COMPETENCY STANDARD

FOR

DIGITAL MARKETING

(ICT Sector)

Level: 04

Competency Standard Code: ICTCS0009L4V1

National Skills Development Authority
Prime Minister's Office, Bangladesh

Table of Contents

Introduction

The National Skills Development Authority (NSDA) aims to enhance an individual's employability by certifying completeness with skills. NSDA works to expand the skilling capacity of identified public and private training providers qualitatively and quantitatively. It also aims to establish and operationalize a responsive skill ecosystem and delivery mechanism through a combination of well-defined set of mechanisms and necessary technical supports.

Key priority economic growth sectors identified by the government have been targeted by NSDA to improve current job skills along with existing workforce to ensure required skills to industry standards. Training providers are encouraged and supported to work with industry to address identified skills and knowledge to enable industry growth and increased employment through the provision of market responsive inclusive skills training program.

"**Digital Marketing for Freelancer** is selected as one of the priority occupations of **Information and Communication Technology** Sector. This standard is developed to adopt a demand driven approach to training with effective inputs from Industry Skills Councils (ISC's), employer associations and employers.

Generally, a competency standard informs curriculum, learning materials, assessment and certification of trainees enrolled in TVET. Trainees who successfully pass the assessment will receive a qualification in the National Skills Qualification Framework (NSQF) and will be listed on the NSDA's online portal.

This competency standard is developed to improve skills and knowledge in accordance with the job roles, duties and tasks of the occupation and ensure that the required skills and knowledge are aligned to industry requirements. A series of stakeholder consultations, workshops were held to develop this document.

The document also details the format, sequencing, wording and layout of the Competency Standard for an occupation which is comprised of Units of Competence and its corresponding Elements.

Overview

A **competency standard** is a written specification of the knowledge, skills and attitudes required for the performance of an occupation, trade or job corresponding to the industry standard of performance required in the workplace.

The purpose of a competency standards is to:

- provide a consistent and reliable set of components for training, recognising and assessing people's skills, and may also have optional support materials
- enable industry recognised qualifications to be awarded through direct assessment of workplace competencies
- encourage the development and delivery of flexible training which suits individual and industry requirements
- encourage learning and assessment in a work-related environment which leads to verifiable workplace outcomes

Competency standards are developed by a working group comprised of representative from NSDA, Key Institutions, ISC, and industry experts to identify the competencies required of an occupation in **Information and Communication Technology** sector.

Competency standards describe the skills, knowledge and attitude needed to perform effectively in the workplace. CS acknowledge that people can achieve technical and vocational competency in many ways by emphasizing what the learner can do, not how or where they learned to do it.

With competency standards, training and assessment may be conducted at the workplace or at training institute or any combination of these.

Competency standards consist of a number of units of competency. A unit of competency describes a distinct work activity that would normally be undertaken by one person in accordance with industry standards.

Units of competency are documented in a standard format that comprises of:

- unit title
- nominal duration
- unit code
- unit descriptor
- elements and performance criteria
- variables and range statement
- curricular content guide
- assessment evidence guide

Together, all the parts of a unit of competency:

- describe a work activity
- guide the assessor to determine whether the candidate is competent or not yet competent

The ensuing sections of this document comprise of a description of the relevant occupation, trade or job with all the key components of a unit of competency, including:

- a chart with an overview of all Units of Competency for the relevant occupation, trade or job including the Unit Codes and the Unit of Competency titles and corresponding Elements
- the Competency Standard that includes the Unit of Competency, Unit Descriptor, Elements and Performance Criteria, Range of Variables, Curricular Content Guide and Assessment Evidence Guide
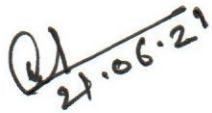
Level descriptors of NTVQF/ NSQF (BNQF 1-6)

Level & Job classification	Knowledge Domain	Skills Domain	Responsibility Domain
6 Mid-Level Manager/ Sub Assistant Engineer	Comprehensive actual and theoretical knowledge within a specific work or study area with an awareness of the validity and limits of that knowledge, able to analyze, compare, relate and evaluate.	Specialised and wider range of cognitive and practical skills required to provide leadership in the development of creative solutions to defined problems. Communicate professional issues and solutions to the team and to external partners/users.	Work under broad guidance and self-motivation to execute strategic and operational plan/s. Lead lower-level management. Diagnose and resolve problems within and among work groups.
5 Supervisor	Broad knowledge of the underlying, concepts, principles, and processes in a specific work or study area, able to scrutinize and break information into parts by identifying motives or causes.	Broad range of cognitive and practical skills required to generate solutions to specific problems in one or more work or study areas. Communicate practice-related problems and possible solutions to external partners.	Work under guidance of management and self-direction to resolve specific issues. Lead and take responsibility for the work and actions of group/team members. Bridge between management.
4 Highly Skilled Worker	Broader knowledge of the underlying, concepts, principles, and processes in a specific work or study area, able to solve problems to new situations by comparing and applying acquired knowledge.	A 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. Communicate using technical terminology and IT technology with partners and users as per workplace requirements.	Work under minimal supervision in specific contexts in response to workplace requirements. Resolve technical issues in response to workplace requirements and lead/guide a team/ group.
3 Skilled Worker	Moderately broad knowledge in a specific work or study area, able to perceive ideas and abstract from drawing and design according to workplace requirements.	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. Communicate with his team and limited external partners upholding the values, nature and culture of the workplace	Work or study under supervision with considerable autonomy. Participate in teams and responsible for group coordination.
2 Semi-Skilled Worker	Basic understanding of underpinning knowledge in a specific work or study area, able to interpret and apply common occupational terms and instructions.	Skills required to carry out simple tasks, communicate with his team in the workplace presenting and discussing results of his work with required clarity.	Work or study under supervision in a structured context with limited scope of manipulation
1 Basic Skilled Worker	Elementary understanding of ability to interpret the underpinning knowledge in a specific study area, able to interpret common occupational terms and instructions.	Specific Basic skills required to carry out simple tasks. Interpret occupational terms and present the results of own work within guided work environment/ under supervision.	Work under direct supervision in a structured context with limited range of responsibilities.

List of Abbreviations

NSDA   - National Skills Development Authority

CS   – Competency Standard

ISC   – Industry Skills Council

NSQF   – National Skills Qualifications Framework

BNQF   – Bangladesh National Qualifications Framework

NTVQF   – National Technical and Vocational Qualifications Framework

SCVC   – Standards and Curriculum Validation Committee

TVET   – Technical Vocational Education and Training

UoC   – Unit of Competency

STP   – Skills Training Provider

OSH   – Occupational Safety and Health

PPE   – Personal Protective Equipment

SOP   – Standard Operating Procedures

Approval of Competency Standard

Members of the Approval Committee:

Member	Signature
Dulal Krishna Saha Executive Chairman (Secretary) National Skills Development Authority (NSDA)	21.06.21
Md. Nurul Amin Member (Admin & Finance) And Member (Registration & Certification) Joint Secretary National Skills Development Authority (NSDA)	21.06.21
Alif Rudaba Member (Planning & Skills Standard) Joint Secretary National Skills Development Authority (NSDA)	

21.06.21

Dulal Krishna Saha
Executive Chairman (Secretary)
National Skills Development Authority (NSDA)

Course Structure

SL	Unit Code and Title		UoC Level	Nominal Duration (Hours)
The Generic Competencies				**15**
1	GU005L2V1	Carry out workplace interaction in English	3	15
The Sector Specific Competencies				
The Occupation Specific Competencies				**220**
1	OUDMO005L4V1	Create and Manage Ad Campaign	4	30
2	OUDMO006L4V1	Apply Local SEO Techniques	4	90
3	OUDMO007L4V1	Identify and Setup Google Webmaster Tool and Google Analytics	4	25
4	OUDMO008L4V1	Interpret and Practice Email Marketing	4	40
5	OUDMO009L4V1	Apply Video Marketing	4	35
Total Nominal Learning Hours				**235**

Units & Elements at Glance

The Generic Competencies

Code	Unit of Competency	Elements of Competency	Duration (Hours)
GU005L2V1	Carry out workplace interaction in English	1. Interpret workplace communication and etiquette 2. Interpret workplace documents 3. Participate in workplace meetings and discussions 4. Practice professional ethics at workplace	15

The Sector Specific Competencies

The Occupation Specific Competencies

Code	Unit of Competency	Elements of Competency	Duration (Hours)
OUDMO005L4V1	Create and Manage Ad Campaign	1. Create Campaign 2. Manage Google Analytics 3. Remarket Campaign	30
OUDMO006L4V1	Apply Local SEO Techniques	1. Interpret the concept of local SEO 2. Interpret search engine optimization of a local business website 3. Setup Google my business page 4. Setup structured data/schema markup 5. Create the structure of a website for local SEO	90
OUDMO007L4V1	Identify and Setup Google Webmaster Tool and Google Analytics	1. Setup Google Webmaster Tool/ Google search console 2. Check and monitor Google Analytics	25
OUDMO008L4V1	Interpret and Practise Email Marketing	1. Interpret Email Marketing 2. Discuss and apply types of email 3. Collect email	40
OUDMO009L4V1	Apply video Marketing	1. Interpret basic video marketing 2. Practice YouTube Marketing	35

The Generic Competencies

Unit Code and Title	GU005L4V1: Carryout Workplace Interaction in English
Nominal Hours	15 Hours
Unit Descriptor	This unit covers the knowledge, skills and attitudes required to carry out workplace interaction in English. It specifically includes – interpreting workplace communication and etiquette; reading and understand workplace documents; participating in workplace meetings and discussions; and practicing professional ethics at workplace.
Elements of Competency	**Performance Criteria** **Bold & Underlined** terms are elaborated in the Range of Variables Training Components
1. Interpret workplace communication and etiquette	1.1 Workplace code of conducts are interpreted as per organizational guidelines 1.2 Appropriate lines of communication are maintained with supervisors and colleagues 1.3 Workplace interactions are conducted in a **courteous manner** to gather and convey information 1.4 Questions about routine **workplace procedures and matters** are asked and responded as required
2. Interpret Workplace Documents	2.1 Workplace documents are interpreted as per standard. 2.2 Assistance is taken to aid comprehension when required from peers / supervisors 2.3 Visual information / symbols / signage's are understood and followed 2.4 Specific and relevant information are accessed from **appropriate sources** 2.5 Appropriate medium is used to transfer information and ideas
3. Participate in workplace meetings and discussions	3.1 Team meetings are attended on time and followed meeting procedures and etiquette 3.2 Own opinions are expressed and listened to those of others without interruption 3.3 Inputs are provided consistent with the meeting purpose and interpreted and implemented meeting outcomes
4. Practice professional ethics at workplace	4.1 Responsibilities as a team member are demonstrated and kept promises and commitments made to others 4.2 Tasks are performed in accordance with workplace procedures 4.3 Confidentiality is respected and maintained 4.4 Situations and actions considered inappropriate or which present a conflict of interest are avoided

Range of Variables	
Variable	**Range** (may include but not limited to):
1. Courteous Manner	1.1 Effective questioning 1.2 Active listening 1.3 Speaking skills
2. Workplace Procedures and Matters	2.1 Notes 2.2 Agenda 2.3 Simple reports such as progress and incident reports 2.4 Job sheets 2.5 Operational manuals 2.6 Brochures and promotional material 2.7 Visual and graphic materials 2.8 Standards 2.9 OSH information 2.10 Signs
3. Appropriate Sources	3.1 HR Department 3.2 Managers 3.3 Supervisors

Evidence Guide

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

1. Critical Aspects of Competency	Assessment required evidence that the candidate: 1.1 followed workplace code of conducts is as per organizational guidelines 1.2 maintained workplace documents as per standard 1.3 followed workplace instructions and symbols 1.4 followed and implemented meeting outcomes
2. Underpinning Knowledge	2.1 Workplace communication and etiquette 2.2 Workplace documents, signs and symbols 2.3 meeting procedure and etiquette
3. Underpinning Skills	3.1 Interpreting performance of workplace communication and etiquette 3.2 Interpreting workplace instructions and symbol 3.3 Interpreting workplace code of conducts is as per organizational guidelines 3.4 Interpreting workplace documents as per standard 3.5 Interpreting and implementing meeting outcomes

4. Underpinning Attitudes	4.1 Commitment to occupational health and safety 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 in workplace 4.8 Communication with peers and seniors in workplace
5. Resource Implications	The following resources must be provided: 5.1 Relevant tools, Equipment, software and facilities needed to perform the activities. 5.2 Required 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 the NSDA accredited assessment centre 7.2 Assessment should be done by NSDA certified/ nominated assessors

Accreditation Requirements

National Skills Development Authority (NSDA), 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 NTVQF qualification must accredit training Providers. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

The Sector Specific Competencies

The Occupation Specific Competencies

Unit Code and Title	OUDMO005L4V1: Create and Manage Ad Campaign
Nominal Hours	**30 hours**
Unit Descriptor	This unit of competency specifies the knowledge, skills and attitude to Create and Manage Ad Campaign. It specifically includes the tasks of Create Campaign, Managing Google Analytics and remarket campaign

Elements of Competency	Performance Criteria **Bold and underlined** terms are elaborated in the Range of Variable.
1. Create Campaign	1.1 Strategy for creating a campaign is identified; 1.2 Budget is optimized; 1.3 Google Placement is managed;
2. Manage Google Analytics	2.1 Google analytics is incorporated; 2.2 CTR, Conversation Rate & Bid Optimizer are interpreted; 2.3 ROI on PPC Campaign is performed;
3. Remarket Campaign	3.1 Audience is identified; 3.2 Audience Target plan is created; 3.3 Remarketing Campaign is developed;

Evidence Guide

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

1. Critical aspects of competency	1.1 defined Googlebot and Algorithm 1.2 identified and defined Important SEO Tools 1.3 performed Advanced Keywords Research & competitor Analysis 1.4 implemented On-page optimization metrics in WordPress website
2. Underpinning knowledge	2.1. Googlebot 2.1. Google Algorithm 2.2. Web Ranking 2.3. Domain Authority 2.4. Keywords Research 2.5. Alexa report
3. Underpinning skill	3.1. Identifying Google Algorithm 3.2. Analyzing Site Structure 3.3. Fixing 404 Error Removal & Redirects 3.4. Generating Alexa report

4. Required attitude	4.1 Commitment to occupational health and safety
	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 in workplace
	4.8 Communication with peers, sub-ordinates and seniors in workplace
5. Resource implication	The following resources must be provided
	5.1 Relevant tools, Equipment, software and facilities needed to perform the activities.
	5.2 Required learning materials.
6 Methods of assessment	6.1 Demonstration
	6.2 Oral questioning
	6.3 Written test
	6.4 Portfolio
7 Context of assessment	7.1 Competency assessment must be done in NSDA accredited center.
	7.2 Assessment should be done by NSDA certified/ nominated assessors.

Accreditation Requirements

Training Providers must be accredited by National Skills Development Authority (NSDA), 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 NSDA.

Unit Code and Title	OUDM006L4V1: **Apply Local SEO Techniques**
Nominal Hours	**90 hours**
Unit Descriptor	This unit of competency specifies the knowledge, skills and attitude to Apply Local SEO Techniques. It specifically includes the tasks of Interpreting the concept of local SEO, search engine optimization of a local business website, setting up Google my business page, structured data/schema markup and creating structure of website for local SEO.
Elements of Competency	**Performance Criteria** **Bold and underlined** terms are elaborated in the Range of Variable.
1. Interpret the concept of local SEO	1.1 Local SEO is identified; 1.2 Importance of local search is interpreted; 1.3 Local search engine marketing is identified; 1.4 Concept of local businesses is interpreted; 1.5 Search engine ranking factors are identified;
2. Interpret search engine optimization of a local business website	2.1 Use of Search Engine Optimization is interpreted; 2.2 Local SEO ranking factors that impact ranking on Google is identified; 2.3 Brainstorming keywords or targeted phrases for local business is ensured; 2.4 **On page optimization method** for local business website is interpreted; 2.5 **Off page optimization method** for local business website is interpreted; 2.6 Importance of local citation building for local business website is identified; 2.7 Google search console and analytics setup are interpreted;
3. Setup Google my business page	3.1 Importance of google maps listing for a local business is interpreted; 3.2 Walkthrough to Google My Business (GMB) page is created; 3.3 Creating, managing and optimizing google my business page are performed; 3.4 Google 3 pack ranking factor and NAP (Name, Address and Phone Number) listing are ensured;
4. Setup structured data/schema markup	4.1 Importance of structured data markup for local business website is interpreted; 4.2 Data highlight to search engine bot is interpreted; 4.3 **Types of schema markup** are identified; 4.4 **Schema markup generator tools** are identified; 4.5 Schema markup code and implement code to website are created;

5. Create structure of website for local SEO	5.1 Domain name for a business is selected;
	5.2 Local SEO-friendly business website is created;
	5.3 Structure of home page, contact use page, service pages and about page is created;
	5.4 Importance of mobile friendly website for local SEO is interpreted;
	5.5 **Google's mobile friendly test tool** to check website is used;
	5.6 SEO friendly page content are interpreted;

Range of Variables

Variable	Range (May include but not limited to)
1. On page optimization method	1.1 Heading Tag (H1, H2, H3)
	1.2 Optimize Title
	1.3 Optimize URL
	1.4 Optimize Content
	1.5 Concept of Image Alter Tag
2. Off page optimization method	2.1. Guest Post Method
	2.2. Comment Backlink Method
	2.3. Internal and External Link
	2.4. Citation Building Method
	2.5. Web 2.0 Method
3. Types of schema markup	3.1 Local Business schema
	3.2 Article schema
	3.3 Organization schema
	3.4 Event Schema
	3.5 Product Schema
	3.6 Website Schema
4. Schema markup generator tools	4.1 Technicalseo.com/schema markup generator
	4.2 json-ld-generator
	4.3 structured data testing tool
5. Google's mobile friendly test tool	5.1 Search.google.com/test/mobile-friendly
	5.2 https://www.rankwatch.com/tools/mobile-friendly-check

Evidence Guide

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

1. Critical aspects of competency	1.1 identified impact of local SEO ranking on Google
	1.2 interpreted google search console and analytics setup
	1.3 created walkthrough to Google My Business (GMB) page
	1.4 created schema markup code and implement code
	1.5 created local SEO-friendly business website

2. Underpinning knowledge	2.1. Local search engine marketing.
	2.2. Concept of local businesses.
	2.3. Search engine ranking factors.
	2.4. Local SEO ranking factors that impact ranking on Google
3. Underpinning skill	3.1 Creating structure of home page, contact use page, service pages and about page.
	3.2 Using Google's mobile friendly test tool.
4. Required attitude	4.1 Commitment to occupational health and safety
	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 in workplace
	4.8 Communication with peers, sub-ordinates and seniors in workplace
5. Resource implication	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	6.1 Demonstration with oral questioning
	6.2 Direct observation
	6.3 Written test
	6.4 Portfolio
7 Context of assessment	7.3 Competency assessment must be done in NSDA accredited center.
	7.4 Assessment should be done by NSDA certified/ nominated assessors.

Accreditation Requirements

Training Providers must be accredited by National Skills Development Authority (NSDA), 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 NSDA.

Unit Code and Title	OUDM007L6V1: Identify and Setup Google Webmaster Tool and Google Analytics
Nominal Hours	**25 Hours**
Unit Descriptor	This unit covers the knowledge, skills and attitudes required to Identify and Setup Google Webmaster Tool and Google Analytics. It specifically includes the tasks of setting up google webmaster tool/ google search console, checking and monitoring Google Analytics.

Elements of Competency	**Performance Criteria** **Bold and Underlined** terms are elaborated in the Range of Variables
1. Setup Google Webmaster Tool/ Google search console	1.1 Google Webmaster Tool/ Google search console is identified; 1.2 Google Webmaster Tool Account and adding with website are setup; 1.3 **Magical features of Google Webmaster Tool** are interpreted; 1.4 Site Map in Webmaster Tool is added; 1.5 Google Webmaster tool and SEO Optimized page are connected;
2. Check and monitor Google Analytics	2.1 **Google analytics** is Installed; 2.2 New website in Google Analytics is added; 2.3 Metrics and criteria are stated;

Range of Variables	
Variable	**Range** (may include but not limited to):
1. Magical features of Google Webmaster Tool	1.1 Queries 1.2 Clicks 1.3 Impressions 1.4 CTR
2. Google analytics	2.1 Real time Traffic. 2.2 Audience reports 2.3 Geographic

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

1. Critical Aspects of Competency	Assessment required evidence that the candidate: 1.1 Interpreted Magical features of Google Webmaster Tool 1.2 connected Google Webmaster tool and SEO Optimized page 1.3 added new website in Google Analytics
2. Underpinning Knowledge	2.1 Search Engines 2.2 Website 2.3 Basic SEO
3. Underpinning Skills	3.1 Interpreting SEO 3.2 Interpreting WordPress website 3.3 Applying concepts of features of Google Webmaster Tool
4. Required Attitudes	4.1 Commitment to occupational health and safety 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 in workplace 4.8 Communication with peers and seniors in workplace
5. Resource Implications	The following resources must be provided: 5.1 Relevant tools, Equipment, software and facilities needed to perform the activities. 5.2 Required 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 NSDA accredited center. 7.2 Assessment should be done by NSDA certified/ nominated assessor

Accreditation Requirements

Training Providers must be accredited by National Skills Development Authority (NSDA), 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 NTVQF qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

Unit Code and Title	OULGE008L5V1: Interpret and Practice Email Marketing
Nominal Hours	40 Hours
Unit Descriptor	This unit covers the knowledge, skills and attitudes required to interpret and practice Email Marketing. It specifically includes the tasks of interpreting Email Marketing, discussing and applying different types of email and collecting email.
Elements of Competency	**Performance Criteria** **Bold and Underlined** terms are elaborated in the Range of Variables
1. Interpret Email Marketing	1.1 Email Marketing is interpreted; 1.2 Advantages and disadvantages of Email Marketing is interpreted; 1.3 **Types of emails** are stated; 1.4 The purpose of marketing is comprehended; 1.5 Cost of Email Marketing is defined; 1.6 Legal issues of Email Marketing are interpreted;
2. Discuss and apply types of email	2.1 Bulk email and bulk email software are interpreted; 2.2 Sending procedure of bulk email is stated; 2.3 Bulk email is collected; 2.4 Target Email Marketing is defined; 2.5 Best Niche for Email Marketing is identified; 2.6 Business email is defined and collected; 2.7 Business email from LinkedIn is collected;
3. Collect email	3.1 Formula of email list is created; 3.2 Email collection **tools** are identified and applied; 3.3 Strategies for creating an email list are shown; 3.4 "Create Remarkable content" and "promote a contest" are explained; 3.5 " Visitors and customers usually do not easily share their emails, unless they feel like they should. " is explained;

Range of Variables

Variable	Range (may include but not limited to):
1. Types of emails	1.1 Bulk email 1.2 Business email
2. Tools	2.1 Email extractor 2.2 Email hunter 2.3 Mailchimp

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

1. Critical Aspects of Competency	Assessment required evidence that the candidate: 1.1 defined the purpose of marketing 1.2 interpreted Bulk email and bulk email software 1.3 stated sending procedure of bulk email
2. Underpinning Knowledge	2.1 Email Marketing 2.2 Types of email 2.3 The purpose of Email Marketing
3. Underpinning Skills	3.1 Defining Email Marketing 3.2 Identifying the purpose of Email Marketing
4. Required Attitudes	4.1 Commitment to occupational health and safety 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 in workplace 4.8 Communication with peers and seniors in workplace
5. Resource Implications	The following resources must be provided: 5.1 Relevant tools, Equipment, software and facilities needed to perform the activities. 5.2 Required 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 NSDA accredited center. 7.2 Assessment should be done by NSDA certified/ nominated assessor

Accreditation Requirements

Training Providers must be accredited by National Skills Development Authority (NSDA), 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 NTVQF qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

Unit Code and Title	OUDM009L4V1: Apply Video Marketing
Nominal Hours	**35 Hours**
Unit Descriptor	This unit covers the knowledge, skills and attitudes required to apply video marketing. It specifically includes the tasks of interpreting basic Video Marketing and practicing you tube marketing.
Elements of Competency	**Performance Criteria** **Bold and Underlined** terms are elaborated in the Range of Variables
1. Interpret basic Video Marketing	1.1 Basic concepts of video uploading and marketing are interpreted; 1.2 Importance of Video Marketing is interpreted; 1.3 Video Marketing Strategies are explained;
2. Practice YouTube Marketing	2.1 Account is created and optimized; 2.2 Ways of growing subscribers are explained; 2.3 YouTube contents and **tools** management are interpreted; 2.4 YouTube monetization techniques are applied; 2.5 Ad is created and managed; 2.6 Reports & Analytics are reviewed;

Range of Variables

Variable	Range (may include but not limited to):
1. Tools	1.1 VidIQ 1.2 TubeBuddy

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

1. Critical Aspects of Competency	Assessment required evidence that the candidate: 1.1 account is created and optimized 1.2 applied YouTube monetization techniques 1.3 interpreted YouTube contents and tools management
2. Underpinning Knowledge	2.1. Upload videos 2.2. Basic knowledge of YouTube channel
3. Underpinning Skills	3.1 Uploading videos 3.2 Interpreting YouTube channel

4. Required Attitudes	4.1	Commitment to occupational health and safety
	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 in workplace
	4.8	Communication with peers and seniors in workplace
5. Resource Implications	The following resources must be provided:	
	5.1	Relevant tools, Equipment, software and facilities needed to perform the activities.
	5.2	Required 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 NSDA accredited center.
	7.2	Assessment should be done by NSDA certified/ nominated assessors

Accreditation Requirements

Training Providers must be accredited by National Skills Development Authority (NSDA), 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 NTVQF qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

Copyright

This Competency Standard for **Digital Marketing for freelancer, NSQF L- 4** is a document for the development of curricula, teaching and learning materials, and assessment tools. It also serves as the document for providing training consistent with the requirements of industry in order for individuals who graduated through the established standard via competency-based assessment to be suitably qualified for a relevant job.

This document is owned by the National Skills Development Authority (NSDA) of the People's Republic of Bangladesh, developed in association with **ICT Industry Skills Council (ISC)**.

Public and private institutions may use the information contained in this standard 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 Competency Standard, in English or other language.

This document is available from:

National Skills Development Authority (NSDA)
423-428 Tejgaon Industrial Area, Dhaka-1215
Phone: +880 2 8891091; Fax: +880 2 8891092;
E-mail: ecnsda@nsda.gov.bd
Website: www.nsda.gov.bd