



Competency based Curriculum

DIGITAL MARKETING

Diploma

མེས་རིག



Technical Trainers Training and Resource Centre
Department of Workforce Planning and Skills Development
Ministry of Education and Skills Development

Published by Technical Trainers Training and Resource Center (TTTRC)
Department of Workforce Planning and Skills Development
Ministry of Education and Skills Development
Royal Government of Bhutan
Thimphu, Bhutan

Copyright © 2026 Technical Trainers Training and Resource Center
Department of Workforce Planning and Skills Development

All rights reserved. No part of this book may be reproduced in any form without the permission from Technical Trainers Training and Resource Center (TTTRC), DWPSD.

This book remains the property of the Technical Trainers Training and Resource Center (TTTRC).

ISBN ISBN 978-99980-740-6-4



དཔལ་ལྷན་འབྲུག་གཞུང་། ཤེས་རིག་དང་རིག་ཆལ་གོང་འཕེལ་ལྷན་ཁག།
ལས་མི་འཆར་གཞི་དང་རིག་ཆལ་གོང་འཕེལ་ལས་ཁུངས།

Royal Government of Bhutan
Ministry of Education and Skills Development
Department of Workforce Planning and Skills
Development



Certificate No: DWPSD/CEC-DM/2025-26/019

Curriculum Endorsement Certificate

This is to certify that the curriculum for the following course(s) developed by

Technical Trainers Training and Resource Center

has been endorsed by the department.

Course	Level
Digital Marketing	Diploma



Date of Endorsement: 29/05/2026

This certificate is valid till 28/05/2031 from the date of endorsement


Director General
Department of Workforce Planning and Skills Development

Foreword

Bhutan has seen a gradual increase in the requirement of skilled workers in recent years due to the growth of industries. However, the supply of skilled workforce that is responsive to the needs of the industry has not been able to keep pace with industry demand. Since skilled workers are a crucial ingredient for the socio-economic development of the country, it is important to have an adequate number of trained and certified workers. With growing industries, the “Digital Marketing Associate” is not only a significant occupation but also in high demand in the labour market. In an effort to meet the skilled human resources requirement in the area of the power sector, it is imperative to deliver training based on the Competency Based Training system in Digital Marketing Diploma to ensure a quality and adequate workforce in this sector.

To this end, the Department of Workforce Planning and Skills Development (DWPSD) is pleased to present the first edition of the Competency Based Curriculum for the Digital Marketing Diploma course, developed with technical support from Humber Polytechnic, Canada and with funding from Global Affairs Canada (GAC) through the Bhutan Education and Skills Training (BEST) Project. Since it is an outcome of a more participatory process of curriculum development, it is expected to provide training delivery with reformed approaches, with its content being directly related to labour market needs, focusing on imparting skills and assessment based on industry work standards. We believe that the Competency Based Curriculum will help bridge the skill gap between industry needs and training institutes, thereby enhancing the employability of technical graduates.

The Department acknowledges the valuable contributions made by institutes and experts from relevant industries who were involved in the design and development of this curriculum. As it is a dynamic document that may require revision based on the needs of the changing labour market, the Department looks forward to receiving valuable feedback from institutes and industries to further improve and refine the curriculum. The Department hopes that this document will help advance Competency Based Learning in most of the TVET institutions.

A handwritten signature in blue ink, appearing to read 'Phub Rinzin', is written over a light blue rectangular background.

(Phub Rinzin)
Director General

Department of Workforce Planning and Skills Development

Acknowledgement

Technical Trainers Training and Resource Center, Department of Workforce Planning and Skills Development would like to express our appreciation to Humber Polytechnic for sharing curriculum material and the following subject experts and facilitator who have participated in the development and validation of curriculum for Digital Marketing Diploma:

Experts involved in the development of curriculum:

1. Ms. Phuntsho Choden, Freelance, Thimphu
2. Ms. Sangay Wangmo, Freelance, Thimphu
3. Mr. Ngawang Rabtsel Wangchuk, Freelance, Thimphu
4. Mr. Chimi Lhendup, Copy Editor, BBSCL, Thimphu
5. Mr. Ugyen Norbu, Marketing Officer, BBSCL, Thimphu
6. Mr. Tandin Namgyal, Head of Creative Section, Kuensel Corporation Ltd, Thimphu
7. Mr. Chador Tenzin, Product Innovation & CX Officer, BoB, Thimphu
8. Mr. Jamyang Khentse, Local Master Trainer, TTI-Thimphu

Experts involved in the validation of curriculum:

1. Mr. Tashi Wangdi, Founder, Impact Hub Thimphu
2. Mr. Sancha Bdr Subba, Instructor, TTI-Thimphu
3. Ms. Phuntsho Choden, Freelancer
4. Ms. Yangchen Deki, Sale & Marketing officer, Bhutan Oro Tours & Travel, Thimphu
5. Ms. Sonam Yangzom, BA & Digital Marketing, Yang Khor Pvt. Ltd, Thimphu
6. Ms. Sonam Pema Lhaden Gurung, Innovation Manager, Startup First Institute, Thimphu

Facilitators and editors for development and validation of curriculum:

1. Mr. Leki Dorji, Sr. Instructor, TTI-Thimphu

Table of Contents

FOREWORD	1
ACKNOWLEDGEMENT	2
COURSE OUTLINE FOR DIGITAL MARKETING	4
COURSE STRUCTURE (2 YEARS PROGRAM)	5
COMPETENCY PROFILE	7
COURSE INFORMATION	9
ASSESSMENT AND CERTIFICATION SYSTEM	10
MODULE INFORMATION:	12
DIGITAL MARKETING ASSOCIATE	12
MODULE 1	13
DEVELOP MARKETING MIX (7Ps)	8
DEVELOP MARKETING STRATEGY	13
CREATE MARKETING CONTENT	18
MODULE 2	22
CONDUCT PHOTOGRAPHY	27
CREATE GRAPHIC DESIGN	30
CONDUCT VIDEOGRAPHY	33
MODULE 3	37
DEVELOP WEBSITE	39
USE SEARCH ENGINE OPTIMIZATION (SEO)	43
PERFORM EMAIL MARKETING	48
USE AI TOOLS	53
MANAGE SOCIAL MEDIA	56
CONDUCT INFLUENCER MARKETING	60
USE PAY-PER CLICK (PPC)	65
ANNEXES	69
ANNEX II: MODULE RECOGNITION	73
ANNEX III: LESSON PLAN	74
ANNEX IV: COURSE PLAN	79

Course Outline for Digital Marketing

Sl. No	Subject /Module	Duration (Hours)	Content Competencies (Mapped)
1.	Core modules	1444	CC
2.	OJT	420	CC
3.	Project work	140	
4.	Self-study	140	
5.	Summative and formative assessment	180	
Total		2324	
Generic Modules			
6.	Applied Dzongkha	42	SS
7.	Applied ICT	90	SS
8.	Applied Mathematics	126	SS
9.	Professional English Language	136	SS
10.	Ethics and integrity	68	PD
11.	GNH and Human Values module	30	PD
Total		492	
Total Course Duration (Core Modules +OJT + Generic Modules)		2804	

Note: (*) This curriculum contains core modules which cover main competencies of Digital Marketing Diploma and OJT components. There are separate curricula for subjects/modules for delivery of soft skills, professional development & values and environmental concern & safety. In order to achieve the qualification of Digital Marketing Diploma, the subjects and modules listed must be accomplished as per the credit hours provided.

Content Competencies:

CC-Core Competencies

SS-Soft Skills

PD-Professional Development and Values

Course Structure (2 Years Program)

1. Semester 1

SL. No		Duration (Hours)
1.	Module 1	361
2.	Module 2 Learning outcome 1	35
3.	Ethics and integrity	68
4.	Applied Dzongkha	42
5.	Professional English Language	68
6.	Institute Assessment	30
Total Duration:		604

2. Semester 2

SL. No	Subject/Module	Duration (Hours)
1.	Module 2 Learning outcome 2	74
2.	Module 2 Learning outcome 3	70
3.	Module 2 Learning outcome 4	138
4.	Module 3 Learning outcome 1	269
5.	GNH and Human Values	30
6.	Applied ICT	90
7.	Institute Assessment	30
Total Duration		701

3. Semester 3

SL. No	Subject/Module	Duration (Hours)
1.	Module 3 Learning outcome 2	120
2.	Module 3 Learning outcome 3	132
3.	OJT	420
4.	Institute Assessment	30
Total Duration:		657

4. Semester 4

SL. No	Subject/Module	Duration (Hours)
1.	Module 3 Learning outcome 4	40
2.	Module 3 Learning outcome 5	91
3.	Module 3 Learning outcome 6	107
4.	Module 3 Learning outcome 7	90
5.	Applied Mathematics	126
6.	Professional English Language	68
7.	Institute Assessment	30
8.	Annual Assessment	60
Total Duration:		612

COMPETENCY PROFILE
Occupation: Digital Marketing Associate
Level: Diploma

Competency Area	Sub- Competency Area	Competencies/Tasks			
A: Carryout Fundamentals of Marketing	A1: Conduct Market Study	A1.01 Identify objectives	A1.02 Identify product/service	A1.03 Identify market opportunities	A1.04 Identify market segments
		A1.05 Identify target consumer	A1.06 Study consumer behavior and profile	A1.07 Analyze competitors	A1.08 Prepare market research report
	A2: Develop Marketing Mix (7Ps)	A2.01 Develop product strategy	A2.02 Develop pricing strategy	A2.03 Develop place strategy	A2.04 Develop promotion strategy
		A2.05 Develop customer persona	A2.06 Develop process strategy	A2.07 Develop physical evidence	
	A3: Develop Marketing Strategy	A3.01 Conduct case studies on strategy plan	A3.02 Apply strategy planning tools	A3.03 Determine Unique Value Proposition (UVP)	A3.04 Identify market promoting platform
		A3.05 Plan budget	A3.06 Develop implementation plan	A3.07 Set Key Performance Indicator (KPI)	
	A4: Create Marketing Content	A4.01 Conduct case studies	A4.02 Develop advertising plan	A4.03 Write marketing message	A4.04 Create marketing content using tools
	B: Carryout Content Creation	B1: Perform Content Writing	B1.01 Identify content requirement	B1.02 Conduct research	B1.03 Write content/copywriter
		B2: Conduct Photography	B2.01 Plan photography concept	B2.02 Capture photos	B2.03 Edit photos
		B3: Create Graphic Design	B3.01 Plan graphic design concept	B3.02 Develop design	B3.03 Export file

	B4: Conduct Videography	B4.01 Develop videography script	B4.02 Plan video production process	B4.03 Perform video shooting	B4.04 Edit video
		B4.05 Publish video content			
C: Carryout Digital Advertising and Marketing	C1: Develop Website	C1.01 Plan website structure	C1.02 Choose website platform	C1.03 Check availability of domain name	C1.04 Develop heading
		C1.05 Develop content			
	C2: Use Search Engine Optimization (SEO)	C2.01 Conduct keyword research	C2.02 Optimize title tag and meta description	C2.03 Optimize content and heading	C2.04 Develop internal linking
		C2.05 Create backlink and external promotion	C2.06 Analyze website performance		
	C3: Perform Email Marketing	C3.01 Manage subscriber list	C3.02 Design email campaigns	C3.03 Create email content	B3.04 Use automation tools
		C3.05 Execute email campaigns	C3.06 Evaluate email result		
	C4: Use AI Tools	C4.01 Conduct market research using AI	C4.02 Analyze data using AI	C4.03 Create content using AI tools	
	C5: Manage Social Media	C5.01 Develop social media strategy	C5.02 Draft social media campaign	C5.03 Run social media campaign	C5.04 Manage paid ad campaigns
		C5.05 Analyze engagement matrix			
	C6: Conduct Influencer Marketing	C6.01 Identify target audience	C6.02 Conduct influencer marketing research	C6.03 Evaluate influencer	C6.04 Develop influencer marketing strategy
		C6.05 Prepare campaign content	C6.06 Execute marketing campaign		
	C7: Use Pay-Per Click (PPC)	C3.01 Conduct Pay-Per Click (PPC) research	C3.02 Develop PPC campaign	C3.03 Manage PPC campaign	C3.04 Analyze performance matrix

Course Information

COURSE TITLE	Digital Marketing
LEVEL	Diploma
COURSE OBJECTIVE	Upon completion of Digital Marketing Diploma, the trainee will be able to: ● Carryout Fundamentals of Marketing ● Carryout Content Creation ● Carryout Digital Advertising and Marketing
COURSE DESCRIPTION	This course is designed to provide learners the knowledge, skills and attitude to become competent in Digital Marketing accordance with industry standards. Upon completion of this course, the graduates will be able to work in industries where they can perform duties like fundamentals of marketing, Content Creation and digital advertising and marketing To obtain the qualification of Digital Marketing Associate, all learning outcomes prescribed for this qualification must be achieved.
TOTAL DURATION	2324 Hours
TRAINING PROPORTION	1:12 (Practical) 1:20 (Theory)
ENTRY REQUIREMENT	● Completed class XII
TRAINER QUALIFICATION	● Must have a minimum qualification of degree in a relevant field; ● Must have undergone Training of Trainers-Technical Instruction and Pedagogy; ● Must have at least 5 years job/industry experience in relevant field if institute hire instructors or guest lecturers from industry.

Assessment and Certification System

ASSESSMENT	Formative assessment for every module and learning outcome will be conducted through assignments, project works, continuous assessment, demonstration of practical skills/observations, oral questioning and written test. Summative assessment after completion of each national certificate level will be conducted by Bhutan Qualification and Professional Certificate Authority (BQPCA), MoESD as per the National Competency Standards and Guidelines for National Assessment and Certification System, provided the course is accredited with BQPCA, MoESD.
CERTIFICATION	On successful completion of course, the institute will award a certificate of achievement to the trainees. The Bhutan Qualification and Professional Certificate Authority (BQPCA), MoESD will award a National Diploma Certificate to the trainees upon the successful completion of each ND level assessment.
COURSE DELIVERY	1. Modular 2. Demonstration 3. Lecture 4. Discussion with problem-based learning 5. Industrial training/attachment 6. Project work
RESOURCES	Materials/Resources Pen, pencil, note book, report template, target audience data, market research data, SD card, analytics report, social media data, PPC performance data and camera battery Digital Tools Adobe Tools / Adobe Suite, Ahrefs, AI Research Tools, AI Tools, Analytics Tools, Backdrop, Blogger, Boom Microphone, Budget Templates, Camera, Canva, CapCut, ChatGPT, CMS (Content Management System), Content Editing Tools, Content Guidelines, CorelDRAW, Customer Relationship Management (CRM), Databox, Design Software, Designing Software, Diagram & Flowchart Tools (Lucidchart), Digital Promotion Platforms, Email Marketing Platforms (Mailchimp, Brevo, HubSpot), Figma, Google Ads, Google Analytics, Google Gemini, Google Keyword Planner, Google Search Console, Google Trends, Google Workspace, Grammarly, HubSpot, Keyword List, Meta Ads Manager, PPC Platforms, Scheduling Tools, Search Engine (Google), SEO Performance Data, SEO Plugins (Yoast SEO, RankMath), Social Media Management Tools, Social Media Platforms, Spreadsheet, Website Planning Tools (Slickplan, GloopMaps), WordPress Equipment Laptop, desktop, smart phone, printer, projector/smart board, calculator, camera, lens, tripod, reflectors, lighting equipment, backdrop, boom

microphone, headphone, camera battery charger, external hard drive, Lavalier (Lav) Microphone.

PPE

Work dress, blue light protection glasses, sun glasses, umbrella and hat

Learning Materials

- Competency Based Learning Materials (CBLM)
- Reference books
- Hand-outs
- Audio visuals

Infrastructure and training facilities

- ***Theory classroom size:*** Minimum of 1.5 m² per trainee;
- ***Practical Workshop size:*** Minimum of 3 m² per trainee. Variables must be considered depending upon type of skills being taught and the number of trainees participating at a time.

**Module Information:
Digital Marketing Associate**

Module 1
on
Carrying out Fundamentals of Marketing

MODULE INFORMATION

Occupation	Digital Marketing Associate
Competency Area	Carryout fundamentals of Marketing
Module Title	Carrying out fundamentals of Marketing
Module Code	1222-L4-M1
Module Description	This module is structured to provide learners the knowledge, skills and right attitude required to conduct market study, develop marketing mix (7Ps), develop marketing strategy and create marketing content.
Nominal Duration	361 Hours
Qualification	Diploma
Pre-requisite	● Completed class XII
Learning Outcome	1. Conduct Market Study 2. Develop Marketing Mix (7Ps) 3. Develop Marketing Strategy 4. Create Marketing Content

Module Title	Carrying out Fundamentals of Marketing		
Module Code	1222-L4-M1		
Learning Outcome 1	Conduct Market Study		
Duration	Theory: 50 hours	Practical: 84 hours	Total: 134 hours
Assessment Criteria	- Objectives are identified as per job requirement following standard procedures - Product/services are identified as per job requirement following standard procedures - Marketing opportunities are identified as per job requirement following standard procedures - Market segment is identified as per job requirements following standard procedures - Target consumers are identified as per business objectives following standard procedures - Consumer behavior and profile is studied as per job requirement following standard procedures - Competitors are identified as per job requirement following standard procedures - Market research report is prepared as per job requirement following standard procedures		
Content	A1.00 Introductory knowledge - Definition of digital marketing - Importance of digital marketing in modern business - Types of digital marketing - Difference between traditional marketing and digital marketing - Benefits and limitations of digital marketing A1.01 Identifying objective Knowledge - Definition of market - Types of market - Definition of objective - Methods of setting objective framework - Purpose of conducting market study - Mission and vision of business/organization - Definition of research - Types of research - Methods of research Skills - ICT skills - Analytical skills - Communication skills - Observation skills - Planning skills		

	• Decision making skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Ensuring proper use of PPE • Ensuring to follow OHS (Occupational Health and Safety) rules and regulations A1.02 Identifying product/services <i>Knowledge</i> • Definition of product and service • Difference between product and service • Consumer needs and wants <i>Skills</i> • ICT skills • Analytical skills • Market research skills • Communication skills • Planning skills • Problem-solving skills • Decision making skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Customer oriented mindset • Innovative mindset • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations A1.03 Identifying market opportunities <i>Knowledge</i> • Definition of market opportunity • Types of market • Purpose of conducting market study • Market trend analysis • Competitor analysis methods • Business objectives <i>Skills</i> • ICT skills • Analytical skills • Communication skills • Observation skills
--	--

	● Planning skills ● Decision making skills <i>Attitude, safety and environmental concern</i> ● Effective time management ● Being vigilant and patient ● Having work ethics and integrity ● Being a team player ● Customer oriented mindset ● Innovative mindset ● Ensuring proper use of PPE ● Ensuring to follow OHS rules and regulations A1.04 Identifying market segment <i>Knowledge</i> ● Definition of market segmentation ● Purpose of market segmentation ● Types of market segmentation ● Basic data analysis and interpretation <i>Skills</i> ● ICT skills ● Analytical skills ● Communication skills ● Observation skills ● Planning skills ● Decision making skill ● Strategic and critical thinking skills <i>Attitude, safety and environmental concern</i> ● Effective time management ● Being vigilant and patient ● Having work ethics and integrity ● Being a team player ● Ensuring proper use of PPE ● Ensuring to follow OHS rules and regulations A1.05 Identifying target consumer <i>Knowledge</i> ● Definition of target audience ● Purpose of target audience ● Types of consumers ● Definition of targeting strategies ● Type of targeting strategies ● Market analysis <i>Skills</i> ● ICT skills ● Analytical skills ● Communication skills ● Decision making skills
--	--

	• Observation skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations A1.06 Studying consumer behavior and profile <i>Knowledge</i> • Definition of consumer behavior • Definition of consumer profile • Importance of maintaining consumer profile • Factors influencing consumer • Consumer purchase patterns and preference • Consumer profile sheet/format <i>Skills</i> • ICT skills • Analytical skills • Communication skills • Observation skills • Planning skills • Decision making skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations A1.07 Analyzing competitors <i>Knowledge</i> • Definition of competitors • Competitor identification methods • Types of competitors • Methods of data collection • Definition of SWOT • Purpose of SWOT • Importance of analyzing competitors <i>Skills</i> • ICT Skills • Research & data collection skills • Analytical skills • Observation skills
--	--

	• Decision making skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being objective and unbiased • Comparative mindset • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations • Ensuring to maintain data privacy compliance A1.08 Preparing market research report <i>Knowledge</i> • Definition of research report • Purpose of report writing • Basic structure of report • Data analysis methods • Research reporting tools • Fundamentals of infographic and charts • Basic software for report writing • Method of report archiving <i>Skills</i> • ICT Skills • Research & data collection skills • Analytical skills • Observation skills • Decision making skills • Presentation skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Confidentiality awareness • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations • Ensuring to maintain data privacy compliance
Learning Conditions	Learning Materials • Competency Based Learning Materials (CBLM)/Reference materials • Hand-outs • Audio Visuals • Reference books Learning facilities and infrastructure • Classroom with adequate facilities • Information Technology (IT) lab

	• Library Materials • Pen, pencil, note book and report template Digital Tools • Google workspace, spreadsheet, Customer Relation Management (CRM), hubspot and Canva Equipment • Laptop/desktop, Smart phone, Printer and Projector/smart board PPE • Work dress and blue light protection glasses
Instructional Methodologies	The trainer shall use <i>inter alia</i>, the following instructional methods: • Lecture • Interactive discussion • Demonstration • Industrial visit/training • Guided practice • Group practice with project-based learning • Individual practice with problem-based learning
Method of Assessment	The trainer shall use <i>inter alia</i>, the following assessment methods: • Practical observation • Oral/viva-voce • Written test • Assignment • Project work

Module Title	Carrying out fundamental of Marketing		
Module Code	1222-L4-M1		
Learning Outcome 2	Develop Marketing Mix (7Ps)		
Duration	Theory: 28 hours	Practical:48 hours	Total: 64 hours
Assessment Criteria	- Product strategy is developed as per job requirement following standard procedures - Pricing strategy is developed as per job requirement following standard procedures - Place strategy is developed as per job requirement following standard procedures - Promotion strategy is developed as per job requirement following standard procedures - Customer persona is developed as per job requirement following standard procedures - Process strategy is developed as per job requirement following standard procedures - Physical evidence is developed as per job requirement following standard procedure		
Content	A2.01 Developing product strategy Knowledge - Definition of marketing mix - Types of marketing mix - Definition of Product - Types of products - Product Life Cycle (PLC) - Unique Selling Proposition (USP) Skills - ICT skills - Analytical skills - Communication skills - Observation skills - Planning skills - Decision making skills Attitude, safety and environmental concern - Effective time management - Being vigilant and patient - Having work ethics and integrity - Being a team player - Ensuring proper use of PPE - Ensuring to follow OHS rules and regulations A2.02 Developing pricing strategy Knowledge - Definition of pricing		

	• Purpose of pricing • Difference between price and cost • Pricing strategies • Cost analysis • Consumer purchasing behaviour • Competitor pricing analysis Skills • Observation skills • Analytical skills • Planning skills Attitude, safety and environmental concern • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations A2.03 Developing place strategy Knowledge • Definition of place • Definition of distribution channels • Types of distribution channels • Definition of supply chain • Process of supply chain • Importance of market location analysis Skills • ICT skills • Analytical skills • Communication skills • Observation skills • Planning skills • Decision making skills Attitude, safety and environmental concern • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations A2.04 Developing promotion strategy Knowledge • Definition of promotion • Purpose of promotion • Types of promotion • Definition of brand management and positioning
--	--

	• Importance of brand management and positioning Skills • ICT skills • Analytical skills • Market research skills • Communication skills • Planning skills • Problem-solving skills • Project management skills Attitude, safety and environmental concern • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Having customer-oriented mindset • Having innovative and proactive mindset • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations A2.05 Developing customer persona Knowledge • Definition of customer persona • Purpose of developing customer persona • Types of customer persona • Importance of customer persona in marketing and promotion strategy • Key components of a customer persona • Customer journey map • Basic methods of analyzing customer data • Customer experience concepts • Ethical use of customer information and data privacy Skills • ICT skills • Analytical skills • Market research skills • Communication skills • Planning skills • Problem-solving skills • Project management skills Attitude, safety and environmental concern • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Having customer-oriented mindset • Having innovative and proactive mindset • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations
--	--

	A2.06 Developing process strategy Knowledge • Definition of process strategy • Purpose and importance of process strategy • Customer journey and service delivery process • Workflow and operational efficiency concepts • Process mapping concepts • Digital process automation concepts • Methods of improving operational process efficiency Skills • ICT skills • Analytical skills • Market research skills • Communication skills • Planning skills • Problem-solving skills • Project management skills Attitude, safety and environmental concern • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Having customer-oriented mindset • Having innovative and proactive mindset • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations A2.07 Developing physical evidence Knowledge • Definition of physical evidence in marketing • Importance of physical evidence in marketing • Types of physical evidence • Basic branding principles • visual communication principles • Design principles and layout • Digital and physical promotion materials Skills • ICT skills • Analytical skills • Market research skills • Communication skills • Planning skills • Problem-solving skills • Project management skills Attitude, safety and environmental concern • Effective time management
--	---

	• Being vigilant and patient • Having work ethics and integrity • Being a team player • Having customer-oriented mindset • Having innovative and proactive mindset • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations
Learning Conditions	Learning Materials • Competency Based Learning Materials (CBLM) • Hand-outs • Audio Visuals • Reference books Learning facilities and infrastructure • Classroom with adequate facilities • Information Technology (IT) lab • Library Materials • Pen, pencil and note book Digital Tools • Spreadsheet, google workspace, designing software (canva) and AI tools Equipment • Desktop/Laptop and calculator PPE • Workshop dress and blue light protection glasses
Instructional Methodologies	The trainer shall use <i>inter alia</i>, the following instructional methods: • Lecture • Interactive discussion • Demonstration • Industrial visit/training • Guided practice • Group practice with project-based learning • Individual practice with problem-based learning
Method of Assessment	The trainer shall use <i>inter alia</i>, the following assessment methods: • Practical observation • Oral/viva-voce • Written test • Assignment • Project work

Module Title	Carrying out Fundamental of Marketing		
Module Code	1222-L4-M1		
Learning Outcome 3	Develop marketing Strategy		
Duration	Theory: 32 hours	Practical: 60 hours	Total: 92 hours
Assessment Criteria	• Case study on strategy is conducted per job requirement following standard procedures • Strategy planning tools is applied as per job requirement following standard procedures • Unique Value Proposition (UVP) is determined as per job requirement following standard procedures • Marketing promotion platform is identified as per job requirement following standard procedures • Budget is planned as per job requirement following standard procedures • Implementation plan is developed as per job requirement following standard procedures • Key Performance Indicators (KPI) are set as per job requirement following standard procedures		
Content	A3.01 Conducting case studies on strategy plan <i>Knowledge</i> • Purpose of conducting case studies on strategy planning • Methods of strategy planning • Basic concept on question development • Definition of marketing funnel • Stages of marketing funnel <i>Skills</i> • ICT skills • Analytical skills • Market research skills • Communication skills • Planning skills • Problem-solving skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being innovative and proactive mindset • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations A3.02 Applying strategy planning tools <i>Knowledge</i> • Types of planning tools • Usage of planning tools		

	<i>Skills</i> • ICT skills • Analytical skills • Communication skills • Observation skills • Planning skills • Decision making skill <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being innovative and proactive mindset • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations A3.03 Determining Unique Value Proposition (UVP) <i>Knowledge</i> • Definition of Unique Value Proposition (UVP) • Type of UVP • Difference between consumer needs and preferences <i>Skills</i> • ICT skills • Analytical skills • Communication skills • Observation skills • Planning skills • Decision making skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being innovative and proactive mindset • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations A3.04 Identifying market promoting platform <i>Knowledge</i> • Definition of promotion platform analytics • Types of promotion platform • Purpose of audience segmentation • Purpose of media planning • Marketing trends
--	---

	<i>Skills</i> • ICT skills • Analytical skills • Communication Skills • Research skills • Strategic planning skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being innovative and proactive mindset • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations A3.05 Planning budget <i>Knowledge</i> • Definition of budget • Budgeting principles • Cost estimation techniques • Financial reporting • Definition of Return On Investment (ROI) • ROI calculation • Definition of budget forecast • Purpose of budget forecast <i>Skills</i> • ICT skills • Analytical skills • Planning skills • Decision making skills • Negotiation skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Ensuring proper use of PPE • Ensuring to follow OHS (Occupational Health and Safety) rules and regulations • Ensuring to handle financial data securely. • Ensuring to maintain confidentiality and avoid unauthorized access to budget sheets A3.06 Developing implementation plan <i>Knowledge</i> • Definition of project
--	--

	• Definition of project management • Types of project management • Roles and responsibilities of project management • Project management process (PMI) • Basic concepts of risk and contingency planning Skills • ICT skills • Analytical skills • Communication skills • Observation skills • Planning skills • Decision making skills • Strategic and critical thinking skills Attitude, safety and environmental concern • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations A3.07 Setting Key Performance Indicator (KPI) Knowledge • Definition of Key Performance Indicators (KPI) • KPI templates/framework • Digital marketing performance metrics Skills • ICT skills • Analytical skills • Communication skills • Observation skills • Planning skills • Decision making skills • Strategic and critical thinking skills Attitude, safety and environmental concern • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations
--	---

Learning Conditions	Learning Materials • Competency Based Learning Materials (CBLM) • Hand-outs • Audio Visuals • Reference books Learning facilities and infrastructure • Classroom with adequate facilities • Information Technology (IT) lab • Library Materials • Pen, pencil and notebook Digital Tools • Spreadsheet, google workspace, budget templates, online software (google analytics and databox) Equipment • Laptop/desktop, calculator and smart board PPE • Work dress and blue light protection glasses
Instructional Methodologies	The trainer shall use <i>inter alia</i>, the following instructional methods: • Lecture • Interactive discussion • Demonstration • Industrial visit/training • Guided practice • Group practice with project-based learning • Individual practice with problem-based learning
Method of Assessment	The trainer shall use <i>inter alia</i>, the following assessment methods: • Practical observation • Oral/viva-voce • Written test • Assignment • Project work

Module Title	Carrying out Fundamental of Marketing		
Module Code	1222-L4-M1		
Learning Outcome 4	Create Marketing Content		
Duration	Theory: 21 hours	Practical: 50 hours	Total: 71 hours
Assessment Criteria	• Case study is conducted as per job requirement following standard procedures • Advertising plan is developed as per job requirement following standard procedures • Marketing message is written as per job requirement following standard procedures • Marketing content are created using tools as per job requirement following standard procedures		
Content	A4.01 Conducting case studies Knowledge • Definition and purpose of case studies • Types of case studies • Importance of case studies • Key parts of case studies • Definition of marketing content • Type of marketing content Skills • ICT skills • Analytical skills • Market research skills • Communication skills • Planning skills • Problem-solving skills • Critical thinking skills Attitude, safety and environmental concern • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being innovative and proactive mindset • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations A4.02 Developing advertising plan Knowledge • Definition of advertisement • Types of advertisement • Principles of advertisement • Advertising strategies		

	<i>Skills</i> • Research skills • Market analysis skills • Analytical skills • Planning skills • Decision making skills • Communication skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being innovative and proactive mindset • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations A4.03 Writing marketing message <i>Knowledge</i> • Definition of marketing message • Types of marketing message • Types of marketing platform • Kipling method (5W1H) • Definition of copywriting • Techniques of copywriting • Characteristics of copywriting • Definition of Call To Action (CTA) • Importance of CTA <i>Skills</i> • ICT skills • Analytical skills • Data Analysis skills • Observation skills • Planning skills • Decision making skills • Copywriting skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being innovative and proactive mindset • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations A4.04 Creating marketing content using tools <i>Knowledge</i> • Definition of content creation tools
--	---

	• Types of content creation tools • Purpose of using content creation tools Skills • ICT skills • Copywriting skills • Analytical skills • Observation skills • Planning skills • Decision making skills Attitude, safety and environmental concern • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being innovative and proactive mindset • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations
Learning Conditions	Learning Materials • Competency Based Learning Materials (CBLM) • Hand-outs • Audio Visuals • Reference books Learning facilities and infrastructure • Classroom with adequate facilities • Information Technology (IT) lab • Library Materials • Pen, pencil, notebook, target audience data and market research data Digital Tools • Google workspace, Grammarly, google Ads, Meta Ads Manager and Canva, Adobe tools and Capcut Equipment • Laptop/desktop and smart board PPE • Work dress and blue light protection glasses

Instructional Methodologies	The trainer shall use <i>inter alia</i>, the following instructional methods: • Lecture • Interactive discussion • Demonstration • Industrial visit/training • Guided practice • Group practice with project-based learning • Individual practice with problem-based learning
Method of Assessment	The trainer shall use <i>inter alia</i>, the following assessment methods: • Practical observation • Oral/viva-voce • Written test • Assignment • Project work

Module 2 on Carryout Content Creation

MODULE INFORMATION

Occupation	Digital Marketing Associate
Competency Area	Carryout Content Creation
Module Title	Carrying out Content Creation
Module Code	1222-L4-M2
Module Description	This module is structured to provide learners with the knowledge, skills and right attitude required to perform content writing, conduct photography, create graphic design and conduct videography
Nominal Duration	317 Hours
Certificate level/Qualification	Diploma
Pre-requisite	Completed module 1222- L4-M1
Learning Outcome	1. Perform content writing 2. Conduct photography 3. Create graphic design 4. Conduct videography

Module Title	Carrying out content creation		
Module Code	1222-L4-M2		
Learning Outcome 1	Perform content writing		
Duration	Theory: 13 hours	Practical: 22 hours	Total: 35 hours
Assessment Criteria	- Content requirement is identified as per job requirement following standard procedures - Research is conducted as per the job requirement following standard procedures - Content is written as per job requirement following standard procedures		
Content	B1.01 Identifying content requirement Knowledge - Importance of marketing content - Methods of content research - Elements of content writing format - Technical specifications of content writing Skills - ICT skills - Analytical skills - Communication skills - Observation skills - Planning skills - Decision making skills - Copywriting skills Attitude, safety and environmental concern - Effective time management - Being vigilant and patient - Having work ethics and integrity - Being a team player - Ensuring proper use of PPE - Ensuring to follow OHS rules and regulations B1.02 Conducting research Knowledge - Key areas of content research - Importance of conducting research for content writing Skills - ICT skills - Analytical skills - Communication skills - Observation skills - Planning skills - Decision making skills		

	• Information management skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations B1.03 Writing content <i>Knowledge</i> • Definition of content planning • Purpose of content planning • Type of content planning • Content writing techniques • Definition of content editing • Purpose of content editing • Legal and ethical knowledge on content writing <i>Skills</i> • ICT skills • Analytical skills • Communication skills • Observation skills • Planning skills • Decision making skills • Copywriting skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations
Learning Conditions	Learning Materials • Competency Based Learning Materials (CBLM) • Hand-outs • Audio Visuals • Reference books Learning facilities and infrastructure • Classroom with adequate facilities • Information Technology (IT) lab • Library

	Materials • Pen, pencil, notebook and research reports Digital Tools • Google workspace and MS office Equipment • Laptop/desktop and smart board PPE • Work dress and blue light protection glasses
Instructional Methodologies	The trainer shall use <i>inter alia</i>, the following instructional methods: • Lecture • Interactive discussion • Demonstration • Industrial visit/training • Guided practice • Group practice with project-based learning • Individual practice with problem-based learning
Method of Assessment	The trainer shall use <i>inter alia</i>, the following assessment methods: • Practical observation • Oral/viva-voce • Written test • Assignment • Project work

Module Title	Carrying out Content Creation		
Module Code	1222- L4-M2		
Learning Outcome 2	Conduct Photography		
Duration	Theory: 26 hours	Practical: 48 hours	Total: 74 hours
Assessment Criteria	- Photography concept is planned as per job requirement following standard procedures - Photos are captured as per job requirement following standard procedures - Photo is edited as per job requirement following standard procedures		
Content	B2.01 Planning photography concept <i>Knowledge</i> - Definition of photography - Purpose of photography - Definition of image - Types of image formats - Types of cameras - Key features of camera and its function - Types of camera angle <i>Skills</i> - ICT skills - Analytical skills - Communication skills - Observation skills - Planning skills - Decision making skills <i>Attitude, safety and environmental concern</i> - Effective time management - Being vigilant and patient - Having work ethics and integrity - Being a team player - Ensuring proper use of PPE - Ensuring to follow OHS rules and regulations B2.02 Capturing photos <i>Knowledge</i> - Principles of photography - Definition of lighting - Types of basic lighting - Ethics and legal requirements for photography <i>Skills</i> - Using camera - Photographing skills - Analytical skills - Communication skills - Observation skills		

	• Planning skills • Decision making skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Having professional mindset • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations • Ensuring to handle equipment safely B2.03 Editing photo <i>Knowledge</i> • Introduction to photo editing • Definition and purpose of colour theory • Definition of colour correction • Purpose of colour correction • Techniques and tools of colour correction • Types of photo file format <i>Skills</i> • ICT skills • Analytical skills • Communication skills • Observation skills • Planning skills • Decision making skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Having professional mindset • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations
Learning Conditions	Learning Materials • Competency Based Learning Materials (CBLM) • Hand-outs • Audio Visuals • Reference books Learning facilities and infrastructure • Classroom with adequate facilities • Information Technology (IT) lab • Library

	Materials • Pen, pencil, note book and SD card Digital Tools • Lightroom and photoshop Equipment • Laptop/desktop/ Smart phone, camera, lens, tripod, reflectors, lighting, backdrop and smart board PPE • Work dress and blue light protection glasses
Instructional Methodologies	The trainer shall use <i>inter alia</i>, the following instructional methods: • Lecture • Interactive discussion • Demonstration • Industrial visit/training • Guided practice • Group practice with project-based learning • Individual practice with problem-based learning
Method of Assessment	The trainer shall use <i>inter alia</i>, the following assessment methods: • Practical observation • Oral/viva-voce • Written test • Assignment • Project work

Module Title	Carrying out Content Creation		
Module Code	1222-L4-M2		
Learning Outcome 3	Create graphic design		
Duration	Theory: 20 hours	Practical: 50 hours	Total: 70 hours
Assessment Criteria	- Graphic design concept is planned as per job requirements following standard procedures - Graphic design is developed as per job requirement following standard procedures - File is exported as per job requirement following standard procedures		
Content	B3.01 Planning graphic design concept Knowledge - Definition of graphic designing - Definition of typography - File conversion and its importance Skills - ICT skills - Analytical skills - Communication skills - Observation skills - Planning skills - Decision making skills - Creativity & Innovation skills Attitude, safety and environmental concern - Effective time management - Being vigilant and patient - Having work ethics and integrity - Being a team player - Having creativity and innovation mindset - Ensuring proper use of PPE - Ensuring to follow OHS (Occupational B3.02 Developing design Knowledge - Principles of graphic design - Types of design software - Interface of design software - Layout and composition theory - Branding and visual identity - Definition of colour scheme and its purpose Skills - ICT skills - Observation skills - Planning skills - Decision making skills		

	• Problem-solving skills • Creativity skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Having creativity and innovation mindset • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations B3.03 Exporting file <i>Knowledge</i> • Purpose of exporting file • Types of design file formats <i>Skills</i> • ICT skills • Observation skills • Organizing skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations
--	---

Learning Conditions	Learning Materials • Competency Based Learning Materials (CBLM) • Hand-outs • Audio Visuals • Reference books Learning facilities and infrastructure • Classroom with adequate facilities • Information Technology (IT) lab • Library Materials • Pen, pencil and notebook Digital Tools • Google workspace, Adobe suits, Canva and Figma Equipment • Laptop/desktop and smart board PPE • Work dress and blue light protection glasses
Instructional Methodologies	The trainer shall use <i>inter alia</i>, the following instructional methods: • Lecture • Interactive discussion • Demonstration • Industrial visit/training • Guided practice • Group practice with project-based learning • Individual practice with problem-based learning
Method of Assessment	The trainer shall use <i>inter alia</i>, the following assessment methods: • Practical observation • Oral/viva-voce • Written test • Assignment • Project work

Module Title	Carrying out Content Creation		
Module Code	1222- L4-M2		
Learning Outcome 4	Conduct videography		
Duration	Theory: 36 hours	Practical: 102 hours	Total: 138 hours
Assessment Criteria	• Videography script is developed as per job requirement following standard procedures • Videography production is planned as per job requirement following standard procedures • Video shooting is performed as per job requirement following standard procedures • Video is edited as per the job requirement following standard procedures • Video contents are published as per job requirement following standard procedures		
Content	B4.01 Developing videography script Knowledge • Fundamentals of storytelling • Definition of script • Purpose of script writing • Script writing fundamentals • Key components of script • Definition of storyboard Skills • ICT skills • Analytical skills • Communication skills • Observation skills • Planning skills • Decision making skills • Story telling skills Attitude, safety and environmental concern • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Having creativity and innovation • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations B4.02 Planing video production process Knowledge • Definition of videography • Types of production • Definition of video production • Types of videos Skills • ICT skills		

	• Analytical skills • Communication skills • Observation skills • Planning skills • Decision making skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Having creativity and innovation • Ensuring proper use of PPE • Ensuring to follow OHS (Occupational B4.03 Performing video shooting <i>Knowledge</i> • Visual rules • Basic of sound recording • Methods of sound recording <i>Skills</i> • Using camera • Analytical skills • Communication skills • Observation skills • Planning skills • Decision making skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being creativity and innovative • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations • Ensuring to handle the videography equipment safely B4.04 Editing video <i>Knowledge</i> • Definition of clips • Definition of footage • Difference between clip and footage • Video editing techniques <i>Skills</i> • ICT skills • Analytical skills • Communication skills
--	--

	• Observation skills • Planning skills • Decision making skills • Colour correction skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being creativity and innovative • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations • Ensuring to handle the videography equipment safely • Ensuring to properly setup workstation as per requirement • Ensuring to properly manage eyes strain B4.05 Publishing video content <i>Knowledge</i> • Definition of thumbnail • Video files and compression • Video resolution and aspect ratio • Copyright and content policies • Importance of privacy and publishing setting <i>Skills</i> • ICT skills • Analytical skills • Communication skills • Observation skills • Planning skills • Decision making skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being creativity and innovative • Ensuring proper use of PPE • Ensuring to follow OHS (Occupational Health and Safety) rules and regulations • Ensuring to properly setup workstation as per requirement • Ensuring to properly manage eyes strain
Learning Conditions	Learning Materials • Competency Based Learning Materials (CBLM) • Hand-outs • Audio Visuals • Reference books

	Learning facilities and infrastructure • Classroom with adequate facilities • Information Technology (IT) lab • Library Materials: • Pen, pencil, notebook and SD cards Digital tools • Adobe suits, canva and MS office Equipment • Laptop/desktop/ smart phone, camera, lens, lighting equipment, smartphone tripod, reflectors, boom microphone and smart board PPE • Work dress and blue light protection glasses, sun glass, umbrella and hat
Instructional Methodologies	The trainer shall use <i>inter alia</i>, the following instructional methods: • Lecture • Interactive discussion • Demonstration • Industrial visit/training • Guided practice • Group practice with project-based learning • Individual practice with problem-based learning
Method of Assessment	The trainer shall use <i>inter alia</i>, the following assessment methods: • Practical observation • Oral/viva-voce • Written test • Assignment • Project work

Module 3
on
Carryout Digital Advertising and Marketing

MODULE INFORMATION

Occupation	Digital Marketing Associate
Competency Area	Carryout Digital Advertising and Marketing
Module Title	Carrying out Digital Advertising and Marketing
Module Code	1222-L4-M3
Module Description	This module is structured to provide learners with the knowledge, skills and right attitude required to develop website, use Search Engine Optimization (SEO), perform email marketing, use AI tools, manage social media, conduct influencer marketing and use Pay-Per Click (PPC).
Nominal Duration	766 Hours
Certificate Level/Qualification	Diploma
Pre-requisite	Completed 1222- L4-M2
Learning Outcome	1. Develop website 2. Use Search Engine Optimization (SEO) 3. Perform email marketing 4. Use AI tools 5. Manage social media 6. Conduct influencer marketing 7. Use Pay-Per Click (PPC)

Module Title	Carrying out Digital Advertising and Marketing		
Module Code	1222-L4-M3		
Learning Outcome 1	Develop Website		
Duration	Theory: 48 hours	Practical:138 hours	Total: 186 hours
Assessment Criteria	- Website structure is planned as per job requirement following standard procedures - Website platform is chosen as per job requirement following standard procedures - Availability of domain name is checked as per job requirement following standard procedure - Heading is developed as per the job requirement following standard procedures - Content is developed as per job requirement following standard procedures		
Content	C1.01 Planning website structure Knowledge - Definition of website - Purpose of website - Types of websites - Website design principles - User Experience (UX) and User Interface (UI) concepts - Definition of sitemap - Introduction of google search console - Website navigation and information hierarchy - Accessibility standards and usability guidelines Skills - ICT skills - Analytical skills - Planning skills - Problem-solving skills Attitude, safety and environmental concern - Effective time management - Being vigilant and patient - Having work ethics and integrity - Being a team player - Being customer oriented - Being creative Innovative - Ensuring proper use of PPE - Ensuring to follow OHS rules and regulations - Ensuring to properly setup workstation as per requirement - Ensuring to properly manage eyes strain C1.02 Choosing website platform Knowledge - Definition of website platform - Types of website platforms - Purpose of hosting and domain management		

	• Content management systems (WordPress, Blogger, etc.) • Difference among .org, .com, .bt • Introduction to programming language • Basic HTML and CSS Skills • ICT skills • Analytical skills • Planning skills • Problem-solving skills • Research skills • Decision making skills Attitude, safety and environmental concern • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being customer oriented • Being innovative and creative • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations • Ensuring to properly setup workstation as per requirement • Ensuring to properly manage eyes strain C1.03 Checking availability of domain name Knowledge • Definition of domain name • Purpose of domain • Types of domain name and extension • Structure of domain Skills • ICT skills • Analytical skills • Keyword research skill • Observation skills • Planning skills • Decision making skills Attitude, safety and environmental concern • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being customer oriented • Being innovative and creative • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations
--	---

	C1.04 Developing heading <i>Knowledge</i> • Definition of heading and subheading • Purpose of heading and subheading • Keyword research concept • Information architecture <i>Skills</i> • ICT skills • Analytical skills • SEO writing skills • Copywriting skills • Planning skills • Problem-solving skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being customer oriented • Being innovative and creative • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations C1.05 Developing content <i>Knowledge</i> • Principles of content marketing • Audience engagement strategies • Types of website content • Content structure and readability • Content keywords • Fundamentals of digital content publishing <i>Skills</i> • Content writing skills • Research skills • Analytical skills • Creative Thinking skill • Communication skills • Planning and organization skill <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being customer oriented • Being innovative and creative • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations
--	--

Learning Conditions	Learning Materials • Competency Based Learning Materials (CBLM) • Hand-outs • Audio Visuals • Reference books Learning facilities and infrastructure • Classroom with adequate facilities • Information Technology (IT) lab • Library Materials • Pen, note book, content guidelines, target audience information, keyword list (provided from keyword research task) Digital Tools • Website planning tools (Slickplan, Gloomaps), diagram & flowchart tools (lucidchart), wordpress, google, google keyword planner, blogger and SEO plugins (Yoast SEO, RankMath, etc.), cloud (hosting or storage) Equipment • Laptop/desktop and smart board PPE • Work dress and blue light protection glass
Instructional Methodologies	The trainer shall use <i>inter alia</i>, the following instructional methods: • Lecture • Interactive discussion • Demonstration • Industrial visit/training • Guided practice • Group practice with project-based learning • Individual practice with problem-based learning
Method of Assessment	The trainer shall use <i>inter alia</i>, the following assessment methods: • Practical observation • Oral/viva-voce • Written test • Assignment • Project work

Module Title	Carrying out Digital Advertising and Marketing		
Module Code	1222- L4-M3		
Learning Outcome 2	Use Search Engine Optimization (SEO)		
Duration	Theory: 42 hours	Practical: 78 hours	Total: 120 hours
Assessment Criteria	• Keyword research is conducted as per job requirement following standard procedures • Title tag and meta description is optimized as per job requirement following standard procedures • Content and heading are optimized as per job requirement following standard procedures • Internal linking is developed as per job requirement following standard procedures • Backlink and external promotion are created as per job requirement following standard procedures • Website performances are analyzed as per job requirement following standard procedures		
Content	C2.01 Conducting keyword research Knowledge • Definition of Search Engine Optimization (SEO) • Principles of SEO • Types of SEO • Definition of local SEO • Purpose of local SEO • Terminology of SEO • Definition of keywords • Types of keywords • Methods of keyword research • Types of search intent • Definition of keywords research metrics • Definition of search intent • Purpose of search intent Skills • ICT skills • Analytical skills • Communication skills • Observation skills • Planning skills • Decision making skills Attitude, safety and environmental concern • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being customer oriented • Being innovative and creative • Ensuring proper use of PPE		

	• Ensuring to follow OHS rules and regulations C2.02 Optimizing title tag and meta description <i>Knowledge</i> • Definition of title tag • Types of title tag • Role and importance of title tag • Definition of caption • Best practices of title tagging • Fundamentals of websites title tags management • Definition of meta description • Purpose of meta description <i>Skills</i> • ICT skills • Analytical skills • Communication skills • Observation skills • Planning skills • Decision making skill <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being customer oriented • Being innovative and creative • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations C2.03 Optimizing content and heading <i>Knowledge</i> • Definition of Content and Heading Optimization • Importance of content and heading optimization • Content audit techniques <i>Skills</i> • ICT skills • Analytical skills • Communication skills • Observation skills • Planning skills • Decision making skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being innovative and creative • Ensuring appropriate use of PPE • Ensuring to follow OHS rules and regulation
--	---

	C2.04 Developing internal linking Knowledge • Definition of internal linking • Purpose of internal linking • Type of internal linking • Principles of website architecture • Definition of anchor text • Strategies of keyword mapping and anchor text • Tracking and analytics for internal link performance Skills • ICT skills • Analytical skills • Negotiation skills • Observation skills • Planning skills • Decision making skills Attitude, safety and environmental concern • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being customer oriented • Being innovative and creative • Ensuring proper use of PPE • Ensuring to follow OHS rules and regulations C2.05 Creating back link and external promotion Knowledge • Definition of backlinks • Purpose of backlinks • Types of backlinks • Methods of backlinks • Outreach and relationship building Skills • ICT skills • Analytical skills • Negotiation skills • Observation skills • Planning skills • Decision making skills Attitude, safety and environmental concern • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being customer oriented • Being innovative and creative • Ensuring proper use of PPE
--	---

	- Ensuring to follow OHS rules and regulations C2.06 Analyzing website performance Knowledge - Definition of traffic data - Types of traffic data - Definition of technical SEO - Key components of technical SEO - Importance of analyzing website performance - Tools to measure website performance Skills - ICT skills - Data collection skills - Report writing skills - Analytical skills - Observation skills - Planning skills - Decision making skills Attitude, safety and environmental concern - Effective time management - Being vigilant and patient - Having work ethics and integrity - Being a team player - Being innovative and creative - Ensuring appropriate use of PPE - Ensuring to follow OHS rules and regulation
Learning Conditions	Learning Materials - Competency Based Learning Materials (CBLM) - Hand-outs - Audio Visuals - Reference books Learning facilities and infrastructure - Classroom with adequate facilities - Information Technology (IT) lab - Library Materials - Pen, pencil, note book, SEO performance data and target audience data Digital Tools - Online Software (Google keyword planner, Ahrefs, Google Trends), google workspace, google Search Console, CMS, wordpress, screaming frog and google analytics Equipment - Laptop/desktop/ smartphone and smart board

	PPE • Work dress and blue light protection glasses
Instructional Methodologies	The trainer shall use <i>inter alia</i> , the following instructional methods: • Lecture • Interactive discussion • Demonstration • Industrial visit/training • Guided practice • Group practice with project-based learning • Individual practice with problem-based learning
Method of Assessment	The trainer shall use <i>inter alia</i> , the following assessment methods: • Practical observation • Oral/viva-voce • Written test • Assignment • Project work

Module Title	Carrying out Digital Advertising and Marketing		
Module Code	1222-L4-M3		
Learning Outcome 3	Perform Email Marketing		
Duration	Theory: 42 hours	Practical: 90 hours	Total: 132 hours
Assessment Criteria	- Subscriber list is managed as per job requirement following standard procedures - Email campaign is designed as per job requirements, following standard procedures - Email content is created as per job requirement following standard procedure - Objectives are identified as per the job requirement following standard procedures - Email campaign is executed as per job requirements, following standard procedures - Email result is evaluated as per job requirement following standard procedures		
Content	C3.01 Managing subscriber list <i>Knowledge</i> - Definition of email marketing - Definition of database - Purpose of database - Methods of subscriber data collection - Definition of Consumer Relationship Management (CRM) - Purpose of CRM - Email list cleaning techniques - Definition and importance of compliance regulations <i>Skills</i> - ICT skills - Analytical skills - Communication skills - Observation skills - Planning skills - Decision making skill - Organizing skill - Management skill - Digital literacy skills <i>Attitude, safety and environmental concern</i> - Effective time management - Being vigilant and patient - Having work ethics and integrity - Being a team player - Being innovative and creative - Ensuring appropriate use of PPE - Ensuring to follow OHS rules and regulation		

	C3.02 Designing email campaign • Email campaign design principles • Definition of mailchimp and HubSpot • Advantages and disadvantages of email marketing • Email marketing platforms (Mailchimp, HubSpot, etc.) • Responsive email design • Types of email campaign • Email campaign matrix <i>Skills</i> • ICT skills • Analytical skills • Content writing skills • Communication skills • Planning and organization skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being innovative and creative • Ensuring appropriate use of PPE • Ensuring to follow OHS rules and regulation C3.03 Creating email content <i>Knowledge</i> • Definition of subject line • Purpose of subject line • Types of email content • Components of email <i>Skills</i> • ICT skills • Data collection skills • Copywriting skills • Report writing skills • Observation skills • Planning skills • Decision making skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being innovative and creative • Ensuring appropriate use of PPE • Ensuring to follow OHS rules and regulation
--	--

	C3.04 Using automation tools <i>Knowledge</i> • Definition of email automation • Purpose of email automation • Benefits of email automation tools • Content design for email automation tool for campaign • Integration of email tools with website <i>Skills</i> • ICT skills • Communication skills • Observation skills • Planning skills • Decision making skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being innovative and creative • Ensuring appropriate use of PPE • Ensuring to follow OHS rules and regulation C3.05 Executing email campaign <i>Knowledge</i> • Definition and purpose of email marketing execution • Email campaign scheduling and automation • Email marketing metrics • Email deliverability and spam compliance • Definition of email marketing metrics • Key email marketing metrics and formula <i>Skills</i> • ICT skills • Content writing skills • Communication skills • Planning and organization skill • Data management skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being innovative and creative • Ensuring appropriate use of PPE • Ensuring to follow OHS rules and regulation
--	--

	C3.06 Evaluating email result Knowledge • Definition and purpose of email campaign evaluation • Importance of email marketing analytics • A/B testing in email marketing Skills • ICT skills • Analytical skills • Communication skills • Observation skills • Basic Report writing Skills • Data interpretation skills Attitude, safety and environmental concern • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being innovative and creative • Ensuring appropriate use of PPE • Ensuring to follow OHS rules and regulation
Learning Conditions	Learning Materials • Competency Based Learning Materials (CBLM) • Hand-outs • Audio Visuals • Reference books Learning facilities and infrastructure • Classroom with adequate facilities • Information Technology (IT) lab • Library Materials • Pen, note book and analytics report Digital tools • Email marketing platform (Mailchimp, Zoho, Brevo, HubSpot, etc.), Google workspace, Canva/Adobe tools, Content Management Systems (WordPress, etc.), Hubspot and Grammarly. Equipment • Laptop/desktop and smart board PPE • Work dress and blue light protection glasses

Instructional Methodologies	The trainer shall use <i>inter alia</i>, the following instructional methods: • Lecture • Interactive discussion • Demonstration • Industrial visit/training • Guided practice • Group practice with project-based learning • Individual practice with problem-based learning
Method of Assessment	The trainer shall use <i>inter alia</i>, the following assessment methods: • Practical observation • Oral/viva-voce • Written test • Assignment • Project work

Module Title	Carrying out digital advertising and marketing		
Module Code	1222- L4-M3		
Learning Outcome 4	Use AI tools		
Duration	Theory: 16 hours	Practical: 24 hours	Total: 40 hours
Assessment Criteria	• Market research is conducted using AI tools as per job requirement following standard procedures • Data are analyzed using AI as per job requirement following standard procedures • Content is created using AI tools as per job requirement following standard procedures		
Content	C4.01 Conducting market research using AI Knowledge • Definition of Artificial Intelligence (AI) • Fundamental on AI prompt engineering • Market research basics • AI tools for research • Ethical use of AI Skills • ICT skills • Analytical skills • Communication skills • Data interpretation skills • Research skills • Planning skills • Decision making skills • Digital literacy skills Attitude, safety and environmental concern • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being innovative and creative • Ensuring appropriate use of PPE • Ensuring to follow OHS rules and regulation C4.02 Analyzing data using AI • AI applications in collecting and analyzing data • Advantages and disadvantages of AI tools • Types of AI tools for data analytics Skills • ICT skills • Analytical skills • Communication skills • Observation skills • Planning skills • Decision making skill		

	• Interpretation skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being innovative and creative • Ensuring appropriate use of PPE • Ensuring to follow OHS rules and regulation C4.03 Creating content using AI tools <i>Knowledge</i> • Definition and purpose of AI generated content • Types of AI tools used for content creation • AI tools for idea generation, designing concept and quality checking • Digital content formats <i>Skills</i> • ICT skills • Communication skills • Observation skills • Planning skills • Editing skills • Data interpretation skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being innovative and creative • Ensuring appropriate use of PPE • Ensuring to follow OHS rules and regulation
Learning Conditions	Learning Materials • Competency Based Learning Materials (CBLM)/Reference materials • Hand-outs • Audio Visuals • Reference books Learning facilities and infrastructure • Classroom with adequate facilities • Information Technology (IT) lab • Library Materials • Pen and note book Digital tools • AI tools, social media platforms, AI research tools and internet access

	Equipment • Laptop/desktop and smart board PPE • Work dress and blue light protection glasses
Instructional Methodologies	The trainer shall use <i>inter alia</i>, the following instructional methods: • Lecture • Interactive discussion • Demonstration • Industrial visit/training • Guided practice • Group practice with project-based learning • In • dividual practice with problem-based learning
Method of Assessment	The trainer shall use <i>inter alia</i>, the following assessment methods: • Practical observation • Oral/viva-voce • Written test • Assignment • Project work

Module Title	Carrying out Digital Advertising and Marketing		
Module Code	1222-L4-M3		
Learning Outcome 5	Manage Social Media		
Duration	Theory: 31 hours	Practical: 60 hours	Total: 91 hours
Assessment Criteria	• Social media strategy is developed as per job requirement following standard procedures • Social media campaign is drafted as per job requirement following standard procedures • Social media campaigns are run as per job requirement following standard procedures • Paid advertising campaigns are managed as per job requirement following standard procedures • Engagement metrics are analyzed as per job requirement following standard procedures		
Content	C5.01 Developing social media strategy Knowledge • Fundamentals of social media marketing • Importance of social media platform • Types of social media platform • Content marketing principles • Social media algorithms and platform trends • Online reputation management • Legal and ethical considerations Skills • ICT skills • Planning skills • Problem-solving skills • Decision making skills • Data interpretation skills Attitude, safety and environmental concern • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being customer oriented • Being innovative and creative • Ensuring appropriate use of PPE • Ensuring to follow OHS rules and regulation C5.02 Drafting social media campaign Knowledge • Social media marketing principles • Platform-specific content formats • Branding, messaging and visual identity guidelines • Hashtag and CTA best practices • Introduction to social media content calendar		

	● Importance of social media content calendar <i>Skills</i> ● ICT skills ● Planning skills ● Problem-solving skills ● Critical thinking skills ● Research skills ● Decision making skills ● Data interpretation skills <i>Attitude, safety and environmental concern</i> ● Effective time management ● Being vigilant and patient ● Having work ethics and integrity ● Being a team player ● Being customer oriented ● Being innovative and creative ● Ensuring appropriate use of PPE ● Ensuring to follow OHS rules and regulation C5.03 Running social media campaign <i>Knowledge</i> ● Purpose of content scheduling tools ● Types of content scheduling tools ● Content posting strategies ● Audience engagement techniques <i>Skills</i> ● ICT skills ● Communication skills ● Social media management skills ● Observation skills <i>Attitude, safety and environmental concern</i> ● Effective time management ● Being vigilant and patient ● Having work ethics and integrity ● Being a team player ● Being customer oriented ● Being innovative and creative ● Ensuring appropriate use of PPE ● Ensuring to follow OHS rules and regulation C5.04 Managing paid ad campaigns <i>Knowledge</i> ● Definition of paid ads ● Types of paid ads platforms ● Ads targeting and budgeting ● Marketing strategy and campaign objectives <i>Skills</i> ● ICT skills ● Analytical skills
--	--

	• Decision making skills • Communication skills • Social media management skills • Observation skills • Content writing skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being customer oriented • Being innovative and creative • Ensuring appropriate use of PPE • Ensuring to follow OHS rules and regulation C5.05 Analyzing engagement metrics <i>Knowledge</i> • Definition of engagement metrics • Social media analytics tools • Marketing performance indicators <i>Skills</i> • ICT skills • Analytical skills • Observation skills • Data interpretation skills • Report writing skills • Problem solving skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being customer oriented • Being innovative and creative • Ensuring appropriate use of PPE • Ensuring to follow OHS rules and regulation • Ensuring to maintain correct sitting posture • Ensuring for regular screen break time
Learning Conditions	Learning Materials • Competency Based Learning Materials (CBLM) • Hand-outs • Audio Visuals • Reference books Learning facilities and infrastructure • Classroom with adequate facilities • Information Technology (IT) lab • Library

	Materials • Pen, note book and social media data Digital Tools • Digital promotion platform (Meta Ads Manager, Google Ads and Google Analytics), scheduling tools, google workspace, design software, social media platform and buffer Equipment • Laptop/desktop and smart board PPE • Work dress and blue light protection glasses
Instructional Methodologies	The trainer shall use <i>inter alia</i>, the following instructional methods: • Lecture • Interactive discussion • Demonstration • Industrial visit/training • Guided practice • Group practice with project-based learning • Individual practice with problem-based learning
Method of Assessment	The trainer shall use <i>inter alia</i>, the following assessment methods: • Practical observation • Oral/viva-voce • Written test • Assignment • Project work

Module Title	Carrying out Digital Advertising and Marketing		
Module Code	1222- L4-M3		
Learning Outcome 6	Conduct Influencer Marketing		
Duration	Theory: 38 hours	Practical: 69 hours	Total: 107 hours
Assessment Criteria	- Target audience is identified according to campaign objectives and marketing requirements following standard procedures - Influencer marketing research is conducted as per job requirement following standard procedures - Influencers are evaluated as per job requirement following standard procedures - Influencer marketing strategy is clearly developed as per job requirement following standard procedures - Campaign content is prepared as per job requirement following standard procedures - Market campaign is executed as per job requirement following standard procedures		
Content	C6.01 Identifying target audience Knowledge - Definition of buyer persona - Four pillars of buyer persona - Definition of psychographic - Core psychographic variables - Difference between psychographic and demographic Skills - ICT skills - Analytical skills - Decision-making skills - Observation skills - Social media management skills - Communication skills Attitude, safety and environmental concern - Effective time management - Being proactive and responsive - Having work ethics and integrity - Being vigilant with budget and compliance - Ensuring appropriate use of PPE - Ensuring to follow OHS rules and regulation C6.02 Conducting influencer marketing research Knowledge - Definition of influencer marketing - Types of influencer marketing platform - Characteristics of platform - Types of influencers - Types of influencer marketing cost model - Elements of platform metrics - Purpose of platform metric		

	<i>Skills</i> • ICT skills • Analytical skills • Communication skills • Observation skills • Planning skills • Decision making skills • Interpretation skills • Research skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being customer oriented • Being innovative and creative • Ensuring appropriate use of PPE • Ensuring to follow OHS rules and regulation C6.03 Evaluating influencer <i>Knowledge</i> • Principles of influencer marketing • Influencer discovery method • Influencer authenticity and credibility indicators • Influencer pricing and collaboration methods • Engagement performance metrics <i>Skills</i> • ICT skills • Analytical skills • Communication skills • Observation skills • Planning skills • Content creation skills. • Editing skills • Data interpretation skills • Social media metrics analysis skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being customer oriented • Being innovative and creative • Ensuring appropriate use of PPE • Ensuring to follow OHS rules and regulation
--	--

	C6.04 Developing influencer marketing strategy <i>Knowledge</i> • Influencer collaboration models • Definition of communication and negotiation • Purpose of influencer relationship agreement <i>Skills</i> • Planning skills • Communication skills • Coordination skills • Research skills • Decision making skills • Problem solving skills • ICT skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being customer oriented • Being innovative and creative • Ensuring appropriate use of PPE • Ensuring to follow OHS rules and regulation C6.05 Preparing influencer campaign content <i>Knowledge</i> • Basic content formats • Influencer marketing basics • Brand and compliance guidelines <i>Skills</i> • ICT skills • Planning skills • Problem solving skills • Communication skills • Coordination skills • Content writing skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being customer oriented • Being innovative and creative • Ensuring appropriate use of PPE • Ensuring to follow OHS rules and regulation C6.06 Executing marketing campaign <i>Knowledge</i> • Campaign execution process • Campaign monitoring methods
--	--

	Skills • Communication skills • Coordination skills • Monitoring skills • Problem-solving skills • Decision-making skills • Organization skills • ICT skills Attitude, safety and environmental concern • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being customer oriented • Being innovative and creative • Ensuring appropriate use of PPE • Ensuring to follow OHS rules and regulation
Learning Conditions	Learning Materials • Competency Based Learning Materials (CBLM) • Hand-outs • Audio Visuals • Reference books Learning facilities and infrastructure • Classroom with adequate facilities • Information Technology (IT) lab • Library Materials • Pen and notebook Digital Tools: • Social media management tools, analytics tools, google workspace, content editing tools, online software, AI tools and search engine Equipment: • Laptop/Desktop, smartphone and smart board PPE • Work dress and blue light protection glasses

Instructional Methodologies	The trainer shall use <i>inter alia</i>, the following instructional methods: • Lecture • Interactive discussion • Demonstration • Industrial visit/training • Guided practice • Group practice with project-based learning • Individual practice with problem-based learning
Method of Assessment	The trainer shall use <i>inter alia</i>, the following assessment methods: • Practical observation • Oral/viva-voce • Written test • Assignment • Project work

Module Title	Carrying out digital advertising and marketing		
Module Code	1222- L4-M3		
Learning Outcome 7	Use Pay-Per Click (PPC)		
Duration	Theory: 30 hours	Practical: 60 hours	Total: 90 hours
Assessment Criteria	- Pay-Per Click (PPC) research is conducted as per job requirement following standard procedures - PPC campaign is developed as per job requirements following standard procedures - PPC campaign is managed as per job requirements following standard procedures - PPC performance metrics are analyzed as per job requirement following standard procedure		
Content	C7.01 Conducting Pay-Per Click (PPC) research Knowledge - Definition and purpose of Pay-Per-Click (PPC) - Working process of PPC - Golden rule of PPC - Types of PPC platform and PPC ads - Methods of conducting PPC research - Difference between SEO and PPC Skills - ICT skills - Analytical skills - Communication skills - Observation skills - Planning skills - Decision making skills - Research skills Attitude, safety and environmental concern - Effective time management - Being proactive and responsive - Having work ethics and integrity - Ensuring appropriate use of PPE - Ensuring to follow OHS rules and regulation C7.02 Developing PPC Campaign Knowledge - Campaign structure (campaign, ad group, ads) - PPC performance metrics (Click-Through Rate, Cost Per Click, impressions, conversions) - Budget allocation and bidding strategies - Ad policy and compliance rules in Google Ads and Meta Ads Manager Skills - Analytical skills - Content writing and copywriting skills		

	• Communication skills • Planning and organization skill. • Data management skills • ICT skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being customer oriented • Being innovative and creative • Ensuring appropriate use of PPE • Ensuring to follow OHS rules and regulation C7.03 Managing PPC Campaign <i>Knowledge</i> • Definition and purpose of A/B testing • A/B testing techniques • Keyword management • Budget and bidding control • Audience management <i>Skills</i> • Analytical skills • Problem solving skills • Reporting skills • Communication skills • Planning and organization skills • Data management skills • ICT skills <i>Attitude, safety and environmental concern</i> • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being customer oriented • Being innovative and creative • Ensuring appropriate use of PPE • Ensuring to follow OHS rules and regulation C7.04 Analyzing PPC performance metrics <i>Knowledge</i> • Purpose of analyzing PPC performance • Definition of Cost Per Click (CPC) and Cost Per Acquisition (CPA) • Difference between Cost Per Click (CPC) and Cost Per Acquisition (CPA) • Formula and Calculation of PPC • Types of ROI • Calculation on ROI • Data Segmentation
--	--

	• PPC optimization techniques Skills • ICT skills • Data interpretation skills • Report writing skills • Analytical skills • Observation skills • Planning skills • Decision making skills Attitude, safety and environmental concern • Effective time management • Being vigilant and patient • Having work ethics and integrity • Being a team player • Being customer oriented • Being innovative and creative • Ensuring appropriate use of PPE • Ensuring to follow OHS rules and regulation
Learning Conditions	Learning Materials • Competency Based Learning Materials (CBLM) • Hand-outs • Audio Visuals • Reference books Learning facilities and infrastructure • Classroom with adequate facilities • Information Technology (IT) lab • Library Materials • Pen and notebook and PPC performance data/key matrix Digital Tools: • Search Engine, google keyword planner, PPC platforms (Google Ads, Meta Ads Manager), analytics tools (Google Analytics), Design tools (Canva) and content management system (WordPress) Equipment: • Laptop/Desktop, Smartphone and smart board PPE • Work dress and blue light protection glasses

Instructional Methodologies	The trainer shall use <i>inter alia</i>, the following instructional methods: • Lecture • Interactive discussion • Demonstration • Industrial visit/training • Guided practice • Group practice with project-based learning • Individual practice with problem-based learning
Method of Assessment	The trainer shall use <i>inter alia</i>, the following assessment methods: • Practical observation • Oral/viva-voce • Written test • Assignment • Project work

ANNEXES

Annex I: Time Duration

Digital Marketing Diploma, Time Distribution					
Module Title	Learning outcomes	Tasks	Theory (Hours)	Practical (Hours)	Total (hours)
A: Carryout Fundamentals of marketing	A1. Conduct Market Study	A1.00 Introductory knowledge	6	0	6
		A1.01 Identify objectives	5	6	11
		A1.02 Identify product/service	5	12	17
		A1.03 Identify market opportunities	6	12	18
		A1.04 Identify market segments	5	6	11
		A1.05 Identify consumer target	5	6	11
		A1.06 Study consumer behavior and profile	6	6	12
		A1.07 Analyze competitors	6	18	24
		A1.08 Prepare market research report	6	18	24
	Sub Total Duration		50	84	134
	A2. Develop marketing mix (7Ps)	A2.01 Develop product strategy	4	12	16
		A2.02 Develop pricing strategy	4	12	16
		A2.03 Develop place strategy	4	12	16
		A2.04 Develop promotion strategy	4	12	16
		A2.05 Develop customer persona	4	12	16
		A2.06 Develop process strategy	4	12	16
		A2.07 Develop physical evidence	4	12	16
	Sub Total Duration		28	48	64
	A3. Develop marketing strategy	A3.01 Conduct case studies on strategy plan	4	12	16
		A3.02 Apply strategy planning tools	3	5	8
		A3.03 Determine Unique Value Proposition (UVP)	3	7	10
		A3.04 Identify market promoting platform	4	8	12
		A3.05 Plan budget	10	6	16
		A3.06 Develop implementation plan	4	12	16

		A3.07 Set Key Performance Indicator (KPI)	4	10	14
	Sub Total Duration		32	60	92
	A4. Create Marketing Content	A4.01 Conduct case studies	3	12	15
		A4.02 Develop advertising plan	6	14	20
		A4.03 Write marketing message	6	12	18
		A4.04 Create marketing content using tools	6	12	18
	Sub Total Duration		21	50	71
Total Duration (A)		131	242	361	
B: Carryout Content Creation	B1. Perform Content Writing	B1.01 Identify content requirement	4	4	8
		B1.02 Conduct research	4	9	13
		B1.03 Write content	5	9	14
	Sub Total Duration		13	22	35
	B2. Conduct Photography	B2.01 Plan photography concept	8	6	14
		B2.03 Capture photos	6	12	18
		B2.03 Edit photos	12	30	42
	Sub Total Duration		26	48	74
	B3. Create Graphic Design	B3.01 Plan graphic design concept	6	6	12
		B3.02 Develop design	12	42	54
		B3.03 Export file	2	2	4
	Sub Total Duration		20	50	70
	B4. Conduct videography	B4.01 Develop videography script	6	18	24
		B4.02 Plan video production process	6	6	12
		B4.03 Perform video shooting	6	18	24
		B4.04 Edit video	12	54	66
		B4.05 Publish video content	6	6	12
Sub Total Duration		36	102	138	
Total Duration (B)		95	222	317	
C: Carryout Digital Advertising and Marketing	C1: Develop website	C1.01 Plan website structure	15	24	39
		C1.02 Choose website platform	6	30	36
		C1.03 Check availability of domain name	6	6	12
		C1.04 Develop heading	6	30	36
		C1.05 Develop content	15	48	63

Sub Total Duration		48	138	186
C2: Use Search Engine Optimization (SEO)	C2.01 Conduct keyword research	10	18	28
	C2.02 Create backlink and external promotion	4	12	16
	C2.03 Optimize title tag and meta description	6	12	18
	C2.04 Optimize content and heading	4	12	16
	C2.05 Analyze website performance	18	24	42
Sub Total Duration		42	78	120
C3: Perform Email Marketing	C3.01 Manage subscriber list	6	12	18
	C3.02 Design email campaigns	6	12	18
	C3.03 Create email content	6	24	30
	C3.04 Use automation tools	6	18	24
	C3.05 Execute email campaigns	12	18	30
	C3.06 Evaluate email result	6	6	12
Sub Total Duration		42	90	132
C4: Use AI tools	C4.01 Conduct market research using AI	6	6	12
	C4.02 Analyze data using AI	4	12	16
	C4.03 Create content using AI tools	6	6	12
Sub Total Duration		16	24	40
C5: Manage Social Media	C5.01 Develop social media strategy	12	18	30
	C5.02 Draft social media campaign	4	18	22
	C5.03 Run social media campaign	5	6	11
	C5.04 Manage paid ad campaigns	6	6	12
	C5.05 Analyze engagement matrix	4	12	16
Sub Total Duration		31	60	91
C6: Conduct Influencer Marketing	C6.01 Identify target audience	6	6	12
	C6.02 Conduct influencer marketing research	8	12	20
	C6.03 Evaluate influencer	6	12	18
	C6.04 Develop influencer marketing strategy	6	15	21
	C6.05 Prepare influencer campaign content	6	18	24
	C6.06 Execute marketing campaign	6	6	12
Sub Total Duration		38	69	107
	C7.01 Conduct Pay-Per Click (PPC) research	6	18	24

	C7: Use Pay-Per Click (PPC)	C7.02 Develop PPC campaign	8	18	26
		C7.03 Manage PPC campaign	8	6	14
		C7.04 Analyze PPC performance metrics	8	18	26
		Sub Total Duration		30	60
	Total Duration (C)		247	519	766
Grand Total Duration (Hours)			473	983	1444

Annex II: Module Recognition

This is to verify that

Mr/Ms.....

has completed module on

.....

Covering following learning outcomes:

1.
2.
3.

Instructor:

Head of the Department:

.....

.....

Signature:

Signature:

Date: / / (dd/mm/yyyy)
.....(dd/mm/yyyy)

Date: / /

Head of the Institute:

Trained Assessor (Institute)/Exam OC:

.....

.....

Signature:

Signature:

Date: / ... / (dd/mm/yyyy)

Date: / /(dd/mm/yyyy)

Annex III: Lesson Plan
Lesson Plan

Course Title:				NC Level:
Module Code:				Duration:
Module Title:				
Learning Outcome:				
Skill/Task/Topic:				
Terminal Performance Objective:				
<i>(Note: Write narrative statement extracted from TPO of Task Sheet)</i>				
Enabling Objectives (Related knowledge):				
<i>By the end of the lesson learners will be able to:</i>				
i) ii) iii)				
What (Content/Activity)	Who (T/L)	How (Methods/ Media)	Duration (Min.)	Questions
Introduction:				
Main body				
Conclusion				
Projects/Problems:				
Instructional Resources Plan				

Skills/Task/Topic:				
No. of Trainees:				
Sl. No.:	Instructional materials/resources	Specifications	Qty.	Remarks
Prepared by :		Signature	Date:	
Revised by:		Signature	Date:	
Approved by:		Signature	Date:	

Task sheet

TS-1/4: Practical Plan

TS-1/4: Practical Plan			
Course Title:		N C Level:	
Module code:		Duration:	
Module Title			
Learning outcome			
Skills/Task Title:		Task no:	
Terminal Performance Objective: <i>Given:</i> <i>Cue:</i> <i>Who:</i> <i>What:</i> <i>Within:</i> <i>How well:</i> - - -			
Enabling Objectives (Related Skills): <i>By the end of a lesson, the learners will be able to:</i> i) ii) iii) iv)			
Activities	Who (T/L)	How (methods/ media)	Duration
Project/Assignment:			

TS-2/4: Tool and Equipment required:						
Sl no.	Particulars	Specifications	Qty.	Remarks		
Training Materials required:						
Sl no.	Particulars	Specifications	Qty.	Rate	Amount	Remarks
TS-3/4: Performance Guide						
Skill/Task:					Date:	
Directions: Use the following performances criteria to rate the learner. Check YES/NO to indicate whether the learner performed each step as indicated or not?						
Sl. No:	Steps				Yes	No
Note: Critical steps: All * marked steps should be carried out very carefully. For a quality performance guide, all items should be checked "YES"						

TS-4/4: Instruction and Drawing		
General Instructions for Trainees i) ii) iii) iv)		
Drawing (if any)		
Safety Precaution i) ii) iii)		
Prepared by :	Signature	Date:
Revised By:	Signature	Date:
Approved by :	Signature	Date:

Annex IV: Course Plan
Institutes letter head and Logo

(Trade)YEAR PLAN- _____ Semester_____ (Year)

Trade: NC Level:			Schedule																																Total Hours												
Module Code	Module Title	Learning Outcome	Feb.				March				April				May				June				July				Aug.				Sept					Oct.				Nov.							
			1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4		1	2	3	4								
OJT																																															
Assessment and Certification																																															

Prepared by:

Verified & Approved by:

Date:

Monthly/Weekly Plan

Month: Trade: Trainer:

Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 01							
Week 02							
Week 03							
Week 04							
Week 05							

Developed by: Approved by:

Date



For more information please contact:

Technical Trainers Training and Resource Center (TTTRC), DWPSD

Email: dwpsd@moesd.gov.bt/tttrd@moesd.gov.bt