	**Total:** 15 hrs **Theory:** 03 hrs **Practical:** 12 hrs	**Consumable** Internet Connection White board marker Duster Notebook Pen **Non Consumable** White Board	Classroom Computer Lab

		Trainee will be able to:		Total:	Consumable	Classroom
		• Check the spellings in the word file through dictionary • Print document			Multimedia Computer System	
LU2.	Prepare spreadsheet	**Trainee will be able to:** • Create / open Spread Sheet • Set page Layout • Save Spreadsheet • Perform basic Formatting • Perform insert operation (picture, charts, smart art, clip art, hyperlinks, page numbers, header/footers, bullets / numbering) in the spread sheet • Insert / use arithmetic functions/formulas • Print Spreadsheet	• Understanding of spreadsheet • Knowledge of inserting / deletion rows / columns, • knowledge of formulas & functions • Understanding of sorting, filtering, conditional formatting, Pivot tables, Freeze Panes **Practical Activity** • Practice to prepare result sheet automatic grade calculation • Practice to prepare attendance sheet and calculate average number weekly present students • Practice to prepare fee voucher according to template	**Total:** 18 hrs **Theory:** 03 hrs **Practical:** 15 hrs	**Consumable** Internet Connection White board marker Duster Notebook Pen **Non Consumable** White Board Multimedia Computer System	Classroom Computer Lab

			Total:	Consumable	Classroom
LU3. Prepare presentation	**Trainee will be able to:** • Create / open presentation • Set page Layout • Save presentation • Perform basic Formatting • Perform insert operation (slides, picture, shapes, charts, tables, smart art, clip art, hyperlinks, page numbers, bullets / numbering) in the presentation. • Select various template designs • Apply animation to slides • Check the spellings in the presentation through available dictionary • Run presentation • Print presentation	• Understanding of different presentation software (Google slides prezi,MS Power point, openoffice etc.) • knowledge of blank / template • describe transition effects to slides • knowledge of animations to text and objects on slides • Knowledge of rehearse timing • Understanding of inserting audio / video **Practical Activity** • Practice to prepare presentation with animation and video	**Total:** 15 hrs **Theory:** 03 hrs **Practical:** 12 hrs	**Consumable** Internet Connection White board marker Duster Notebook Pen **Non Consumable** White Board Multimedia Computer System	Classroom Computer Lab
LU4. Convert files into	**Trainee will be able to:**	• Knowledge of online conversion software	**Total:**	**Consumable**	Classroom

different formats	• Identify file conversion software • Convert files into different formats • Use online convertor to give a practical demonstration	**Practical Activity** • Practice to convert different files into different formats	12 hrs **Theory:** 03 hrs **Practical:** 09 hrs	Internet Connection White board marker Duster Notebook Pen **Non Consumable** White Board Multimedia Computer System	Computer Lab

Module 4   : Develop Vocabulary

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

Duration:	94 Hours	**Theory:**	16 hours	**Practical:**	78 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Build Vocabulary	**Trainee will be able to:** • Use e-dictionary • Develop word bank • Make journal of new words • Use Vocabulary	• Knowledge of types of browsers (Mozilla Firefox, Google Chrome, Opera, Internet Explorer etc.) • Understanding of different search engines (Google, Bing, Ask.com etc.) • Introduction to e-dictionary • Types & features of e-dictionary • Usage of e-dictionary • Knowledge of word bank • Selection of words according to the domain • Application of e-dictionary for keywords selection **Practical Activity:**	**Total:** 47 hrs **Theory:** 08 hrs **Practical:** 39 hrs	**Consumable** Internet Connection White board marker Duster Notebook Pen **Non Consumable** White Board Multimedia	Classroom Computer Lab

			Practice to create a word bank of at least 20 words as per the given domain.		Computer System	
LU2. Identify Synonyms / antonyms	**Trainee will be able to:** • Identify synonyms • Identify antonyms	• Knowledge of synonyms and antonyms • Methodology to identify synonyms and antonyms **Practical Activity:** Practice to create a word bank of 20 words from the given domain with at least 3 synonyms each	**Total:** 47 hrs **Theory:** 08 hrs **Practical:** 39 hrs	**Consumable** Internet Connection White board marker Duster Notebook Pen **Non Consumable** White Board Multimedia Computer System	Classroom Computer Lab

Module 5 : Compose Paragraph

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

Duration:	90 Hours	Theory:	18 hours	Practical:	72 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Draft Paragraph structure	**Trainee will be able to:** • Include topic sentences, supporting details and concluding sentences in the composed document • Set the paragraphs in terms of unity and variation • Differentiate between different types of paragraphs on the basis of social media platform	• Paragraph structure as per social media platform • Understanding of target audience for content development • Selection of relevant keywords as per the target audience **Practical Activity:** • Practice to make at least 20 short sentences using the word bank considering given domain.	**Total:** 30 hrs **Theory:** 06 hrs **Practical:** 24 hrs	**Consumable** Internet Connection White board marker Duster Notebook Pen **Non Consumable** White Board Multimedia Computer System	Classroom Computer Lab

LU2. Follow writing standards	**Trainee will be able to:** • Make sample paragraph • Use sentences with different synonyms • Implement uniformity in the paragraph	• Paragraph writing standards as per social media platform • Understanding of speech narration • Concept of harmony among the paragraph sentences **Practical Activity:** • Practice to write a paragraph of at least 250 words considering given domain by following the writing standards.	**Total:** 30 hrs **Theory:** 06 hrs **Practical:** 24 hrs	**Consumable** Internet Connection White board marker Duster Notebook Pen **Non Consumable** White Board Multimedia Computer System	Classroom Computer Lab
LU3. Review draft	**Trainee will be able to:** • Rearrange the sentence if necessary • Rewrite the ideas into own words	• Spelling and grammar check • Concept of sentence structure and sequencing • Concept of self-writing	**Total:** 30 hrs **Theory:**	**Consumable** Internet Connection	Classroom Computer Lab

	• Proofread for any grammatical mistakes • Finalize the content	• Issues related to copy content of other writers • Relevance of content according to audience and platform **Practical Activity:** • Practice to re-write paragraph by rectifying grammatical / spelling mistakes along with speech standards	06 hrs **Practical:** 24 hrs	White board marker Duster Notebook Pen **Non Consumable** White Board Multimedia Computer System	

Module 6   : Compose Emails Content

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

Duration:	90 Hours	Theory:	18 hours	Practical:	72 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Setup an Email account.	**Trainee will be able to:** • Demonstrate the steps for setting up an email account • Identify errors while configuring an email account • Secure Email ID by setting up powerful password • Use of Inbox, Outbox/Sent, Trash/Junk, Spam, Draft folders,	• Explore different email platforms Microsoft Outlook, Gmail, Yahoo Mail • Commonalities and differences of multiple email platforms • Pros and cons of various email platforms • Importance of secure password and its security • Concepts of Graphical user interface (GUI) of email platform **Practical Activity:** • Practice to setup an email account on any two platforms.	**Total:** 45 hrs **Theory:** 09 hrs **Practical:** 36 hrs	**Consumable** Internet Connection White board marker Duster Notebook Pen **Non Consumable** White Board Multimedia Computer System	Classroom Computer Lab

LU2. Compose an Email	Trainee will be able to: • Identify the difference between sender's and receiver's address • Write appropriate subject of the email • Compose the email	• Knowledge of email composition standard with major parameters • Importance of subject • Concept of Cc and Bcc • File attachment process • Knowledge of important components of email body • Formatting of text in email body **Practical Activity:** • Practice to write an email to multiple recipients with suitable subject line as per the given criteria.	**Total:** 45 hrs **Theory:** 09 hrs **Practical:** 36 hrs	**Consumable** Internet Connection White board marker Duster Notebook Pen **Non Consumable** White Board Multimedia Computer System	Classroom Computer Lab

Module 7   : Create BLOG

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

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

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Select Blogging Platform	**Trainee will be able to:** • Search different Blogging platforms like Blogger, WordPress, WIX, Tumblr etc. • Compare features of Blogging platforms including free and paid. • Select platform for blog creation.	• Knowledge of blog • Knowledge of various blogging platforms • Salient features of blogging platforms • Comparison of different platforms on the basis of features **Practical Activity:** • Practice to choose a blogging platform as per given criteria.	**Total:** 50 hrs **Theory:** 08 hrs **Practical:** 42 hrs	**Consumable** Internet Connection White board marker Duster Notebook Pen **Non Consumable** White Board Multimedia Computer System	Classroom Computer Lab

LU2. Make Blog profile	**Trainee will be able to:** • Sign-up for the selected Blogging platform • Create new Blog • Set name / title of the Blog • Check availability of the Blog name • Set up description of the Blog • Use images for the Blog like logo • Edit Blog information	• Concept of setting up interface of the blogging platforms • Configuration of various features and tools of selected blogging platforms • Publishing of blog with given parameters **Practical Activity:** • Practice to setup, configure and publish a blog as per given criteria.	**Total:** 50 hrs **Theory:** 11 hrs **Practical:** 39 hrs	**Consumable** Internet Connection White board marker Duster Notebook Pen **Non Consumable** White Board Multimedia Computer System	Classroom Computer Lab

Module 8   Contribute to Work Related Health and Safety (WHS) Initiatives

Objective: This module covers the knowledge and skills required to manage a range of meetings including overseeing the meeting preparation processes, chairing meetings, organizing the minutes and reporting meeting outcomes.

Duration: 30 Hours   **Theory:** 9 Hours   **Practice:** 21 Hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Observe Basic Safety Procedures at workplace	**Trainee will be able to:** • Follow the Procedures to achieve a safe working environment and maintain in line with Occupational Health and Safety regulations and requirements according to salon policy. • Report all unsafe situations according to policy. • Use electrical equipment/ machinery according to occupational health & safety guidelines and manufacturer's instructions.	• Learn basic safety procedure of workplace • Health and Safety regulations	**Total**- 10 Hrs **Theory**- 03 Hrs **Practical**- 07 Hrs	**Consumable** Internet Connection White board marker Duster Notebook Pen **Non Consumable** White Board Multimedia	Classroom Computer Lab

	• Report all breakdowns in relation to machinery and equipment to supervisor. • Identify fire and safety hazards and take necessary precautions according to policy and procedures.			Computer System	
LU2. Contribute to work-related health and safety measures	**Trainee will be able to:** • Assist in database compilation on work-related health and safety • Identify measures that address legal obligations. • Consult with individuals/ parties to identify and formulate measures and initiatives • Participate in consultative meeting	• Introduction to Ergonomics • Application of Ergonomics as per ISO standards • Define Legal obligation • Type of legal obligation regarding Health and safety. • Take measure to prevent any legal obligations. • Techniques of effective communication with employees. • common workplace hazards • Prevention of workplace hazards • Organizational WHS and other relevant policies, procedures, processes	**Total**- 10 Hrs **Theory**- 03 Hrs **Practical**- 07 Hrs	**Consumable** Internet Connection White board marker Duster Notebook Pen **Non Consumable** White Board Multimedia	Classroom Computer Lab

		• Rules of OHS (Occupational Health and safety) standards		Computer System	
LU3. Assist in establishing work-related health and safety measures	**Trainee will be able to:** • Assist in planning of work-related health and safety measures • Contribute to the development of work-related health and safety measures • Assist to implement work-related health and safety measures (WHS Policy) and initiatives	• Understanding of the scope of project • Identifying techniques of the risk profile and location of the project • Identify Clients Health and safety specifications SOPs • Development techniques of of Health and safety plan • Implementation techniques of health and safety plan. • Prepare health and safety plan.	**Total**-10 Hrs **Theory**-03 Hrs **Practical**-07 Hrs	**Consumable** Internet Connection White board marker Duster Notebook Pen **Non Consumable** White Board Multimedia Computer System	Classroom Computer Lab

Module 9 : Perform Basic Communication Skills

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

Duration: 30 hours   **Theory:**   9 hours   **Practical:**   21hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
LU1. Demonstrate the basic communication skills	**The trainee will be able to:** • Demonstrate the listening skills • Demonstrate the reading skills • Demonstrate the writing skills • Demonstrate the speaking skills	• Knowledge of communication skills (7Cs of effective communication) • Describe verbal and non-verbal communication • Explain reporting techniques **Practical Activity:** • Practice to listen to the audio and write down • Practice to note down the instructions given by the supervisor	**Total:** 15 hrs **Theory:** 5hrs **Practical:** 10hrs	**Consumable** Internet Connection White board marker Duster Notebook Pen **Non Consumable** White Board Multimedia Computer System	Classroom Computer Lab

LU2. Follow Supervisor's instructions	The trainee will be able to: • Carry out the instructions of the supervisor • Report to the supervisor as per organizational SOP's given standards	• Explain the note taking procedure • Understanding of the standard procedure to prepare the report **Practical Activity:** • Prepare different office reports	**Total:** 15 hrs **Theory:** 4hrs **Practical:** 11hrs	**Consumable** Internet Connection White board marker Duster Notebook Pen **Non Consumable** White Board Multimedia Computer System	Classroom Computer Lab

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, for example, let's imagine if you have **thousands of sensors**, collecting various data all around us. A solution that scale would be to have these microcontrollers sending data securely to the Cloud.

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 "*Internet of Things*"

This curriculum consists of 9 modules

1. Perform Basic Computer Installation
2. Configure Hardware Components/Peripheral Devices
3. Prepare Office Documents
4. Develop Vocabulary
5. Compose Paragraph

6. Compose Emails Content
7. Create BLOG
8. Contribute to Work Related Health and Safety (WHS) Initiatives
9. Perform Basic Communication Skills

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 Perform Basic Computer Installation
Module 2 Configure Hardware Components/Peripheral Devices
Module 3 Prepare Office Documents
Module 4 Develop Vocabulary
Module 5 Compose Paragraph
Module 6 Compose Emails Content
Module 7 Create BLOG
Module 8 Contribute to Work Related Health and Safety (WHS) Initiatives
Module 9 Perform Basic Communication Skills

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.	Android Studio	Free
2.	Arduino Uno	25
3.	USB mini wire	25
4.	Audio signal generator.	20
5.	AutoCAD software	5
6.	AVO meter/ Digital multimeter	25
7.	Backup software	Free
8.	Bluetooth module	30
9.	BLU-RAY writer	5
10.	Bootable DVD	30
11.	Bootable OS Flash drive/CD	30
12.	Bread board	25
13.	Bread board / Basic electronics trainer kit	25
14.	Bread board / Digital Trainer Kit.	25
15.	Breadboard	25
16.	C IDE	Free
17.	C/C++ IDE	Free
18.	C/Python IDE	Free
19.	Cable CAT 5,6	?
20.	Cable connectors	?
21.	cable taster	
22.	Cables	
23.	Card reader	50
24.	Circuit Breaker.	25
25.	Computer	25
26.	Computer Networks	1

27.	Computer system	25
28.	Computer System Minimum 5th generation with 8 GB RAM and SSD	25
29.	Connecting leads	?
30.	Connecting Wires (FF, FM etc)	10 buses
31.	Connectivity	?
32.	Controller	?
33.	Data sheet of diodes	
34.	Data sheet of FET's.	
35.	Data sheet of SCR	
36.	Data sheet of Transistor.	
37.	Data sheet of Zener diode.	
38.	DC supply (5 V)	25
39.	DC\AC supply	25
40.	Digital clock	3
41.	Digital Multimeter	25
42.	Digital Trainer Kit.	20
43.	Disk Tools	
44.	DLD trainer	20
45.	Dual trace Oscilloscope 0-20MHZ	20
46.	Dual trace-Oscilloscope	?
47.	DVD or BLU-RAY writer	25
48.	Electrician	1
49.	Electrician Tool kit.	1
50.	ESP32	25
51.	Etcher software	
52.	External Hard disks	
53.	Filtration capacitor	
54.	Firewall	
55.	Firewall software.	
56.	Firmware(s)	
57.	Flash Drive	5

58.	Function Generator	25
59.	Hard Disk drives and Solid State disks.	25
60.	Hard disks	25
61.	Instructional manual	5
62.	Insulation remover	25
63.	Internet	1
64.	Java IDE	2
65.	Keyborad	25
66.	Lamp holder	120
67.	Laptop	01
68.	Load (Lamp)	120
69.	Logic Probe.	5
70.	LoRA concentrator board	5
71.	LoRa module	5
72.	Manageable switch	4
73.	Mass Storage	5
74.	Modem/DSL	2
75.	Mouse	25
76.	MQTT broker	25
77.	MS Office	2
78.	MS Power BI	2
79.	Multi Meter	5
80.	Multimedia projector	1
81.	Networking Devices (Router, Modem, Hub, Firewall, Access Points, Switches etc)	2 Sets
82.	Networking Tool Kit	4 kits
83.	NFC	4
84.	Nodemcu Board	4
85.	NodeMCU module	4
86.	Nose Plier	25
87.	Office Suit	2
88.	OS Bootable DVD	2

89.	OS Bootable Mass storage device	2
90.	Oscilloscope	5
91.	Outlook	
92.	Pen-drive	5
93.	Pi Controller	50
94.	Plier	50
95.	Potentiometer	5
96.	Power Supply	25
97.	Printer	2
98.	Projector	01 for each lab/class
99.	Projector screen	01 for each lab/class
100.	Python IDE	2
101.	RAID	2
102.	RAID card	2
103.	RAM	2 of each type
104.	RapidMiner (CD/Mass Storage)	2
105.	Rasberry Pi Adapter (5V, 2A)	4
106.	Rasberry Pi module	4
107.	Raspberry pi	4
108.	RFID antennas	2
109.	RFID reader	2
110.	Rheostat	2
111.	ROM	5
112.	Router	4
113.	Router software/Firmware.	2
114.	RS232 interfaces	25
115.	Scanner	2
116.	Screw	5
117.	SD card	5

118.	SD card reader	5
119.	Search Engines	1
120.	Series board.	25
121.	Server machine	1
122.	Signal generator	5
123.	Simulator (Packet Tracer)	2
124.	Smartphone	2
125.	Software Development kit	2
126.	Software for Software based RAID.	2
127.	Software to test network.	2
128.	Solder	5
129.	Source of data sheets	2
130.	SPI Interface	5
131.	Step down Transformer	25
132.	Step down Transformer (Normal and center tapped)	25
133.	System (Windows, Linux)	2
134.	Tool kit.	5
135.	Trainer	5
136.	Troubleshooting software.	2
137.	UART transmitter	120
138.	USART transmitter	5
139.	USB micro cable	5
140.	USB mini cable	5
141.	Valid public cloud subscription	1
142.	Voltmeter	12
143.	VPN software.	2
144.	Vulnerability scanning tool	2
145.	Webcam	2
146.	Webcam (digital camera)	2
147.	Weka Software (CD/Mass Storage)	01
148.	White board	1 each class/lab

149.	Wifi module	5
150.	Wifi router	02
151.	Wire Tester	02
152.	Wireless router	02
153.	ZigBee modules	5

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. Valid cloud subscription
10. LEDs
11. Female to female header wires
12. Male to female header wires
13. Jumper wires
14. Resistances, capacitors, diodes, zener diode, relays, transistor etc.
15. PVC wires
16. Digital gates
17. Diac,
18. Triac,
19. FETs
20. RJ 45,
21. Category 5 &6 cable
22. Coaxial cable
23. DVD RWR
24. Soldering wire
25. Soldering paste
26. Two way switch
27. One way switch
28. AND gate (7408 2-input Quad)
29. Coupling capacitors
30. DIAC
31. Diodes
32. FET (JFET/MOSFET)
33. Humidity Sensor
34. IC 74147
35. IC 7445 BCD to decimal decoder
36. Inductors
37. Lamp
38. LM741 IC
39. Load (LED)
40. MOSFET
41. NAND gate (7400 2-input Quad)
42. Network cable CAT5,CAT6
43. NOR gate (7402 2-input Quad)
44. Power diodes (general purpose, Fast recovery & Schottky)
45. Push Button
46. PVC Pipe/Duct.
47. Resistive load
48. RFID tags
49. Safety procedures

50. Safety signs
51. SCR
52. Seven segment display
53. Single pole switch
54. Socket
55. Solenoid Valves
56. Temperature Sensor
57. Test Indicator.
58. TRIAC
59. UJT
60. White Board marker
61. Wooden/PVC board.
62. X-NOR gate (74266 2-input Quad)
63. X-OR gate (7486 2-input Quad)
64. Zener Diode
65. IR Sensor
66. IR Ultrasonic Sensor
67. NOT gate (7404 Hex NOT gate)
68. NOT gate (7404 Hex)
69. Occupancy Sensor
70. One 7404 IC – hex inverter (NOT gate)
71. OR gate (7410 3-input)
72. OR gate 7432 2-input Quad

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
Perform Basic Computer Installation	58	5.8
Configure Hardware Components/Peripheral Devices	48	4.8
Prepare Office Documents	60	6
Develop Vocabulary	90	9
Compose Paragraph	90	9
Compose Emails Content	94	9.4
Create BLOG	100	10
Contribute to Work Related Health and Safety (WHS) Initiatives	30	3
Perform Basic Communication Skills	30	3