

Competency Standards for National Skill Certificate –03 in Digital Marketing 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				40
1	SUICT002L2V1	Operate office application software	2	25
2	SUICT004L4V1	Comply to ethical standards in ICT workplace	3	15
The Occupation Specific Competencies				290
1	OUDM001L3V1	Interpret Concepts of Digital Marketing	3	40
2	OUDM002L3V1	Apply Social Media Marketing	3	130
3	OUDM003L3V1	Interpret Search Engine Marketing (SEM)	3	40
4	OUDM004L3V1	Practice Basic Search Engine Optimization (SEO)	3	80
Total Nominal Learning Hours				350

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
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

The Occupation Specific Competencies

Code	Unit of Competency	Elements of Competency	Duration (Hours)
OUSMM001L3V1	Interpret the Basic Concepts of Marketing	<ol style="list-style-type: none"> 1. Interpret Basic concepts of Digital Marketing 2. Apply strategies & measurement for Digital Marketing control and analysis 3. Explore Lead Generation and Lead Nurturing techniques 4. Interpret Ethics and guidelines for Digital Marketing 5. Identify career opportunities in the Digital Marketing 	40
OUSMM002L3V1	Apply Social Media Marketing	<ol style="list-style-type: none"> 1. Interpret Social Media Marketing 2. Practice Facebook Marketing 3. Practice Instagram Marketing 4. Practice Twitter Marketing 5. Practice Pinterest Marketing 6. Practice LinkedIn Marketing 	130
OUSMM003L3V1	Interpret Search Engine Marketing (SEM)	<ol style="list-style-type: none"> 1. Interpret Concepts of SEM 2. Apply strategies & measurement for SEM 	40
OUSMM004L3V1	Practice Basic Search Engine Optimization (SEO)	<ol style="list-style-type: none"> 1. Interpret basic concepts of SEO 2. Apply On-Page SEO 3. Apply Off-Page SEO 	80