

## Competency Standards for National Skill Certificate –05 in Digital Marketing of ICT Sector

### Course Structure

SL	Unit Code and Title		UoC Level	Nominal Duration (Hours)
<b>The Generic Competencies</b>				<b>40</b>
1	GU010L3V1	Demonstrate Work Values	3	20
2	GU011L4V1	Lead a Small Team	4	20
<b>The Sector Specific Competencies</b>				
<b>The Occupation Specific Competencies</b>				<b>250</b>
1	OULGE010L5V1	Practice Technical SEO	5	90
2	OULGE011L5V1	Manage and Analyze Email Marketing	5	55
3	OULGE012L5V1	Identify and Apply Lead Generation	5	40
4	OULGE013L5V1	Identify and Apply E-commerce Marketing	5	45
5	OULGE014L5V1	Interpret Affiliate Marketing	5	20
<b>Total Nominal Learning Hours</b>				<b>290</b>

## Units & Elements at a Glance

### The Generic Competencies

Code	Unit of Competency	Elements of Competency	Duration (Hours)
GU010L3V1	Demonstrate Work Values	<ol style="list-style-type: none"><li>1. Define the purpose of work</li><li>2. Apply work values / ethics</li><li>3. Deal with ethical problems</li><li>4. Maintain integrity of conduct in the workplace</li></ol>	20
GU011L4V1	Lead a Small Team	<ol style="list-style-type: none"><li>1. Provide team leadership</li><li>2. Assign responsibilities</li><li>3. Set performance expectations for team members</li><li>4. Supervise team performance</li></ol>	20



## The Occupation Specific Competencies

Code	Unit of Competency	Elements of Competency	Duration (Hours)
OUDM010L5V1	PRACTISE TECHNICAL SEO	<ol style="list-style-type: none"> <li>1. Interpret Technical SEO</li> <li>2. Apply Technical On-Page SEO</li> <li>3. Apply Technical On-page optimization in WordPress site</li> <li>4. Apply Technical Off-Page SEO</li> <li>5. Use Content Marketing Platforms</li> <li>6. Research Target Audience</li> <li>7. Apply article writing and optimization for Search Engine</li> </ol>	90
OUDM011L5V1	Manage and Analyze Email Marketing	<ol style="list-style-type: none"> <li>1. Check and verify duplicate email</li> <li>2. Design Effective email templates.</li> <li>3. Apply Email Marketing Campaign</li> <li>4. Set up a Mailchimp account for campaign</li> </ol>	55
OUDM012L5V1	Identify and Apply Lead Generation	<ol style="list-style-type: none"> <li>1. Interpret and apply Basic and lead funnel</li> <li>2. Apply Outbound Lead Generation</li> <li>3. Apply Inbound Lead Generation</li> </ol>	40
OUDM013L5V1	Identify and Apply E-Commerce Marketing	<ol style="list-style-type: none"> <li>1. Setup Online Store</li> <li>2. Perform Marketplace Listing</li> <li>3. Apply E-Commerce Marketing</li> </ol>	45
OUDM014L5V1	Interpret Affiliate Marketing	<ol style="list-style-type: none"> <li>1. Identify Affiliate Marketing</li> <li>2. Identify Factors for successful Affiliate Marketing</li> <li>3. Select Network/Platform for Affiliate Marketing</li> </ol>	20