

Competency Standards for National Skill Certificate –5 in Affiliate Content Writing of ICT Sector

Course Structure

SL	Unit Code and Title		UoC Level	Nominal (Hours)
The Generic Competencies				20
1	GU009L3V1	Practice negotiation skill	3	20
The Sector Specific Competencies				105
1	SUICT002L2V1	Operate office application software	2	25
2	SUICT003L3V1	Access information using internet and electronic mail	3	15
3	SUICT004L4V1	Comply to ethical standards in ICT workplace	3	15
4	SUICT005L3V1	Interpret Fundamentals of Content writing	3	50
The Occupation Specific Competencies				235
1	OUCW008L5V1	Perform research on the assigned niche	5	40
2	OUCW009L5V1	Perform competitor research	5	40
3	OUCW010L5V1	Perform product & service research	5	35
4	OUCW011L5V1	Create SEO-friendly content on your niche	5	80
5	OUCW012L5V1	Create call to action (CTA)	5	40
Total Nominal Learning Hours				360

Units & Elements at a Glance

The Generic Competencies

Code	Unit of Competency	Elements of Competency	Duration (Hours)
GU009L3V1	Practice negotiation skill	<ol style="list-style-type: none"> 1. Plan negotiations 2. Participate in negotiations 	20

The Sector Specific Competencies

Code	Unit of Competency	Elements of Competency	Duration (Hours)
SUICT002L2V1	Operate office application software	<ol style="list-style-type: none"> 1. Operate computer 2. Install application software 3. Use word processor to prepare/create documents 4. Use spreadsheet to create /prepare worksheets 5. Use presentation software to create / prepare presentation 6. Print a document 	25
SUICT003L3V1	Access information using internet and electronic mail	<ol style="list-style-type: none"> 1. Access resources from internet 2. Use and manage electronic mail 3. Use audio/video tools for information transfer 	15
SUICT004L4V1	Comply to ethical standards in IT workplace	<ol style="list-style-type: none"> 1. Uphold the requirements of clients 2. Deliver quality products and services 3. Maintain professionalism at workplace 4. Maintain workplace code of conduct. 	15
SUICT005L3V1	Interpret fundamentals of content writing	<ol style="list-style-type: none"> 1. Identify industry 2. Identify demand 3. Identify trends 4. Identify legal aspects of content writing 5. Identify ethical aspects of content writing 	50

The Occupation Specific Competencies

Code	Unit of Competency	Elements of Competency	Duration (Hours)
OUCW008L5V1	Perform research on the assigned niche	<ol style="list-style-type: none"> 1. Identify assigned niche 2. Collect content sources 3. Perform extensive research 	40
OUCW009L5V1	Perform competitor research	<ol style="list-style-type: none"> 1. Identify competitor websites 2. Research website contents 	40
OUCW010L5V1	Perform products and services research	<ol style="list-style-type: none"> 1. Locate product and service 2. Research located product and service 	35
OUCW011L5V1	Create SEO-friendly content on your niche	<ol style="list-style-type: none"> 1. Outline content 2. Analyze collected information 3. Create content 	80
OUCW012L5V1	Create call to action (CTA)	<ol style="list-style-type: none"> 1. Interpret call to action 2. Identify call to action intent 3. Create call to action 	40