

National Technical and Vocational Qualifications Framework

NTVQF

Competency Standards for Digital Marketing NTVQF Level – IV & V



Bangladesh Technical Education Board (BTEB)
Agargaon, Sher-E-Bangla Nagar, Dhaka-1207

Copyright

The National Competency Standard for “**Digital Marketing**” is a referral document for the development of curricula, teaching and learning materials, and assessment tools. It also serves as the base document for providing trainings consistent with existing quality assurance systems. This document is owned by the Government of the People’s Republic of Bangladesh. All Bangladesh National Public and Private Institutions may use the information without restriction for activities benefitting Bangladesh. Other interested parties must obtain permission from the owner of this document for reproduction of information in any manner in whole or in part of this Skills Standard, in English or other languages.

This document is available on a cost recovery basis at:

Bangladesh Technical Education Board (BTEB),
Agargaon, Sher-E-Bangla Nagar, Dhaka -1207, Bangladesh.
Telephone: +88 02 812 2056; Fax: +88 02 811 3345
E-mail: bteb@citech.net;
Website: www.bteb.gov.bd; www.btebcbt.gov.bd

Contents

Copyright.....	2
Contents.....	3
Introduction	4
Bangladesh NTVQF with Job Classifications	5
Annex 1: NTVQF Level Descriptors	6
Acronyms	7
The Qualification of the Competency Standards	9
Course Structure	11
Course Structure – Level – IV	12
Course Structure – Level – V	13
The Generic Competencies.....	14
Work in a Team Environment.....	15
Lead Small Team	19
The Sector Specific Competencies	23
Maintain Occupational Safety and Health (OSH) in IT Workplace	24
Prepare for Employment	29
The Occupation Specific Competencies.....	32
Interpret the Concept of Digital Marketing	33
Use Social Media for Digital Marketing	36
Perform Digital Marketing Analytics	38
Plan for Digital Marketing Campaign.....	41
Manage Advertisement on Digital Marketing Platforms	43
Perform Mobile Marketing	47
Use Social Media Advanced Features for Digital Marketing	50
Perform E-mail Marketing	52
Perform Content Marketing	56
Apply the Concept Of Search Engine Optimization (SEO)	59
Perform Influencer Marketing and PR Activities	62
Apply Ethics in Digital Marketing	65

Introduction

These Competency Standards were developed by the Technical Sub Committee (TSC) that was established by **Information Technology Industry Skills Council**. The rules of Skill Development Policy are maintained to develop the standards. The competency standards are the foundation on which new competency-based curriculum will be developed that responds better to the needs of industry for skilled workers. The members of the TSC are primarily from industry and training institutes. The members were trained and guided by an International Expert and National Experts to develop the standard. Persons who will successfully complete the new TVET programs based on these competency standards will receive a qualification in the new National Technical and Vocational Qualification Framework (NTVQF).

Competency Standards are nationally agreed and industry-determined competencies required for effective work performance. These are presented in a consistent format following sequence such as:

- Unit Title
- Unit Code
- Nominal Hours
- Unit descriptor
- Elements and performance criteria
- Range of Variables
- Evidence Guide

The Competency Standards are the core element for training, assessment and certification of skilled workers. Candidates who are successful in the assessment will receive a qualification in the National Technical and Vocational Qualification Framework (NTVQF).

This document contains Course structures for each qualification. This structure contains the Unit code, Unit of Competency and nominal hours for the competencies.

The Competency Standard Digital Marketing was developed by the Technical Sub Committee (TSC) that was established under the **Information Technology Industry Skills Council**. The technical support was provided by BTEB. The technical experts are primarily from industry nominated by Industry Skills Council with representatives from the Bangladesh Technical Education Board (BTEB) involved in this occupation. The Standards and Curriculum Development Committee (SCDC) of BTEB reviewed this document.

Endorsed by

Industry Skills Council
Date:

Approved by

Bangladesh Technical Education Board (BTEB)
Date:

**National Competency Standards for National Skill Certificate Level – IV & V in
Digital Marketing in Information Technology (IT) Sector**

Bangladesh NTVQF with Job Classifications

NTVQF LEVELS	EDUCATION SECTORS			Job Classification
	Pre-Vocation Education	Vocational Education	Technical Education	
NTVQF 6			Diploma in engineering or equivalent	Middle Level Manager / Sub Assistant Engr. etc.
NTVQF 5		National Skill Certificate 5 (NSC 5)		Highly Skilled Worker / Supervisor
NTVQF 4		National Skill Certificate 4 (NSC 4)		Skilled Worker
NTVQF 3		National Skill Certificate 3 (NSC 3)		Semi-Skilled Worker
NTVQF 2		National Skill Certificate 2 (NSC 2)		Basic Skilled Worker
NTVQF 1		National Skill Certificate 1 (NSC 1)		Basic Worker
Pre-Voc 2	National Pre-Vocation Certificate 2 (NPVC 2)			Pre-Vocation Trainee
Pre-Voc 1	National Pre-Vocation Certificate 1 (NPVC 1)			Pre-Vocation Trainee



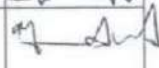

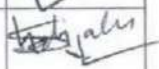


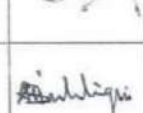
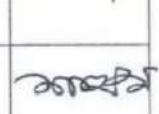
Annex 1: NTVQF Level Descriptors

NTVQF Level	Knowledge	Skill	Responsibility	Job Class.
6	<ul style="list-style-type: none"> Comprehensive actual and theoretical knowledge within a specific study area with an awareness of the limits of that knowledge. 	<ul style="list-style-type: none"> Specialised and restricted range of cognitive and practical skills required to provide leadership in the development of creative solutions to defined problems 	<ul style="list-style-type: none"> Manage a team or teams in workplace activities where there is unpredictable change Identify and design learning programs to develop performance of team members 	Supervisor / Middle Level Manager / Sub Assistant Engr. etc.
5	<ul style="list-style-type: none"> Very broad knowledge of the underlying, concepts, principles, and processes in a specific study area 	<ul style="list-style-type: none"> Very broad range of cognitive and practical skills required to generate solutions to specific problems in one or more study areas. 	<ul style="list-style-type: none"> Take overall responsibility for completion of tasks in work or study Apply past experiences in solving similar problems 	Highly Skilled Worker / Supervisor
4	<ul style="list-style-type: none"> Broad knowledge of the underlying, concepts, principles, and processes in a specific study area 	<ul style="list-style-type: none"> Range of cognitive and practical skills required to accomplish tasks and solve problems by selecting and applying the full range of methods, tools, materials and information 	<ul style="list-style-type: none"> Take responsibility, within reason, for completion of tasks in work or study Apply past experiences in solving similar problems 	Skilled Worker
3	<ul style="list-style-type: none"> Moderately broad knowledge in a specific study area. 	<ul style="list-style-type: none"> Basic cognitive and practical skills required to use relevant information in order to carry out tasks and to solve routine problems using simple rules and tools 	<ul style="list-style-type: none"> Work or study under supervision with some autonomy 	Semi-Skilled Worker
2	<ul style="list-style-type: none"> Basic underpinning knowledge in a specific study area. 	<ul style="list-style-type: none"> Basic skills required to carry out simple tasks 	<ul style="list-style-type: none"> Work or study under indirect supervision in a structured context 	Basic Skilled Worker
1	<ul style="list-style-type: none"> Elementary understanding of the underpinning knowledge in a specific study area. 	<ul style="list-style-type: none"> Limited range of skills required to carry out simple tasks 	<ul style="list-style-type: none"> Work or study under direct supervision in a structured context 	Basic Worker
Pre-Voc 2	<ul style="list-style-type: none"> Limited general knowledge 	<ul style="list-style-type: none"> Very limited range of skills and use of tools required to carry out simple tasks 	<ul style="list-style-type: none"> Work or study under direct supervision in a well-defined, structured context. 	Pre-Vocation Trainee
Pre-Voc 1	<ul style="list-style-type: none"> Extremely limited general knowledge 	<ul style="list-style-type: none"> Minimal range of skills required to carry out simple tasks 	<ul style="list-style-type: none"> Simple work or study exercises, under direct supervision in a clear, well defined structured context 	Pre-Vocation Trainee

Acronyms

GOB	Government of Bangladesh
MoE	Ministry of Education
DG	Director General
DTE	Directorate of Technical Education
BTEB	Bangladesh Technical Education Board
NTVQ	National Technical Vocational Qualification
NTVQF	National Technical Vocational Qualification Framework
CBT	Competency Based Training
CS	Competency Standard
PD	Project Director
PIU	Project Implementation Unit
ADB	Asian Development Bank
SC	Swiss contact
ANTA	Australian National Training Authority
APEC	Asia Pacific Economic Cooperation
ASEAN	Association of Southeast Asian Nations
BMET	Bureau of Manpower Employment and Training
HSC (Voc)	Higher Secondary Certificate (Vocational)
KSA	Knowledge, Skills, Attitude
MoLE	Ministry of Labor and Employment
NTVQF	National Technical Vocational Qualification Framework
NTVQ	National Technical Vocational Qualification
OHS	Occupational Health and Safety
PSC	Project Steering Committee
RPL	Recognition of Prior Learning
SDP	Skills Development Project
SSC (Voc)	Secondary School Certificate (Vocational)
STEP	Skills and Training Enhancement project (WB)
SWC	Sector Working Committee
TESDA	Technical Education and Skills Development Authority
TL	Team Leader
TSC	Technical Sub Committee
TVET	Technical and Vocational Education and Training
WB	World Bank
ISC	Industry Skills Council
DACUM	Development of a Curriculum
CBLM	Competency based learning Materials

Bangladesh Technical Education Board (BTEB)
 Standard and Curriculum Development Committee
 National Competency Standards & Course Accreditation Document
 for
Digital Marketing, Level – IV & V for
Information Technology (IT) Sector
Meeting held on 18.06.2019, 9.30 AM

SL No.	Name	Address and Contract number	Designation of (SCDC)	Signature	Remarks
01.	Mr. Shafquat Haider,	Chairman, ISC, House - 120 (1st Floor)	Chair Person		CS & CAD Approved
02.	Didarul Alam	Director, BASIS	Member		
03.	Tanueer Ahmed	Business Director, Ogilvy Dhaka	Member		
04.	Kazi Samiur Rahim	Deputy Manager ,X Solutions Ltd	Member		
06.	SM ShahJahan	Deputy Director(Course Accreditation) , BTEB	Member		
08	Mr. Birendra Nath Adhikary,	Chief Executive Officer, Information and Communication Technology Industry Skills Council, Dhaka.	Member		
09	Mr. Zahed Ahmed Chowdhury,	Chief Instructor (Computer), Dhaka Polytechnic Institute, Dhaka	Member		
10	Mr. Md. Abdul Hye Siddiqui,	Senior Instructor (Computer), SFMMTTC, Darus Salam, Mirpur Road, Dhaka.	Member		
11	Dr. Md. Shah Alam Majumder	Specilist (C.A), BTEB, Dhaka	Member		

The Qualification of the Competency Standards

1. Title of Qualification:	National Skills Certificate – IV & V in Digital Marketing in IT Sector
2. Qualification Code	ITDIM
3. Endorsement Date	18th June, 2018
4. Purpose of the Qualification	<p>The NSC - IV in Digital Marketing Qualification consists of a set competency that a person must achieve in order to work competently in the Information Technology (IT Sector) as Digital Marketing Executive.</p> <p>In particular, he / she should be able to:</p> <ol style="list-style-type: none"> 1. Work in a team environment 2. Maintain Occupational Safety and Health (OSH) in IT workplace 3. Prepare for employment 4. Interpret the concept of digital marketing 5. Use social media for digital marketing 6. Perform digital marketing analytics 7. Plan for digital marketing campaign 8. Manage advertisement on digital marketing platforms 9. Perform mobile marketing <p>The NSC - VI in Digital Marketing Qualification consists of a set competency that a person must achieve in order to work competently in the Information Technology (IT Sector) as Digital Marketing Manager.</p> <p>In particular, he / she should be able to:</p> <ol style="list-style-type: none"> 1. Lead small team 2. Use social media advanced features for digital marketing 3. Perform e-mail marketing 4. Perform content marketing 5. Apply the concept of search engine optimization (SEO) 6. Perform influencer marketing and PR activities 7. Apply ethics in digital marketing
5. Regulatory Arrangements	The holder of this qualification should have been assessed by a BTEB certified assessor and found to be competent in the units listed.
6. Accreditation Requirements	The qualifications shall be offered in compliance with the accreditation requirements set by BTEB.

7. Transition Arrangements	In the absence of certified assessors, the BTEB shall appoint trainers who have undergone assessment trainings.
8. Contact for Comments	Chairman Bangladesh Technical Education Board (BTEB) Agargaon, Sher-E-Bangla Nagar, Dhaka - 1207

**National Competency Standards for National Skill Certificate Level – IV & V in
Digital Marketing in Information Technology (IT) Sector**

Course Structure

SL	Unit Code and Title		UoC Level	Nominal Duration (Hours)
The Generic Competencies (02 UoCs required)				40
1.	GN1003A2	Work in a Team Environment	1	20
2.	GN4007A2	Lead a Small Team	4	20
The Sector Specific Competencies (02 UoCs required)				60
1.	ITSS3005A1	Maintain Occupational Safety and Health (OSH) in IT workplace	3	30
2.	ITSS3006A1	Prepare for Employment	3	30
The Occupation Specific Competencies (12 UoCs required)				535
1.	ITDIM4001A1	Interpret the Concept of Digital Marketing	4	55
2.	ITDIM4002A1	Use Social Media for Digital Marketing	4	65
3.	ITDIM4003A1	Perform Digital Marketing Analytics	4	55
4.	ITDIM4004A1	Plan for Digital Marketing Campaign	4	35
5.	ITDIM4005A1	Manage Advertisement on Digital Marketing Platforms	4	50
6.	ITDIM4006A1	Perform Mobile Marketing	4	20
7.	ITDIM5007A1	Use Social Media Advanced Features for Digital Marketing	5	50
8.	ITDIM5008A1	Perform E-mail Marketing	5	20
9.	ITDIM5009A1	Perform Content Marketing	5	60
10.	ITDIM5010A1	Apply the Concept of Search Engine Optimization (SEO)	5	40
11.	ITDIM5011A1	Perform Influencer Marketing and PR Activities	5	60
12.	ITDIM5012A1	Apply Ethics in Digital Marketing	5	25
Total Nominal Learning Hours				635

**National Competency Standards for National Skill Certificate Level – IV & V in
Digital Marketing in Information Technology (IT) Sector**

Course Structure – Level – IV

SL	Unit Code and Title		UoC Level	Nominal Duration (Hours)
The Generic Competency (01 UoC required)				20
1.	GN1003A2	Work in a Team Environment	1	20
The Sector Specific Competencies (02 Uocs required)				60
1.	ITSS305A1	Maintain Occupational Safety and Health (OSH) in IT Workplace	3	30
2.	ITSS306A1	Prepare for Employment	3	30
The Occupation Specific Competencies (06 Uocs required)				280
1.	ITDIM4001A1	Interpret the Concept of Digital Marketing	4	55
2.	ITDIM4002A1	Use Social Media for Digital Marketing	4	65
3.	ITDIM4003A1	Perform Digital Marketing Analytics	4	55
4.	ITDIM4004A1	Plan for Digital Marketing Campaign	4	35
5.	ITDIM4005A1	Manage Advertisement on Digital Marketing Platforms	4	50
6.	ITDIM4006A1	Perform Mobile Marketing	4	20
Total Nominal Learning Hours				360
On-the Job Training				160
Total Nominal Hours				520

**National Competency Standards for National Skill Certificate Level – IV & V in
Digital Marketing in Information Technology (IT) Sector**

Course Structure – Level – V

SL	Unit Code and Title		UoC Level	Nominal Duration (Hours)
The Generic Competency (01 UoC required)				20
1	GN4007A2	Lead Small Team	4	20
The Occupation Specific Competencies (06 UoCs required)				255
1.	ITDIM5007A1	Use Social Media Advanced Features for Digital Marketing	5	50
2.	ITDIM5008A1	Perform E-mail Marketing	5	20
3.	ITDIM5009A1	Perform Content Marketing	5	60
4.	ITDIM5010A1	Apply the Concept of Search Engine Optimization (SEO)	5	40
5.	ITDIM5011A1	Perform Influencer Marketing and PR Activities	5	60
6.	ITDIM5012A1	Apply Ethics in Digital Marketing	5	25
Total Nominal Learning Hours				275
On-the Job Training				216
Total Nominal Hours				491

The Generic Competencies

National Technical and Vocational Qualifications Framework for Bangladesh

Unit of Competency

Unit Title	Work in a Team Environment
Unit Code	GN1003A2
Unit Descriptor	This unit covers the knowledge, skills and attitudes required to work in a team environment. It includes interpreting team objectives and work processes, defining team role and scope, working as a team member, and communicating and cooperating with team members.
Nominal Hours	20 Hours
Elements of Competency	Performance Criteria <i>Bold & italicized</i> terms are elaborated in the Range of Variables
1. Interpret team objectives and work processes	1.1 Objectives of team are defined from available <i>sources of information</i> . 1.2 Work plan is interpreted. 1.3 Working processes are clearly interpreted.
2. Define team role and scope	2.1 Team structure and reporting relationship within the team are identified and interpreted. 2.2 <i>Role and responsibilities</i> of team members are defined according to job description. 2.3 Scopes of jobs for <i>team members</i> are identified and interpreted according to job requirements.
3. Work as a team member	3.1 Individual duties, responsibilities, authorities are clarified. 3.2 Tasks of team members are identified as per workplace standards. 3.3 Effective <i>forms of communication</i> are used to interact with team members. 3.4 Communication channels are maintained as per <i>workplace context</i> .
4. Communicate and cooperate with team members	4.1 Effective <i>interpersonal skills</i> are applied to interact with team members. 4.2 Views and opinions of other team members are respected and reflected accurately. 4.3 Appropriate <i>workplace terminology</i> is used for effective communication.

	4.4 Ideas related to team plans are contributed and recommendations for improving team work are move forward.
Range of Variables	
Variable	Range (may include but not limited to):
1. Sources of information	1.1 Standard Operating Procedures (SOP) 1.2 Job description 1.3 Operations manuals 1.4 Organizational structures
2. Role and responsibilities	2.1 Contributing to overall team objectives 2.2 Completing individual deliverables 2.3 Providing expertise 2.4 Documenting the process 2.5 Mutual accountability
3. Team members	3.1 Employee / workers 3.2 Supervisor / manager 3.3 Peers / colleagues 3.4 Employee representative 3.5 Coach / mentors
4. Forms of communication	4.1 Verbal communication 4.2 Written communication 4.3 Nonverbal communication
5. Workplace context	5.1 National Laws and Statutes 5.2 Standard Operating Procedures 5.3 Workplace Rules and Regulations
6. Interpersonal skills	6.1 Listening skills 6.2 Negotiation 6.3 Problem-solving 6.4 Decision-making 6.5 Assertiveness 6.6 Work Ethic 6.7 Body Language 6.8 Collaboration 6.9 Positive Attitude 6.10 Workplace Etiquette
7. Workplace terminology	7.1 Sector 7.2 Occupation 7.3 Profession 7.4 Career

	7.5 Field 7.6 Job 7.7 Task 7.8 Position 7.9 Master Craft Person (MCP) 7.10 Administrator 7.11 Manager 7.12 Annual Confidential Report (ACR)
Evidence Guide The evidence must be authentic, valid, sufficient, reliable, consistent, recent and meet all requirements of current version of the Unit of Competency.	
1. Critical aspects of competency	Assessment required evidences that the candidate: 1.1 demonstrated knowledge in working in a team environment 1.2 interpreted work plan 1.3 satisfied the requirements mentioned in the performance criteria and range of variables.
2. Underpinning knowledge	2.1 Team objective, sources of information and work process. 2.2 Team structure, reporting relation, role and responsibilities, and scope of job. 2.3 Individual duties, responsibilities and authorities. 2.4 Tasks requirements, effective form of communication and workplace context. 2.5 Interpersonal skills, views and opinion of team members and workplace terminologies. 2.6 Idea related to team plan and recommendation.
3. Underpinning skills	3.1 Identifying the role and responsibility of the team. 3.2 Identifying roles and responsibilities of individual members. 3.3 Interpersonal skills. 3.4 Participating in team discussion. 3.5 Working as a team member.
4. Required attitudes	4.1 Promptness in carrying out activities. 4.2 Sincere and honest to duties. 4.3 Eagerness to learn. 4.4 Positive attitude. 4.5 Tidiness and timeliness. 4.6 Environmental concerns. 4.7 Respect for rights of peers and seniors at workplace. 4.8 Communication with peers and seniors at workplace.

5. Resource implication	<p>The following resources must be provided:</p> <p>5.1 workplace (actual or simulated)</p> <p>5.2 operations manual, job description manuals and organogram</p> <p>5.3 sample case studies.</p>
6. Methods of assessment	<p>Methods of assessment may include but not limited to:</p> <p>6.1 written test</p> <p>6.2 demonstration</p> <p>6.3 oral questioning</p> <p>6.4 portfolio.</p>
7. Context of assessment	<p>7.1 Competency assessment must be done in a training center or in an actual or simulated work place after Completion of the training module.</p> <p>7.2 Assessment should be done by BTEB certified assessor.</p>
<p>Accreditation Requirements</p> <p>Training Providers must be accredited by Bangladesh Technical Education Board (BTEB), the national quality assurance body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any national qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by BTEB.</p>	

National Technical and Vocational Qualifications Framework for Bangladesh

Unit of Competency

Unit Title	Lead Small Team
Unit Code	GN4007A2
Unit Descriptor	This unit covers the knowledge, skills and attitudes required to lead small team. It includes providing team leadership, assigning responsibilities, setting performance expectations for team members, supervising team performance and practicing problem solving within the team.
Nominal Hours	20 Hours
Elements of Competency	Performance Criteria <i>Bold & italicized</i> terms are elaborated in the Range of Variables
1. Provide team leadership	1.1 <i>Work requirements</i> are identified and presented to team members. 1.2 Reasons for instructions and requirements are communicated with team members. 1.3 <i>Team members' queries and concerns</i> are recognized, discussed and dealt with team members.
2. Assign responsibilities	2.1 Duties, and responsibilities are allocated properly considering the assigned task. 2.2 Duties are allocated regarding individual preference, domestic and personal considerations whenever possible.
3. Set performance expectations for team members	3.1 Performance expectations are set based on individual team member duties and area of responsibilities. 3.2 Performance expectations are discussed and directed to implement at workplace. 3.3 Performance expectations are established based on client needs and according to assignment requirements.
4. Supervise team performance	4.1 <i>Monitoring of performance</i> are taken place against defined performance criteria 4.2 Assignment instructions and corrective action are taken if required. 4.3 Team members are provided <i>feedback</i> , positive support and advice on strategies to overcome the deficiencies.

	<p>4.4 Performance issues which cannot be rectified or addressed within the team are referenced to designated person.</p> <p>4.5 Team members are kept informed of any changes in the priority allocated to assignments or tasks Team operations are monitored to ensure that employer / client needs and requirements are met.</p> <p>4.6 Follow-up communication is provided on all issues affecting the team.</p>
5. Practice problem solving within the team	<p>5.1 Problems faced at the individual and team level are identified and shown the root causes of the problems.</p> <p>5.2 Range of solutions and courses of action are identified together with benefits, costs, and risks associated with each.</p> <p>5.3 Good ideas of others to help develop solutions are recognized and advice sought from those who have solved similar problems.</p> <p>5.4 Recommendations for improving team work are put forward.</p> <p>5.5 Current and potential problems faced by team are identified.</p> <p>5.6 Procedures for avoiding and managing problems are identified.</p> <p>5.7 Problems solving activities are applied effectively and, in a manner, which supports the team.</p>
Range of Variables	
Variable	Range (may include but are not limited to):
1. Work requirements	<p>1.1 Client Profile</p> <p>1.2 Assignment instructions</p>
2. Team member's queries and concerns	<p>2.1 Roster</p> <p>2.2 Shift details</p>
3. Monitoring of performance	<p>3.1 Formal process</p> <p>3.2 Informal process</p>
4. Feedback	<p>4.1 Formal process</p> <p>4.2 Informal process</p> <p>4.3 Sandwich process</p>
5. Performance issues	<p>5.1 Work output</p> <p>5.2 Work quality</p> <p>5.3 Team participation</p>

	5.4 Compliance with workplace protocols 5.5 Safety 5.6 Customer service
6. Problems solving activities	6.1 Identifying the problem 6.2 Consider solutions 6.3 Action 6.4 Follow-up
Evidence Guide The evidence must be authentic, valid, sufficient, reliable, consistent, recent and meet all requirements of current version of the Unit of Competency.	
1. Critical aspects of competency	Assessment required evidences that the candidate: 1.1 identified and presented work requirements 1.2 allocated duties and responsibilities considering task requirements 1.3 established performance expectations as per assignment requirement 1.4 monitored performance, provided feedback and positive support 1.5 applied problem-solving activities.
2. Underpinning knowledge	2.1 Company policies and procedures. 2.2 Relevant legal requirements. 2.3 How performance expectations are set. 2.4 Methods of monitoring performance. 2.5 Client expectations. 2.6 Team members' duties and responsibilities. 2.7 Understanding the root causes of problem and problem-solving strategies.
3. Underpinning skills	3.1 Counseling informal performance skills. 3.2 Building team skills. 3.3 Negotiating skills. 3.4 Problem analysis. 3.5 Applying problem solving activities. 3.6 Providing feedback and positive support.
4. Required attitudes	4.1 Commitment to occupational safety and health. 4.2 Promptness in carrying out activities. 4.3 Sincere and honest to duties. 4.4 Eagerness to learn. 4.5 Tidiness and timeliness. 4.6 Environmental concerns. 4.7 Communicate with peers and seniors in workplace. 4.8 Respect for rights of peers and seniors in workplace.

5. Resource implications	<p>The following resources must be provided:</p> <p>5.1 workplace (actual or simulated)</p> <p>5.2 relevant standards and reference material</p> <p>5.3 sample case study.</p>
6. Methods of assessment	<p>Methods of assessment may include but not limited to:</p> <p>6.1 written test</p> <p>6.2 demonstration</p> <p>6.3 oral questioning</p> <p>6.4 portfolio.</p>
7. Context of assessment	<p>7.1 Competency assessment must be done in a training center or in an actual or simulated workplace after completion of the training module.</p> <p>7.2 Assessment should be done by a BTEB certified assessor.</p>
<p>Accreditation Requirements</p> <p>Training Providers must be accredited by Bangladesh Technical Education Board (BTEB), the national quality assurance body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any national qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by BTEB.</p>	

The Sector Specific Competencies

National Technical and Vocational Qualifications Framework for Bangladesh

Unit of Competency

Unit Title	Maintain Occupational Safety and Health (OSH) in IT Workplace
Unit Code	ITSS3005A1
Unit Descriptor	This unit covers the knowledge, skills and attitudes required to maintain Occupational Safety and Health (OSH) in IT workplace. It includes identifying safety and health issues and applying personal safety and health practices for IT workplace, identifying and reporting hazards and risks, following emergency response procedures, and maintaining and improving safety and health at workplace.
Nominal Hours	30 Hours
Elements of Competency	Performance Criteria <i>Bold & Italicized</i> terms are elaborated in the Range of Variables
1. Identify safety and health issues in IT workplace	1.1 <i>Personal Protective Equipment (PPE)</i> for IT related jobs are identified. 1.2 <i>Type of IT workplace</i> are determined as per requirement. 1.3 <i>Safety and health issues for IT workplace</i> are clarified. 1.4 <i>Safety signs and tags</i> are identified.
2. Apply personal health and safety practices for IT workplace	2.1 <i>Safe and hygiene work environment</i> are established. 2.2 Personal health and hygiene are interpreted. 2.3 Personal health and hygiene are maintained according to health and hygiene procedures. 2.4 Personal Protective Equipment (PPE) are worn correctly and stored after use. 2.5 Clean and tidy workplace is maintained regularly. 2.6 Workplace safety conditions are regularly inspected and reported to designated authority.
3. Identify and report hazards and risks	3.1 Immediate work area is routinely checked for hazards and risks prior to commencing and during work. 3.2 <i>Hazards</i> and risks are identified. 3.3 Corrective actions are taken to mitigate hazards and risks within the level of responsibilities.

	<p>3.4 Incidents arising from hazards and risks are reported to designated authority.</p> <p>3.5 Details of incidents are recorded accurately and clearly.</p>
4. Follow emergency response procedures	<p>4.1 Emergency situations are identified and reported according to workplace requirements.</p> <p>4.2 Workplace emergency procedures are followed as appropriate to the nature of the emergency and according to workplace procedures.</p> <p>4.3 Workplace procedures for dealing with accidents, fires and emergencies are followed.</p> <p>4.4 Emergency response plans and procedures are implemented.</p>
5. Maintain and improve health and safety in the workplace	<p>5.1 Preventive measures are taken for OSH regularly.</p> <p>5.2 Corrective actions are taken to correct unsafe conditions in the workplace.</p> <p>5.3 Recommendations arising from risk assessments are implemented within level of responsibility.</p> <p>5.4 Opportunities for improving OSH performance are identified and reported to relevant personnel.</p> <p>5.5 Social media and internet addition are prevented and ensured.</p> <p>5.6 Safety records are maintained according to company policies.</p>
Range of Variables	
Variable	Range (may include but not limited to):
1. Personal Protective Equipment (PPE)	<p>1.1 Aprons</p> <p>1.2 Ear plugs</p> <p>1.3 Face mask</p> <p>1.4 Hand gloves</p> <p>1.5 Light and clean antistatic shoes</p>
2. Type of IT workplace	<p>2.1 Hardware, system and network servicing workshop</p> <p>2.2 Software development lab/room</p>
3. Safety and health issues for IT workplace	<p>3.1 Ergonomics impairment</p> <p>3.2 Eye Stress / Eyesight impairment</p> <p>3.3 Hearing outage</p> <p>3.4 Pain in the limb</p> <p>3.5 Hypertension / Blood pressure</p> <p>3.6 Obesity</p> <p>3.7 Carpal tunnel syndrome</p> <p>3.8 Thrombosis</p>

	3.9 Repetitive strain injury 3.10 Radiation 3.11 Interest addiction
4. Safety signs and tags	4.1 Direction signs 4.2 First aid signs 4.3 Danger tags 4.4 Hazard signs 4.5 Safety tags 4.6 Warning signs
5. Safe and hygiene work environment	5.1 Insulated Anti-Static mat for protecting from electric shock and accident 5.2 Comfortable seating arrangement of PC and computer screen 5.3 Adjustable healthy chair and table with proper height and angle 5.4 Proper ventilation and lighting system 5.5 Standard electrical fittings
6. Hazards	6.1 Ergonomic 6.2 Radiation 6.3 Heat and cold stress 6.4 Low or high intensity light 6.5 Direct sun light 6.6 Noise
7. Emergency situations	7.1 Earth quake 7.2 Fires 7.3 Explosions
8. Workplace emergency procedures	8.1 Fire fighting 8.2 First aid 8.3 Emergency treatment 8.4 Evacuation
9. Preventive measures	9.1 Healthy settings of the chair and table 9.2 Time management during works 9.3 Avoiding internet and social media addiction 9.4 Providing work interval with computer screen and software 9.5 Ensuring availabilities of oxygen and light in the workplace
Evidence Guide The evidence must be authentic, valid, sufficient, reliable, consistent, recent and meet all requirements of current version of the Unit of Competency.	

1. Critical aspects of competency	<p>Assessment required evidences that the candidate:</p> <ul style="list-style-type: none"> 1.1 identified safety and health issues for IT workplace 1.2 identified safety signs and symbols 1.3 established safe and hygiene work environment 1.4 identified hazards and risks and followed safe workplace operating procedure 1.5 identified and reported emergency situations 1.6 taken preventive and correctives measures for maintaining safe conditions in the workplace 1.7 prevented from social media and internet addiction.
2. Underpinning knowledge	<ul style="list-style-type: none"> 2.1 Importance of maintaining OSH in IT workplace. 2.2 Personal protective equipment requirements for IT related jobs. 2.3 Type of IT workplace and safe and hygiene work environment. 2.4 Safety and Health issues for IT workplace: <ul style="list-style-type: none"> 2.4.1 ergonomics impairment 2.4.2 eye Stress / Eyesight impairment. 2.4.3 hearing outage 2.4.4 pain in the limb 2.4.5 hypertension / blood pressure 2.4.6 obesity 2.4.7 carpal tunnel syndrome 2.4.8 thrombosis 2.4.9 repetitive strain injury 2.4.10 radiation 2.4.11 internet addiction. 2.5 Health and hygiene precaution requirement in IT workplace. 2.6 OSH policies and procedures for IT workplace. 2.7 Types of incidents and risk in IT workplace. 2.8 Emergency situations and Workplace emergency procedures. 2.9 Safety sign and tags. 2.10 Types of hazards. 2.11 Reporting and recording procedure. 2.12 Internet and social media addiction and its impact in health and safety.
3. Underpinning skills	<ul style="list-style-type: none"> 3.1 Identifying safety and health issues in IT workplace. 3.2 Applying personal health and safety practices for IT workplace. 3.3 Identifying and reporting hazards and risks.

	<p>3.4 Following and responding in emergency response procedures.</p> <p>3.5 Maintaining and improving health and safety in the IT workplace.</p> <p>3.6 Preventing from Social media and internet addiction.</p>
4. Required attitudes	<p>4.1 Commitment to occupational health and safety in workplace and personal life.</p> <p>4.2 Promptness in carrying out activities.</p> <p>4.3 Maintaining cleanliness and safe work environment.</p> <p>4.4 Sincere and honest to duties.</p> <p>4.5 Eagerness to learn.</p> <p>4.6 Tidiness and timeliness.</p> <p>4.7 Environmental concerns in workplace.</p> <p>4.8 Respect for rights of peers and seniors at workplace.</p> <p>4.9 Communication with peers and seniors at workplace.</p> <p>4.10 Following IT ethics and preventing from internet and social media addiction.</p>
5. Resource implication	<p>The following resources must be provided:</p> <p>5.1 workplace (actual or simulated)</p> <p>5.2 equipment and outfits appropriate in applying safety measures</p> <p>5.3 tools, materials and documentation required</p> <p>5.4 relevant specifications or work instructions.</p>
6. Methods of assessment	<p>Methods of assessment may include but not limited to:</p> <p>6.1 written test</p> <p>6.2 demonstration</p> <p>6.3 oral questioning</p> <p>6.4 portfolio.</p>
7. Context of assessment	<p>7.1 Competency assessment must be done in a training center or in an actual or simulated workplace after completion of the training module.</p> <p>7.2 Assessment should be done by a BTEB certified assessor.</p>

Accreditation Requirements

Training Providers must be accredited by Bangladesh Technical Education Board (BTEB), the national quality assurance body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any national qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by BTEB.

National Technical and Vocational Qualifications Framework for Bangladesh

Unit of Competency

Unit Title	Prepare for Employment
Unit Code	ITSS3006A1
Unit Descriptor	This unit covers the knowledge, skills and attitudes required to prepare for employment. It includes planning for career development in IT sector, developing portfolio, preparing for interviewing, and demonstrate presentation and report.
Nominal Hours	30 Hours
Elements of Competency	Performance Criteria <i>Bold & Italicized</i> terms are elaborated in the Range of Variables
1. Plan for career development in IT sector	1.1 Existing and emerging occupations in IT sector are identified. 1.2 Internet and other sources are accessed to locate career planning information and job opportunities in IT sector. 1.3 Potentiality of each occupations are assessed. 1.4 Job description, job specification and personal specification of the interested occupations are accessed. 1.5 Careers in the information technology field are identified.
2. Develop portfolio	2.1 Potential occupations are selected. 2.2 Training opportunity of the occupations are identified. 2.3 Training and assessment in the selected occupation are taken part. 2.4 Nationally recognized certificate is received. 2.5 SWOT analysis for career is performed. 2.6 Strength for employment in IT sector is judged according to the career checklist.
3. Prepare for Interview	3.1 Company profile and related information are accessed before facing the interview. 3.2 Resume for interview is prepared following an appropriate technique considering employers motives and target.

	3.3 Physical and mental preparation for facing interview are taken.
4. Demonstrate presentation and report	4.1 Presentation is made on a given topics using standard software application. 4.2 Report is prepared on specific works.
Range of Variables	
Variable	Range (may include but not limited to):
1. Physical and mental preparation	1.1 Formal dress up 1.2 Cleanliness 1.3 Managing stress 1.4 Prepare for up to date technical and soft skills 1.5 Time management
2. Given topics	2.1 Resume for jobs 2.2 Self-introduction 2.3 Prospective occupations
Evidence Guide The evidence must be authentic, valid, sufficient, reliable, consistent, recent and meet all requirements of current version of the Unit of Competency.	
1. Critical aspects of competency	Assessment required evidences that the candidate: 1.1 identified existing and emerging occupations in IT sector 1.2 accessed job description, job specification and persona specification of the IT occupations 1.3 taken part in training and assessment for selected occupation 1.4 judged the strength for employment in IT sector 1.5 prepared resume for interview 1.6 taken physical and mental preparation for interview.
2. Underpinning knowledge	2.1 IT sector and IT ISC. 2.2 Occupations in IT sector, future prospective occupation in IT sector. 2.3 Definition of sector, occupations, competency standard, job description, job specification and personal specification. 2.4 Career prospect in IT sector. 2.5 Importance of nationally recognized certificate and achieving procedure. 2.6 SWOT analysis. 2.7 Resume preparation procedure. 2.8 Physical and mental preparation interview.

3. Underpinning skills	3.1 Planning for career development in IT sector. 3.2 Preparing portfolio. 3.3 Writing resume for getting jobs. 3.4 Preparing for interview. 3.5 Preparing presentation. 3.6 Writing report.
4. Required attitudes	4.1 Commitment to occupational safety and health. 4.2 Promptness in carrying out activities. 4.3 Sincere and honest to duties. 4.4 Environmental concerns. 4.5 Eagerness to learn. 4.6 Tidiness and timeliness. 4.7 Respect for rights of peers and seniors at workplace. 4.8 Communication with peers and seniors at workplace.
5. Resource implication	The following resources must be provided: 5.1 workplace (actual or simulated) 5.2 computer and well-equipped computer lab including all necessary software and appropriate operating system 5.3 teaching aids and learning materials
6. Methods of assessment	Methods of assessment may include but not limited to: 6.1 written test 6.2 demonstration 6.3 oral questioning 6.4 portfolio.
7. Context of assessment	7.1 Competency assessment must be done in a training center or in an actual or simulated workplace after completion of the training module. 7.2 Assessment should be done by a BTEB certified assessor.

Accreditation Requirements

Training Providers must be accredited by Bangladesh Technical Education Board (BTEB), the national quality assurance body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any national qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by BTEB.

The Occupation Specific Competencies

National Technical and Vocational Qualifications Framework for Bangladesh

Unit of Competency

Unit Title	Interpret the Concept of Digital Marketing
Unit Code	ITDIM4001A1
Unit Descriptor	This unit covers the knowledge, skills and attitudes required to interpret the concept of digital marketing. It includes interpreting concept of marketing and concept of digital marketing.
Nominal Hours	55 Hours
Elements of Competency	Performance criteria <i>Bold & italicized</i> words are detailed in the Range of Variables
1. Interpret concept of marketing	1.1 Marketing principles are stated. 1.2 <i>Elements of marketing mix</i> are identified. 1.3 Relationship among the elements of marketing are interpreted.
2. Interpret concept of digital marketing	2.1 Digital marketing concept are interpreted. 2.2 <i>Platforms</i> for digital marketing are identified and interpreted. 2.3 Elements of digital marketing mix are identified. 2.4 <i>Digital marketing technologies</i> are interpreted.
Range of Variables	
Variable	Range (may include but not limited to):
1. Elements of marketing mix	1.1 Product and branding 1.2 Proposition 1.3 Packaging 1.4 Promotion 1.5 Price 1.6 Place
2. Platforms	2.1 Search 2.2 Display 2.3 Social media 2.4 Facebook 2.5 Instagram 2.6 Twitter 2.7 LinkedIn

	2.8 Snapchat 2.9 Instant Messaging 2.10 Video network 2.11 Content network 2.12 Mobile marketing 2.13 Influencer marketing
3. Digital marketing technologies	3.1 Web technology 3.2 Mobile technology 3.3 Emerging technology 3.4 Augmented reality 3.5 Virtual reality 3.6 Mixed reality 3.7 Internet of Things (IoT) 3.8 AI
Evidence Guide The evidence must be authentic, valid, sufficient, reliable, consistent, recent and meet all requirements of current version of the Unit of Competency.	
1. Critical aspects of competency	Assessment required evidences that the candidate: 1.1 interpreted relationship among the elements of marketing mix 1.2 identified elements of digital marketing mix 1.3 interpreted digital marketing technologies.
2. Underpinning knowledge	2.1 Definition of marketing. 2.2 Definition of branding. 2.3 Importance of branding 2.4 Brand development process. 2.5 Marketing principles. 2.6 Elements of marketing mix. 2.7 Platforms for digital marketing. 2.8 Digital marketing technologies.
3. Underpinning skills	3.1 Interpreting concept of marketing. 3.2 Identifying digital marketing platforms. 3.3 Interpreting digital marketing technologies.
4. Required attitudes	4.1 Commitment to occupational safety and health. 4.2 Eagerness to learn. 4.3 Promptness in carrying out activities. 4.4 Tidiness and timeliness. 4.5 Sincere and honest to duties. 4.6 Environmental concerns. 4.7 Respect to rights of peers and seniors at workplace. 4.8 Communication with peers and seniors at workplace.

5. Resource implications	<p>The following resources must be provided:</p> <p>5.1 workplace (actual or simulated)</p> <p>5.2 IT tools and relevant applications</p> <p>5.3 internet connection</p> <p>5.4 learning manuals.</p>
6. Methods of assessment	<p>Methods of assessment may include but not limited to:</p> <p>6.1 written test</p> <p>6.2 demonstration</p> <p>6.3 oral questioning</p> <p>6.4 portfolio.</p>
7. Context of assessment	<p>7.1 Competency assessment must be done in a training center or in an actual or simulated workplace after completion of the training module.</p> <p>7.2 Assessment should be done by a BTEB certified assessor.</p>
<p>Accreditation Requirements</p> <p>Training providers must be accredited by Bangladesh Technical Education Board (BTEB), the national quality assurance body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any national qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by BTEB.</p>	

National Technical and Vocational Qualifications Framework for Bangladesh

Unit of Competency

Unit Title	Use Social Media for Digital Marketing
Unit Code	ITDIM4002A1
Unit Descriptor	This unit covers the knowledge, skills and attitudes required to use social media for digital marketing. It includes explaining major social media platforms and performing management of social media platforms.
Nominal Hours	65 Hours
Elements of Competency	Performance criteria <i>Bold & italicized</i> words are detailed in the Range of Variables
1. Explain major social media platforms	1.1 Major social media <i>platforms</i> are identified. 1.2 Purpose of using different social media platforms for the users are interpreted. 1.3 Purpose of using different social media platforms for brands are interpreted.
2. Perform management of social media platforms	2.1 <i>Social media management processes</i> are identified. 2.2 Social media management processes are applied.
Range of Variables	
Variable	Range (may include but not limited to):
1. Platforms	1.1 Facebook 1.2 Instagram 1.3 YouTube
2. Social media management processes	2.1 Social media audit 2.2 Choice of social media platform 2.3 Target audience analysis 2.4 Account creation 2.5 Content management 2.6 Query management 2.7 Community management 2.8 Monitoring and reporting
Evidence Guide	
The evidence must be authentic, valid, sufficient, reliable, consistent, recent and meet all requirements of current version of the Unit of Competency.	

1. Critical aspects of competency	Assessment required evidences that the candidate: 1.1 identified social media platforms 1.2 identified features of social media 1.3 identified social media management processes 1.4 applied social media management processes.
2. Underpinning knowledge	2.1 Social media platforms. 2.2 Purpose of using social media platforms. 2.3 Features of social media. 2.4 Social media management processes.
3. Underpinning skills	3.1 Interpreting social media platforms. 3.2 Performing management of social media platforms.
4. Required attitudes	4.1 Commitment to occupational safety and health. 4.2 Eagerness to learn. 4.3 Promptness in carrying out activities. 4.4 Tidiness and timeliness. 4.5 Sincere and honest to duties. 4.6 Environmental concerns. 4.7 Respect to rights of peers and seniors at workplace. 4.8 Communication with peers and seniors at workplace.
5. Resource implications	The following resources must be provided: 5.1 workplace (actual or simulated) 5.2 IT tools and relevant applications 5.3 internet connection 5.4 learning manuals.
6. Methods of assessment	Methods of assessment may include but not limited to: 6.1 written test 6.2 demonstration 6.3 oral questioning 6.4 portfolio.
7. Context of assessment	7.1 Competency assessment must be done in a training center or in an actual or simulated workplace after completion of the training module. 7.2 Assessment should be done by a BTEB certified assessor.

Accreditation Requirements

Training providers must be accredited by Bangladesh Technical Education Board (BTEB), the national quality assurance body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any national qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by BTEB.

National Technical and Vocational Qualifications Framework for Bangladesh

Unit of Competency

Unit Title	Perform Digital Marketing Analytics
Unit Code	ITDIM4003A1
Unit Descriptor	This unit covers the knowledge, skills and attitudes required to perform digital marketing analytics. It includes interpreting concepts of analytics, setting analytics to measure events, applying concept of analytics to measure campaigns and creating reports from analytics.
Nominal Hours	55 Hours
Elements of Competency	Performance criteria <i>Bold & italicized</i> words are detailed in the Range of Variables
1. Interpret the concepts of analytics	1.1 Concepts of analytics are stated. 1.2 <i>Analytics tools</i> are interpreted.
2. Setup analytics to measure events	2.1 <i>Google analytics setup</i> is performed. 2.2 Facebook page metrics are interpreted. 2.3 Facebook and google ad campaigns are interpreted.
3. Apply concept of analytics to measure campaigns	3.1 Campaign results are measured based on objectives. 3.2 Conversion is measured.
4. Create reports from analytics	4.1 Analytics reports and capture performance are interpreted. 4.2 <i>Analytics reports</i> are generated.
Range of Variables	
Variable	Range (may include but not limited to):
1. Analytics tools	1.1 Google website analytics 1.2 Facebook page analytics 1.3 Google ads analytics 1.4 Facebook ads analytics
2. Google analytics setup	2.1 Goal / Event creation activities 2.2 Funnel creation 2.3 Results interpretation

3. Analytics reports	3.1 Website analytics reports 3.2 Ad analytics reports 3.3 Facebook page analytics reports
Evidence Guide The evidence must be authentic, valid, sufficient, reliable, consistent, recent and meet all requirements of current version of the Unit of Competency.	
1. Critical aspects of competency	Assessment required evidences that the candidate: 1.1 interpreted analytics tools 1.2 performed google analytics setup 1.3 measured campaign results based on objectives 1.4 created reports from analytics.
2. Underpinning knowledge	2.1 Concepts of analytics. 2.2 List of analytics tools. 2.3 Setup procedure of google analytics. 2.4 Facebook page metrics. 2.5 Facebook and google Ads campaigns. 2.6 Concept of analytics to measure campaigns. 2.7 Analytics reports and capture performance. 2.8 Creation procedure of analytics reports.
3. Underpinning skills	3.1 Performing setup of analytics to measure events. 3.2 Measuring campaigns result and conversation. 3.3 Creating reports from analytics.
4. Required attitudes	4.1 Commitment to occupational safety and health. 4.2 Eagerness to learn. 4.3 Promptness in carrying out activities. 4.4 Tidiness and timeliness. 4.5 Sincere and honest to duties. 4.6 Environmental concerns. 4.7 Respect to rights of peers and seniors at workplace. 4.8 Communication with peers and seniors at workplace.
5. Resource implications	The following resources must be provided: 5.1 workplace (actual or simulated) 5.2 IT tools and relevant applications 5.3 internet connection 5.4 learning manuals.
6. Methods of assessment	Methods of assessment may include but not limited to: 6.1 written test 6.2 demonstration 6.3 oral questioning 6.4 portfolio.

7. Context of assessment	<p>7.1 Competency assessment must be done in a training center or in an actual or simulated workplace after completion of the training module.</p> <p>7.2 Assessment should be done by a BTEB certified assessor.</p>
<p>Accreditation Requirements</p> <p>Training providers must be accredited by Bangladesh Technical Education Board (BTEB), the national quality assurance body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any national qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by BTEB.</p>	

National Technical and Vocational Qualifications Framework for Bangladesh

Unit of Competency

Unit Title	Plan for Digital Marketing Campaign
Unit Code	ITDIM4004A1
Unit Descriptor	This unit covers the knowledge, skills and attitudes required to plan for digital marketing campaign. It includes performing information gathering and research activities, and utilizing strategic planning.
Nominal Hours	35 Hours
Elements of Competency	Performance criteria <i>Bold & italicized</i> words are detailed in the Range of Variables
1. Perform information gathering & research activities	1.1 Research procedure are interpreted. 1.2 <i>Information collecting tools</i> are identified. 1.3 Information is collected using Information collecting tools. 1.4 Brief writing is performed.
2. Utilize strategic planning	2.1 AIDA model of consumer behavior is interpreted. 2.2 AIDA model is applied for campaign planning. 2.3 Integrated marketing campaign plan is created.
Range of Variables	
Variable	Range (may include but not limited to):
1. Information collecting tools	1.1 Google trends 1.2 Facebook audience insights 1.3 Google keyword planner 1.4 App annie
Evidence Guide The evidence must be authentic, valid, sufficient, reliable, consistent, recent and meet all requirements of current version of the Unit of Competency.	
1. Critical aspects of competency	Assessment required evidences that the candidate: 1.1 identified information collecting tools 1.2 collected information using Information collecting tools 1.3 applied AIDA model for campaign planning 1.4 created integrated marketing campaign plan.

2. Underpinning knowledge	2.1 Research procedure. 2.2 Information collecting tools. 2.3 Information gathering & research activities. 2.4 Brief writing. 2.5 AIDA model of consumer behavior. 2.6 Integrated marketing campaign plan.
3. Underpinning skills	3.1 Perform information gathering & research activities. 3.2 Utilizing strategic planning.
4. Required attitudes	4.1 Commitment to occupational safety and health. 4.2 Eagerness to learn. 4.3 Promptness in carrying out activities. 4.4 Tidiness and timeliness. 4.5 Sincere and honest to duties. 4.6 Environmental concerns. 4.7 Respect to rights of peers and seniors at workplace. 4.8 Communication with peers and seniors at workplace.
5. Resource implications	The following resources must be provided: 5.1 workplace (actual or simulated) 5.2 IT tools and relevant applications 5.3 internet connection 5.4 learning manuals.
6. Methods of assessment	Methods of assessment may include but not limited to: 6.1 written test 6.2 demonstration 6.3 oral questioning 6.4 portfolio.
7. Context of assessment	7.1 Competency assessment must be done in a training center or in an actual or simulated workplace after completion of the training module. 7.2 Assessment should be done by a BTEB certified assessor.

Accreditation Requirements

Training providers must be accredited by Bangladesh Technical Education Board (BTEB), the national quality assurance body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any national qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by BTEB.

National Technical and Vocational Qualifications Framework for Bangladesh

Unit of Competency

Unit Title	Manage Advertisement on Digital Marketing Platforms
Unit Code	ITDIM4005A1
Unit Descriptor	This unit covers the knowledge, skills and attitudes required to manage advertisement on digital marketing platforms. It includes identifying digital advertising platforms, interpreting concepts of digital advertising, and performing process of digital advertising across platforms.
Nominal Hours	50 Hours
Elements of Competency	Performance criteria <i>Bold & italicized</i> words are detailed in the Range of Variables
1. Identify digital advertising platforms	1.1 Major digital advertising <i>platforms</i> are identified. 1.2 Use of digital advertising platforms are interpreted.
2. Interpret concepts of digital advertising	2.1 <i>Types of ads</i> across platforms are interpreted. 2.2 <i>Audience funnel / stage</i> is interpreted. 2.3 Types of <i>performance indicators</i> at different funnel / stage are explained.
3. Perform the process of digital advertising across platforms	3.1 The <i>process</i> of digital advertising is interpreted. 3.2 Advertising process is performed for the <i>commonly used platforms</i> .
Range of Variables	
Variable	Range (may include but not limited to):
1. Platforms	1.1 Search engine marketing 1.2 Display network 1.3 Social media 1.4 Messaging platforms 1.5 Video network 1.6 Direct purchase
2. Types of Ads	2.1 Search ads: 2.1.1 Text ads 2.1.2 Contextual ads 2.1.3 Product listing 2.1.4 Location ads

	<ul style="list-style-type: none"> 2.1.5 Remarketing ads 2.2 Display: <ul style="list-style-type: none"> 2.2.1 Static 2.2.2 Dynamic 2.2.3 Instant articles 2.2.4 Video 2.3 Social media: <ul style="list-style-type: none"> 2.3.1 Domain ads 2.3.2 Multi-Product ads (carousel ads) 2.3.3 Offer ads 2.3.4 Video ads 2.3.5 Lead ads 2.3.6 Canvas 2.3.7 Sponsored mentions 2.3.8 Dynamic ads 2.3.9 Static ads 2.3.10 Leads ads 2.4 Video ads <ul style="list-style-type: none"> 2.4.1 True view ads 2.4.2 Discovery ads 2.4.3 Pre-roll ads 2.4.4 In-stream ads 2.4.5 Bumpers 2.5 Messaging platforms 2.6 Video network 2.7 Direct purchase
3. Audience funnel/ stage	<ul style="list-style-type: none"> 3.1 Funnel <ul style="list-style-type: none"> 3.1.1 Awareness 3.1.2 Engagement 3.1.3 Conversion 3.1.4 Advocacy 3.2 Stage <ul style="list-style-type: none"> 3.2.1 See 3.2.2 Think 3.2.3 Act 3.2.4 Care
4. Performance indicators	<ul style="list-style-type: none"> 4.1 Awareness/ See: <ul style="list-style-type: none"> 4.1.1 Reach 4.1.2 Frequency 4.1.3 Like 4.1.4 Video views 4.1.5 Site visits 4.1.6 Search percentage 4.1.7 Fan count

	4.2 Engagement/ Think: 4.2.1 Comment 4.2.2 Share 4.2.3 Visit duration 4.2.4 Bounce rate 4.2.5 Engage index 4.2.6 CPC 4.2.7 CTR 4.2.8 Video completion rate etc 4.3 Conversion/ Do: 4.3.1 % of positive reviews 4.3.2 Repeat visitors 4.3.3 Coupon downloads 4.3.4 Store locator 4.4 Advocacy/ Care: 4.3.5 Reviews 4.3.6 Referrals 4.3.7 Volume of share with friends
5. Process	5.1 Setting campaign objective 5.2 Audience targeting 5.3 KPI selection 5.4 Campaign management 5.5 Monitoring & tracking 5.6 Comparing and correcting 5.7 Benchmark creation for future
6. Commonly used platforms	6.1 Google ads 6.2 Facebook ads
Evidence Guide The evidence must be authentic, valid, sufficient, reliable, consistent, recent and meet all requirements of current version of the Unit of Competency.	
1. Critical aspects of competency	Assessment required evidences that the candidate 1.1 identified digital advertising platforms 1.2 explained performance indicators at different funnel / stage 1.3 interpreted the process of digital advertisings 1.4 performed advertising for commonly used platforms.
2. Underpinning knowledge	2.1 Digital advertising platforms and commonly used platforms. 2.2 Types of ads across platforms. 2.3 Audience funnel / stage. 2.4 Types of performance indicators at different funnel. 2.5 Process of digital advertising.

3. Underpinning skills	3.1 Identifying digital advertising platforms. 3.2 Performing digital advertising across platforms.
4. Required attitudes	4.1 Commitment to occupational safety and health. 4.2 Eagerness to learn. 4.3 Promptness in carrying out activities. 4.4 Tidiness and timeliness. 4.5 Sincere and honest to duties. 4.6 Environmental concerns. 4.7 Respect to rights of peers and seniors at workplace. 4.8 Communication with peers and seniors at workplace.
5. Resource implications	The following resources must be provided: 5.1 workplace (actual or simulated) 5.2 IT tools and relevant applications 5.3 internet connection 5.4 learning manuals.
6. Methods of assessment	Methods of assessment may include but not limited to: 6.1 written test 6.2 demonstration 6.3 oral questioning 6.4 portfolio.
7. Context of assessment	7.1 Competency assessment must be done in a training center or in an actual or simulated workplace after completion of the training module. 7.2 Assessment should be done by a BTEB certified assessor.

Accreditation Requirements

Training providers must be accredited by Bangladesh Technical Education Board (BTEB), the national quality assurance body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any national qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by BTEB.

National Technical and Vocational Qualifications Framework for Bangladesh

Unit of Competency

Unit Title	Perform Mobile Marketing
Unit Code	ITDIM4006A1
Unit Descriptor	This unit covers the knowledge, skills and attitudes required to perform mobile marketing. It includes applying concept of mobile marketing, tailoring contents for mobile marketing, perform mobile social media marketing, using mobile advertise ecosystem, perform mobile app marketing, perform SMS campaign.
Nominal Hours	20 Hours
Elements of Competency	Performance criteria <i>Bold & italicized</i> words are detailed in the Range of Variables
1. Apply concept of mobile marketing	1.1 Overview of mobile marketing is described. 1.2 Mobile marketing technology is explained. 1.3 Mobile marketing targeting and reach are explained. 1.4 Mobile <i>marketing options</i> are identified. 1.5 Responsiveness of website and content are explained. 1.6 Mobile marketing policies are stated. 1.7 Mobile marketing strategies are developed.
2. Tailor contents for mobile marketing	2.1 Mobile marketing <i>contents</i> are defined. 2.2 Contents are optimized according to platforms.
3. Perform mobile social media marketing	3.1 Mobile social media marketing is explained. 3.2 Ways of mobile social media marketing approach is outlined. 3.3 Mobile social media marketing is carried out.
4. Use mobile advertise ecosystem	4.1 <i>Mobile advertise ecosystem</i> is explained. 4.2 Ways of mobile advertising is outlined. 4.3 Mobile advertising is performed.
5. Perform mobile app marketing	5.1 Mobile app marketing is interpreted. 5.2 Ways of mobile app marketing is explained. 5.3 Mobile app marketing is performed.

6. Perform SMS campaign	6.1 SMS campaign is explained. 6.2 Campaign process is outlined. 6.3 SMS campaign is performed.
Range of Variables	
Variable	Range (may include but not limited to):
1. Marketing options	1.1 SMS campaign 1.2 Mobile website marketing 1.3 Mobile app marketing 1.4 Mobile advertise ecosystem 1.5 Mobile social media marketing 1.6 Mobile e-mail marketing
2. Contents	2.1 Text 2.2 Image 2.3 Audio 2.4 Video
3. Mobile advertise ecosystem	3.1 SMS 3.2 Voice 3.3 Mobile ad network 3.4 E-mail 3.5 Push notification
Evidence Guide	
The evidence must be authentic, valid, sufficient, reliable, consistent, recent and meet all requirements of current version of the Unit of Competency.	
1. Critical aspects of competency	Assessment required evidences that the candidate: 1.1 developed mobile marketing strategies 1.2 optimized contents according to platforms 1.3 carried out mobile social media marketing 1.4 performed mobile app marketing 1.5 performed SMS campaign.
2. Underpinning knowledge	2.1 Mobile marketing technology. 2.2 Target and reach. 2.3 Mobile marketing options. 2.4 Mobile marketing policies. 2.5 Contents. 2.6 Mobile advertise ecosystem. 2.7 Mobile app. 2.8 SMS campaign.

3. Underpinning skills	3.1 Tailoring contents for mobile marketing. 3.2 Performing mobile social media marketing. 3.3 Using mobile advertise ecosystem. 3.4 Performing mobile app marketing. 3.5 Performing SMS campaign.
4. Required attitudes	4.1 Commitment to occupational safety and health. 4.2 Eagerness to learn. 4.3 Promptness in carrying out activities. 4.4 Tidiness and timeliness. 4.5 Sincere and honest to duties. 4.6 Environmental concerns. 4.7 Respect to rights of peers and seniors at workplace. 4.8 Communication with peers and seniors at workplace.
5. Resource implications	The following resources must be provided: 5.1 workplace (actual or simulated) 5.2 IT tools and relevant applications 5.3 internet connection 5.4 learning manuals.
6. Methods of assessment	Methods of assessment may include but not limited to: 6.1 written test 6.2 demonstration 6.3 oral questioning 6.4 portfolio.
7. Context of assessment	7.1 Competency assessment must be done in a training center or in an actual or simulated workplace after completion of the training module. 7.2 Assessment should be done by a BTEB certified assessor.

Accreditation Requirements

Training providers must be accredited by Bangladesh Technical Education Board (BTEB), the national quality assurance body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any national qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by BTEB.

National Technical and Vocational Qualifications Framework for Bangladesh

Unit of Competency

Unit Title	Use Social Media Advanced Features for Digital Marketing
Unit Code	ITDIM5007A1
Unit Descriptor	This unit covers the knowledge, skills and attitudes required to use social media advanced features for digital marketing. It includes interpreting advanced social media platforms and performing management of advanced social media platforms.
Nominal Hours	50 Hours
Elements of Competency	Performance criteria <i>Bold & italicized</i> words are detailed in the Range of Variables
1. Interpret advanced social media platforms	1.1 Advanced social media <i>platforms</i> are identified. 1.2 Purpose of using advanced social media platforms for the users are interpreted. 1.3 Features of advanced social media are identified. 1.4 Purpose of using advanced social media platforms for brands are interpreted.
2. Perform management of advanced social media platforms	2.1 Advanced social media management <i>processes</i> are identified. 2.2 Advanced social media management processes are applied.
Range of Variables	
Variable	Range (may include but not limited to):
1. Platforms	1.1 Twitter 1.2 LinkedIn 1.3 Snapchat
2. Processes	2.1 Social media listening 2.2 Social customer care 2.3 Social CRM
Evidence Guide	
The evidence must be authentic, valid, sufficient, reliable, consistent, recent and meet all requirements of current version of the Unit of Competency.	

1. Critical aspects of competency	<p>Assessment required evidences that the candidate:</p> <p>1.1 identified advanced social media platforms</p> <p>1.2 identified features of advanced social media</p> <p>1.3 identified advanced social media management processes</p> <p>1.4 applied advanced social media management processes.</p>
2. Underpinning knowledge	<p>2.1 Advanced social media platforms.</p> <p>2.2 Purpose of using advanced social media platforms.</p> <p>2.3 Features of advanced social media.</p> <p>2.4 Purpose of using advanced social media platforms.</p> <p>2.5 Advanced social media management processes.</p>
3. Underpinning skills	<p>3.1 Interpreting advanced social media platforms.</p> <p>3.2 Performing management of advanced social media platforms.</p>
4. Required attitudes	<p>4.1 Commitment to occupational safety and health.</p> <p>4.2 Eagerness to learn.</p> <p>4.3 Promptness in carrying out activities.</p> <p>4.4 Tidiness and timeliness.</p> <p>4.5 Sincere and honest to duties.</p> <p>4.6 Environmental concerns.</p> <p>4.7 Respect to rights of peers and seniors at workplace.</p> <p>4.8 Communication with peers and seniors at workplace.</p>
5. Resource implications	<p>The following resources must be provided:</p> <p>5.1 workplace (actual or simulated)</p> <p>5.2 IT tools and relevant applications</p> <p>5.3 internet connection</p> <p>5.4 learning manuals.</p>
6. Methods of assessment	<p>Methods of assessment may include but not limited to:</p> <p>6.1 written test</p> <p>6.2 demonstration</p> <p>6.3 oral questioning</p> <p>6.4 portfolio.</p>
7. Context of assessment	<p>7.1 Competency assessment must be done in a training center or in an actual or simulated workplace after completion of the training module.</p> <p>7.2 Assessment should be done by a BTEB certified assessor.</p>

Accreditation Requirements

Training providers must be accredited by Bangladesh Technical Education Board (BTEB), the national quality assurance body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any national qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by BTEB.

National Technical and Vocational Qualifications Framework for Bangladesh

Unit of Competency

Unit Title	Perform E-mail Marketing
Unit Code	ITDIM5008A1
Unit Descriptor	This unit covers the knowledge, skills and attitudes required to perform email marketing. It includes interpreting e-mail marketing concept, creating e-mail marketing campaign and performing e-mail marketing analytics.
Nominal Hours	20 Hours
Elements of Competency	Performance criteria <i>Bold & italicized</i> words are detailed in the Range of Variables
1. Interpret email marketing concept	1.1 E-mail marketing is defined. 1.2 <i>Compliance</i> of e-mail marketing are interpreted. 1.3 Commonly used <i>e-mail marketing automation platform</i> are identified. 1.4 Tactics to maximize e-mail marketing are explained.
2. Create email marketing campaign	2.1 Integration with <i>marketing channels</i> are identified 2.2 <i>Essentials</i> for a campaign are applied. 2.3 <i>Purpose of email</i> is defined. 2.4 Appropriate <i>audience segmentation criteria</i> are identified. 2.5 E-mail copy and content writing processes are interpreted and utilized. 2.6 E-mail <i>design and layout</i> preparation processes are interpreted and utilized. 2.7 Customer e-mail data are collected from different <i>email sources</i> .
3. Perform email marketing analytics	3.1 <i>Rich measurement elements</i> are used to measure recipient activities. 3.2 Revenue and conversion metrics are measured. 3.3 Monitoring reports are prepared. 3.4 E-mail campaigns are optimized.
Range of Variables	
Variable	Range (may include but not limited to):

1. Compliance	1.1 Marketing in the right way 1.2 Data protection 1.3 Privacy and electronic communication regulation 1.4 Industry codes 1.5 Regulatory organization
2. E-mail marketing automation platform	2.1 Constant contact 2.2 Sendinblue 2.3 Mailchimp 2.4 Convert kit 2.5 HubSpot marketing 2.6 Get response
3. Marketing channel	3.1 Website integration 3.2 Social media integration 3.3 SMS integration
4. Essentials	4.1 Sender identification 4.2 Sender address and contact details 4.3 Unsubscribe link 4.4 Honesty and responsibility 4.5 Brand guideline 4.6 Integration with other channels 4.7 Location of receiver 4.8 Timing of sending 4.9 Blacklisting
5. Purpose of e-mail	5.1 Newsletters 5.2 Product surveys 5.3 Sales promotions 5.4 Product catalog
6. Audience segmentation criteria	6.1 Customer lifecycle 6.2 Browsing behavior 6.3 Level of engagement 6.4 Purchase value 6.5 Subscriber profile
7. Design and layout	7.1 E-mail templates 7.2 Design using CSS and HTML
8. E-mail sources	8.1 Rented emails 8.2 Co-branded emails 8.3 Third party email 8.4 LinkedIn network 8.5 Business network
9. Rich measurement element	9.1 Opens and open rates 9.2 Link clicks, click rates and click heat-maps

	9.3 Social shares and email forwards 9.4 Device (desktop, mobile and tablet) and browser analysis of opens and clicks 9.5 Geographic (country and city) analysis of opens and clicks
Evidence Guide The evidence must be authentic, valid, sufficient, reliable, consistent, recent and meet all requirements of current version of the Unit of Competency.	
1. Critical aspects of competency	Assessment required evidences that the candidate: 1.1 identified commonly used E-mail marketing automation platform 1.2 identified Integration with marketing channels 1.3 identified audience segmentation criteria 1.4 utilized email copy and content writing processes 1.5 utilized email design and layout preparation processes 1.6 collected customer email data from different email sources 1.7 performed e-mail marketing analytics.
2. Underpinning knowledge	2.1 Content for email marketing. 2.2 E-mails design. 2.3 Differences between popular email marketing platforms. 2.4 Concept of measure success. 2.5 Benefit of regular email communication. 2.6 Techniques, process and value of marketing automation. 2.7 Tactics to maximize e-mail marketing.
3. Underpinning skills	3.1 Creating email marketing campaign. 3.2 Identifying Integration with marketing channels. 3.3 Identifying audience segmentation criteria. 3.4 Performing email marketing analytics.
4. Required attitudes	4.1 Commitment to occupational safety and health. 4.2 Eagerness to learn. 4.3 Promptness in carrying out activities. 4.4 Tidiness and timeliness. 4.5 Sincere and honest to duties. 4.6 Environmental concerns. 4.7 Respect to rights of peers and seniors at workplace. 4.8 Communication with peers and seniors at workplace.
5. Resource implications	The following resources must be provided: 5.1 computer and well-equipped computer lab including all necessary software and appropriate operating system 5.2 teaching aids and learning materials 5.3 real workstation or simulated workplace.

6. Methods of assessment	<p>Methods of assessment may include but not limited to:</p> <p>6.1 written test</p> <p>6.2 demonstration</p> <p>6.3 oral questioning</p> <p>6.4 portfolio.</p>
7. Context of assessment	<p>7.1 Competency assessment must be done in a training center or in an actual or simulated workplace after completion of the training module.</p> <p>7.2 Assessment should be done by a BTEB certified assessor.</p>
<p>Accreditation Requirements</p> <p>Training providers must be accredited by Bangladesh Technical Education Board (BTEB), the national quality assurance body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any national qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by BTEB.</p>	

National Technical and Vocational Qualifications Framework for Bangladesh

Unit of Competency

Unit Title	Perform Content Marketing
Unit Code	ITDIM5009A1
Unit Descriptor	This unit covers the knowledge, skills and attitudes required to perform content marketing. It includes interpreting content marketing, preparing content marketing plan and measuring content performance.
Nominal Hours	60 Hours
Elements of Competency	Performance criteria <i>Bold & italicized</i> words are detailed in the Range of Variables
1. Interpret content marketing	1.1 <i>Elements of content marketing</i> are identified. 1.2 <i>Content delivery mechanism / platform</i> is interpreted. 1.3 Content marketing strategies are interpreted.
2. Prepare content marketing plan	2.1 Problem is identified and interpreted. 2.2 Given problem is analyzed and researched. 2.3 <i>Purpose of the content</i> is identified. 2.4 Content marketing strategies are written. 2.5 Content marketing idea is presented.
3. Measure content performance	3.1 <i>Measurement criteria</i> are identified. 3.2 Campaign relevant criteria for the content is selected. 3.3 Content performance is measured. 3.4 content optimization is applied.
Range of Variables	
Variable	Range (may include but not limited to):
1. Elements of content marketing	1.1 Best practices and tips 1.2 White paper 1.3 research docs 1.4 Reports 1.5 Ebooks 1.6 Blogs 1.7 Vlogs 1.8 Podcast

	1.9 Webinars 1.10 Web series 1.11 Video 1.12 Long form and short form stories 1.13 Music
2. Content delivery mechanism / platform	2.1 Website 2.1.1 Blogs 2.1.2 Forums 2.2 Content ad networks 2.3 Video network 2.4 Social media 2.5 Search 2.6 Mobile 2.7 Email
3. Purpose of the content	3.1 Thought leadership 3.2 Lead generation 3.3 Engagement generation 3.4 Conversion 3.5 Advocacy generation
4. Measurement criteria	4.1 Click through rate 4.2 Bounce rate 4.3 Time on site 4.4 Engagement rate 4.5 View rate 4.6 Average viewing time 4.7 Traffic
Evidence Guide The evidence must be authentic, valid, sufficient, reliable, consistent, recent and meet all requirements of current version of the Unit of Competency.	
1. Critical aspects of competency	Assessment required evidences that the candidate 1.1 identified elements of content marketing 1.2 interpret content delivery mechanism/ platform 1.3 analyzed and researched given problem 1.4 identified purpose of the content 1.5 written content marketing strategies 1.6 presented content marketing idea 1.7 measured content performance 1.8 optimized content.
2. Underpinning knowledge	2.1 Elements of content marketing. 2.2 Purpose of the content. 2.3 Content marketing plan. 2.4 Content delivery mechanism.

	2.5 Content measurement criteria. 2.6 Content optimization criteria.
3. Underpinning skills	3.1 Identifying elements of content marketing. 3.2 Interpreting content delivery mechanism / platform. 3.3 Analyzing and researched given problem. 3.4 Identifying purpose of the content. 3.5 Writing content marketing strategies. 3.6 Presenting content marketing idea. 3.7 Measuring content performance. 3.8 Optimizing contents.
4. Required attitudes	4.1 Commitment to occupational safety and health. 4.2 Eagerness to learn. 4.3 Promptness in carrying out activities. 4.4 Tidiness and timeliness. 4.5 Sincere and honest to duties. 4.6 Environmental concerns. 4.7 Respect to rights of peers and seniors at workplace. 4.8 Communication with peers and seniors at workplace.
5. Resource implications	The following resources must be provided: 5.1 workplace (actual or simulated) 5.2 IT tools and relevant applications 5.3 internet connection 5.4 learning manuals.
6. Methods of assessment	Methods of assessment may include but not limited to: 6.1 written test 6.2 demonstration 6.3 oral questioning 6.4 portfolio.
7. Context of assessment	7.1 Competency assessment must be done in a training center or in an actual or simulated workplace after completion of the training module. 7.2 Assessment should be done by a BTEB certified assessor.

Accreditation Requirements

Training providers must be accredited by Bangladesh Technical Education Board (BTEB), the national quality assurance body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any national qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by BTEB.

National Technical and Vocational Qualifications Framework for Bangladesh

Unit of Competency

Unit Title	Apply the Concept Of Search Engine Optimization (SEO)
Unit Code	ITDIM5010A1
Unit Descriptor	This unit covers the knowledge, skills and attitudes required to apply the concept of search engine optimization (SEO). It includes interpreting the concept of search engine optimization, analyzing targeted keywords, reporting for on-page, website layout and off-page optimization.
Nominal Hours	40 Hours
Elements of Competency	Performance criteria <i>Bold & italicized</i> words are detailed in the Range of Variables
1. Interpret the concept of search engine optimization	1.1 Search Engine Operation (SEO) activities are interpreted. 1.2 Concepts of crawling and Indexing are interpreted. 1.3 <i>SEO guidelines</i> are interpreted for White Hat SEO. 1.4 SEO audit tools are identified.
2. Analyze targeted Keywords	2.1 keyword research is performed. 2.2 Right set of targeted keywords are picked. 2.3 Google ads is used to gauge performance of the keywords. 2.4 Keyword performance is analyzed for the competitor sites.
3. Report for on-page optimization	3.1 SEO friendly <i>page content</i> are interpreted. 3.2 Crawl-able links inbound / outbound are interpreted. 3.3 Proper meta tags are described. 3.4 Regular content production quality is monitored. 3.5 Monitoring report is conveyed to the designated person.
4. Report on website layout optimization	4.1 <i>Elements</i> of competitor's websites are analyzed. 4.2 <i>Factors affecting the ranking</i> of websites are interpreted.

5. Report for off-page optimization	5.1 Off-page optimization is interpreted. 5.2 Back-link elements are interpreted. 5.3 Off-page optimization report is conveyed to the designated person.
Range of Variables	
Variable	Range (may include but not limited to):
1. SEO guidelines	1.1 Google 1.2 Yahoo 1.3 Bing
2. Page content	2.1 Text 2.2 Images 2.3 Video 2.4 GIF
3. Elements	3.1 Design patterns 3.2 Navigation layout 3.3 Content placement
4. Factors affecting the ranking	4.1 Intuitive UI / UX 4.2 Website responsiveness 4.3 Short and meaningful URLs 4.4 Crawl errors on google search console 4.5 Broken links
5. Back-link elements	5.1 Social media mentions 5.2 Guest blogging 5.3 Site mentions 5.4 Influencer mentions
Evidence Guide	
The evidence must be authentic, valid, sufficient, reliable, consistent, recent and meet all requirements of current version of the Unit of Competency.	
1. Critical aspects of competency	Assessment required evidences that the candidate: 1.1 interpreted SEO guidelines for White Hat SEO 1.2 picked right set of targeted keywords 1.3 interpreted factors affecting the ranking of websites 1.4 Interpreted off-page optimization elements.
2. Underpinning knowledge	2.1 Search Engine Operation activities. 2.2 Concepts of crawling and indexing. 2.3 SEO guidelines. 2.4 SEO audit tools. 2.5 Keyword research. 2.6 Google Ads.

	2.7 Analyze keyword performance. 2.8 SEO friendly page content. 2.9 Crawl-able links inbound / outbound procedure. 2.10 Meta tags. 2.11 Regular content production quality monitoring.
3. Underpinning skills	3.1 Interpreting SEO guidelines for White Hat SEO. 3.2 Identifying SEO audit tools. 3.3 Analyzing targeted keywords. 3.4 Reporting for on-page optimization. 3.5 Reporting on website layout optimization. 3.6 Reporting for off-page optimization.
4. Required attitudes	4.1 Commitment to occupational safety and health. 4.2 Eagerness to learn. 4.3 Promptness in carrying out activities. 4.4 Tidiness and timeliness. 4.5 Sincere and honest to duties. 4.6 Environmental concerns. 4.7 Respect to rights of peers and seniors at workplace. 4.8 Communication with peers and seniors at workplace.
5. Resource implications	The following resources must be provided: 5.1 workplace (actual or simulated) 5.2 IT tools and relevant applications 5.3 internet connection 5.4 learning manuals.
6. Methods of assessment	Methods of assessment may include but not limited to: 6.1 written test 6.2 demonstration 6.3 oral questioning 6.4 portfolio
7. Context of assessment	7.1 Competency assessment must be done in a training center or in an actual or simulated workplace after completion of the training module. 7.2 Assessment should be done by a BTEB certified assessor.

Accreditation Requirements

Training providers must be accredited by Bangladesh Technical Education Board (BTEB), the national quality assurance body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any national qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by BTEB.

National Technical and Vocational Qualifications Framework for Bangladesh

Unit of Competency

Unit Title	Perform Influencer Marketing and PR Activities
Unit Code	ITDIM5011A1
Unit Descriptor	This unit covers the knowledge, skills and attitudes required to perform influencer marketing and PR activities. It includes interpreting and performing influencer marketing and planning and run PR campaigns.
Nominal Hours	60 Hours
Elements of Competency	Performance criteria <i>Bold & italicized</i> words are detailed in the Range of Variables
1. Interpret influencer marketing	1.1 Influencer marketing concept is interpreted. 1.2 <i>Types of influencers</i> are identified.
2. Perform influencer marketing	2.1 Relevant influencers are identified and selected. 2.2 Influencer engagement strategies are identified. 2.3 Content syndication is performed. 2.4 Contents are co-created with the influencers. 2.5 Influencers are activated.
3. Plan and run PR campaigns	3.1 <i>Elements of the PR planning</i> are identified. 3.2 PR plan is prepared. 3.3 PR plan is implemented.
Range of Variables	
Variable	Range (may include but not limited to):
1. Types of influencers	1.1 Macro influencer 1.2 Micro influencer 1.3 Brand advocate 1.4 Unhappy customer
2. Elements of the PR planning	2.1 Background and situation analysis 2.2 Overall message statement 2.3 Audience 2.4 Key audience messages 2.5 Implementation 2.6 Budget 2.7 Monitoring and measurement

Evidence Guide

The evidence must be authentic, valid, sufficient, reliable, consistent, recent and meet all requirements of current version of the Unit of Competency.

1. Critical aspects of competency	<p>Assessment required evidences that the candidate</p> <ul style="list-style-type: none"> 1.1 identified types of influencers 1.2 identified influencer engagement strategies 1.3 identified elements of the PR planning 1.4 co-created contents are with the influencers 1.5 activated influencers 1.6 Implement PR planning.
2. Underpinning knowledge	<ul style="list-style-type: none"> 2.1 Concept of influencer marketing. 2.2 Types of influencers. 2.3 Identification procedure of influencers. 2.4 Influencer engagement strategies. 2.5 Content syndication. 2.6 Contents co-creation and Influencers activation.
3. Underpinning skills	<ul style="list-style-type: none"> 3.1 Interpreting influencer marketing. 3.2 Performing influencer marketing. 3.3 Planning and executing PR campaigns.
4. Required attitudes	<ul style="list-style-type: none"> 4.1 Commitment to occupational safety and health. 4.2 Eagerness to learn. 4.3 Promptness in carrying out activities. 4.4 Tidiness and timeliness. 4.5 Sincere and honest to duties. 4.6 Environmental concerns. 4.7 Respect to rights of peers and seniors at workplace. 4.8 Communication with peers and seniors at workplace.
5. Resource implications	<p>The following resources must be provided:</p> <ul style="list-style-type: none"> 5.1 workplace (actual or simulated) 5.2 IT tools and relevant applications 5.3 internet connection 5.4 learning manuals.
6. Methods of assessment	<p>Methods of assessment may include but not limited to:</p> <ul style="list-style-type: none"> 6.1 written test 6.2 demonstration 6.3 oral questioning 6.4 portfolio.

7. Context of assessment	<p>7.1 Competency assessment must be done in a training center or in an actual or simulated workplace after completion of the training module.</p> <p>7.2 Assessment should be done by a BTEB certified assessor.</p>
<p>Accreditation Requirements</p> <p>Training providers must be accredited by Bangladesh Technical Education Board (BTEB), the national quality assurance body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any national qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by BTEB.</p>	

National Technical and Vocational Qualifications Framework for Bangladesh

Unit of Competency

Unit Title	Apply Ethics in Digital Marketing
Unit Code	ITDIM5012A1
Unit Descriptor	This unit covers the knowledge, skills and attitudes required to apply ethics in digital marketing. It includes applying ethics in digital marketing, adhering to copyright laws interpret privacy in digital marketing, refraining from bribery and corruption and preventing local and global tax evasion.
Nominal Hours	25 Hours
Elements of Competency	Performance criteria <i>Bold & italicized</i> words are detailed in the Range of Variables
1. Apply ethics in digital Marketing	1.1 Ethics are defined and interpreted. 1.2 <i>Ethics related to digital marketing</i> are interpreted. 1.3 Ethical points are applied in digital media marketing. 1.4 Ethical points are applied in public relation.
2. Adhere to Copyright laws	2.1 Copyright law related to digital marketing are interpreted. 2.2 Copyright laws are strictly followed.
3. Interpret privacy in digital marketing	3.1 Privacy and data breach are interpreted. 3.2 Unethical practices related to data security are explained. 3.3 Data breach prevention is interpreted.
4. Refrain from bribery & corruption	4.1 Concept of bribery and corruption are interpreted. 4.2 Gift and bribery are differentiated. 4.3 Anti-bribery and anti-corruption policies are followed.
5. Prevent local & global tax evasion	4.4 Local and global tax laws are interpreted. 4.5 Local and global financial transaction process are followed. 4.6 Unethical transaction of money is avoided.
Range of Variables	

Variable	Range (may include but not limited to):
1. Ethics related to digital marketing	1.1 Unethical practices in search. 1.2 Unethical practices in email marketing. 1.3 Unethical practices in social media marketing.
Evidence Guide The evidence must be authentic, valid, sufficient, reliable, consistent, recent and meet all requirements of current version of the Unit of Competency.	
1. Critical aspects of competency	Assessment required evidences that the candidate: 1.1 interpreted ethics related to digital marketing 1.2 adhered to Copyright Laws 1.3 interpreted data breach prevention 1.4 followed anti-bribery and anti-corruption policies 1.5 followed local and global financial transaction process 1.6 avoided unethical transaction of money.
2. Underpinning knowledge	2.1 Ethics related to digital marketing. 2.2 Copyright laws. 2.3 Privacy and data breach. 2.4 Unethical practices related to data security. 2.5 Concept of bribery and corruption. 2.6 Difference between gift and bribery. 2.7 Local and global tax laws. 2.8 Local and global financial transaction process. 2.9 Unethical transaction of money.
3. Underpinning skills	3.1 Adhering Copyright Laws. 3.2 Preventing data breach. 3.3 Following anti-bribery and anti-corruption policies. 3.4 Following local & global financial transaction process. 3.5 Avoiding unethical transaction of money.
4. Required attitudes	4.1 Commitment to occupational safety and health. 4.2 Eagerness to learn. 4.3 Promptness in carrying out activities. 4.4 Tidiness and timeliness. 4.5 Sincere and honest to duties. 4.6 Environmental concerns. 4.7 Respect to rights of peers and seniors at workplace. 4.8 Communication with peers and seniors at workplace.
5. Resource implications	The following resources must be provided: 5.1 workplace (actual or simulated) 5.2 IT tools and relevant applications 5.3 internet connection 5.4 learning manuals.

6. Methods of assessment	Methods of assessment may include but not limited to: 6.1 written test 6.2 demonstration 6.3 oral questioning 6.4 portfolio.
7. Context of assessment	7.1 Competency assessment must be done in a training center or in an actual or simulated workplace after completion of the training module. 7.2 Assessment should be done by a BTEB certified assessor.
Accreditation Requirements Training providers must be accredited by Bangladesh Technical Education Board (BTEB), the national quality assurance body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any national qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by BTEB.	

=====XXXXXXXXXXXXX=====