

**Competency Standards for National Skill Certificate –06 in
Digital Marketing (Level 06) in ICT Sector**

Course Structure

SL	Unit Code and Title		UoC Level	Nominal Duration (Hours)
The Generic Competencies				
The Sector Specific Competencies				
The Occupation Specific Competencies				230
1	OUDM015L6V1	Promote Niche Affiliate Websites	6	90
2	OUDM016L6V1	Customize Landing Page for Digital Products	6	70
3	OUDM017L6V1	Promote A Website with Print on Demand	6	40
5	OUDM018L6V1	Prepare Monitoring, Evaluation and ROI Report	6	30
Total Nominal Learning Hours				230

The Occupation Specific Competencies

Code	Unit of Competency	Elements of Competency	Duration (Hours)
OU DM015L6V1	Promote Niche Affiliate Websites	<ol style="list-style-type: none"> 1. Interpret Affiliate Marketing with Amazon Niche Sites 2. Research Niche for amazon Affiliate 3. Apply Marketing with Affiliate 	90
OU DM016L6V1	Customize Landing Page for Digital Products	<ol style="list-style-type: none"> 1. Affiliate Marketing with Digital Products 2. Promote Landing Page 	70
OU DM017L6V1	Promote A Website with Print on Demand	<ol style="list-style-type: none"> 1. Interpret Basic concept of print on demand 2. Apply Marketing with Print on Demand and Teespring 	40
OU DM018L6V1	Prepare Monitoring, Evaluation and ROI Report	<ol style="list-style-type: none"> 1. Interpret Tips & Tricks of Affiliate Marketing 2. Research and Analyze Affiliate Marketing 	30