



Jabatan Pembangunan Kemahiran
Kementerian Sumber Manusia, Malaysia

NATIONAL OCCUPATIONAL SKILLS STANDARD
(*STANDARD KEMAHIRAN PEKERJAAN KEBANGSAAN*)

M731-001-3:2021

DIGITAL MARKETING OPERATION

OPERASI PEMASARAN DIGITAL

LEVEL 3

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Department of Skills Development (DSD)
Federal Government Administrative Centre
62530 PUTRAJAYA, MALAYSIA

NATIONAL OCCUPATIONAL SKILLS STANDARD

DIGITAL MARKETING OPERATION

OPERASI PEMASARAN DIGITAL

LEVEL 3

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Preface

Standard Definition

The National Occupational Skills Standard (NOSS) is a Standard document that outlines the **minimum** competencies required by a skilled worker working in Malaysia for a particular area and level of occupational, also the path to achieve the competencies. The competencies are based on the needs of employment, according to the career structure for the occupational area and developed by industry experts and skilled workers.

The National Competency Standard (NCS) is a Standard document that outlines the competencies required by a skilled worker in Malaysia.

Description of Standard Components

The document is divided into three (3) components which includes: -

Component I Standard Practice

This component is about the information related to occupational area including introduction to the industry, Standard requirements, occupational structure, levelling of competency, authority and industry requirements as a whole.

Component II Standard Content

This component is a reference to industry employers in assessing and improving the competencies that is required for a skilled worker. The competencies are specific to the occupational area. The component is divided into two (2) section which are the chart (Competency Profile Chart, CPC) and details of the competencies (Competency Profile, CP).

Component III Curriculum of Competency Unit

This component is a reference for the training personnel to identify training requirements, design the curriculum, and develop assessment. The training hours that included in this component is based on the recommendations by the Standard Development Committee (SDC). If there are modifications to the training hours, the Department provides the medium for discussion and consideration for the matter.

Abbreviation

1	KPI	Key Performance Index
2	MMS	Multimedia Messaging Service
3	SEM	Search Engine Marketing
4	SEO	Search Engine Optimisation
5	SMS	Short Messaging Service
6	SWOT	Strengths, Weaknesses, Opportunities, and Threats
7	URL	Uniform Resource Locator

Glossary

1	Automated responses	Pre-designated reply that is generated by a software programme for incoming messages.
2	Average cost per click	The backward-looking metric indicating the average amount paid per click on an ad for any given keyword
3	Banned product	Product that shall not be offered or prohibited for sale on an e-commerce platform.
4	Banner	Small, often rectangular-shaped graphic that appears at the top of a web page.
5	Behavioural Emails	An automated email sent to recipients based on their actions and behaviour displayed during interactions with a business on social media, company's website, email, and other channels.
6	Bounce rate	The percentage of bounced emails or messages divided by the total number of emails or messages sent or viewed.
7	Call to action	The part of a marketing message that attempts to persuade a person to perform a desired action.
8	Campaign Budget	An estimate of a company's promotional expenditures over a certain time period allocated to accomplish its marketing objectives.
9	Campaign Objectives	The ultimate goals of a marketing campaign.
10	Click Through Rate	A digital marketing metric that measures the ratio of total impressions to clicks in search and display advertising, email marketing, and other online mediums.
11	Content	Text, video, images and other creatives used in marketing campaigns to communicate with the target audience.
12	Conversion Rate	The rate (expressed in a percentage) at which website users complete a desired action. (Total number of conversions/ traffic x 100)
13	Conversion tracking	Tool in an account that can help measure how clicks on the ads and free product listings lead to meaningful actions such as sales or leads.
14	Copyright	A type of intellectual property that gives its owner the exclusive right to make copies of a creative work.
15	Copywriting	Process of writing persuasive marketing and promotional materials that motivate people to take some forms of action, such as make a purchase, click on a link and others.
16	Cost per click	The price an advertiser pays for a click on an ad from a potential customer.

- 17 Cost per mille / Cost per thousand An advertising revenue system used by search engines and ad networks in which advertising companies pay an agreed amount for every 1,000 users who see their ads, regardless of whether a click-through or conversion is achieved.
- 18 Display Network A pay per click (PPC) advertising platform that displays an advertiser's ads across a network of websites and mobile apps.
- 19 E-commerce Activity of buying and selling of goods and services over the internet.
- 20 E-commerce stock The goods or merchandise kept at e-commerce store and available for sale or distribution.
- 21 Email marketing A form of marketing that makes customers aware of new products, discounts, and other services. It can also be a softer sell to educate the audience on the value of a brand or keep them engaged between purchases.
- 22 Email marketing template A pre-made template that gives marketers a starting point for their email.
- 23 Email marketing tools Tools marketers use to create, send, test, optimize, and report on their email campaigns. Examples of email marketing tools include Mailchimp, GetResponse and AWeber.
- 24 Email Newsletters A type of email that informs the audience of the latest news, tips, or updates about a product or company.
- 25 Fulfilment The entire process behind getting an order delivered to customers after they order it online.
- 26 Impressions The number of times an ad appears as a result of a search on a search engine in pay per click (PPC) advertising.
- 27 Keyword Words or phrases that ad campaigns are based upon and selected depending on what potential customers are looking for when searching with those words or phrases.
- 28 Keyword ranking A page's specific spot on the search results pages for a particular search query in search engine optimisation.
- 29 Keyword research A practice search engine optimisation professionals used to find and search terms that users enter into search engines when looking for products, services or general information.
- 30 Keyword research tool A programme that helps find words and phrases that users are searching for major search engines. Examples include Google Keyword Planner, SEMRush, MOZ Pro and Ubersuggest.
- 31 Key Performance Indicators The critical (key) indicators of progress toward an intended result.

32 Link building	Actions aimed at increasing the number and quality of inbound links to a webpage with the goal of increasing the search engine rankings of that page or website.
33 Market segmentation	The process of dividing a target market into smaller, more defined categories that share similar characteristics such as demographics, interests, needs, or location. The four bases of market segmentation are demographic, psychographic, behavioural and geographic.
34 Marketing mix (4Ps)	A foundation model for businesses, historically centred around product, price, place, and promotion defined as the "set of marketing tools that a company uses to pursue its marketing objectives in the target market".
35 Media design	The process of creating and producing print, online and mobile media using visual elements.
36 MMS	A store and forward messaging service that allows subscribers to exchange multimedia files as messages.
37 Open Rate	The percentage of subscribers who open a specific email or message out of a total number of subscribers.
38 Optimisation	The process of enhancing an ad's performance by adjusting aspects of the campaign. Examples include modifying bids, changing keywords and adding targeting.
39 Order Management System	The back-end process for managing and fulfilling online orders including everything from order routing and printing shipping labels to returns and subscription management.
40 Organic content	Content that does not need to be paid and can be found by users through keyword search.
41 Pageview	An instance of a page being loaded (or reloaded) in a browser. Pageviews is a metric defined as the total number of pages viewed.
42 Paid content	Involves paying for any media space or placement and target towards audience segmentation.
43 Personalisation	The act of tailoring an experience or communication based on information a company has learned about an individual.
44 Placement	Location of content display including all media spaces, offered by online publishers, websites, and social networks to marketers.
45 Product life cycle	The amount of time a product goes from being introduced into the market until it is taken off the shelves. The four stages in a product's life cycle are introduction, growth, maturity, and decline.
46 Product listing	A page on a website that presents a list of products based on a category or search query. It funnels site visitors to product detail pages and closer to conversion.

47	Safety stock	An additional quantity of an item held by a company in inventory in order to reduce the risk that the item will be out of stock.
48	Search engine	A software system that is designed to carry out web searches in the World Wide Web in a systematic way for particular information specified in a textual web search query.
49	Search Engine Marketing	The process of advertising on search engines, which involves bidding on keywords to make your ads appear on the first page of search results. Also known as Pay per Click (PPC), paid search and search advertising.
50	Search engine optimization	The process of improving the quality and quantity of website traffic to a website or a web page from search engines that targets unpaid traffic (known as "natural" or "organic" results) rather than direct traffic or paid traffic.
51	Search Network	A group of search-related websites and apps where ads can appear.
52	Shop rating	An average of all product ratings within the shop.
53	SMS	A messaging service that allows users to send and receive personal text messages directly between mobile phones or sometimes to email addresses.
54	Social Media Platform	An application or website through which users are able to create and share content and find and connect with other users.
55	Stock level	The different levels of stock which are required for an efficient and effective control of materials and to avoid over and under-stocking of materials.
56	SWOT analysis	A planning process that analyses strengths, weaknesses, opportunities and threats to help a company overcome challenges and determine what new leads to pursue.
57	Total number of clicks	The total number of times tracked links are clicked by recipients. This count includes multiple clicks from individual recipients.
58	Traffic	The number of visitors that come to a website from organic search results.
59	Transactional emails	A type of email sent to facilitate an agreed-upon transaction between the sender and the recipient. Transactional emails typically contain information a recipient wants or needs and consequently have very high open rates.
60	Unsubscribe Rate	A measure that indicates the percentage of users who have opted-out from the mailing list after an email campaign.
61	URL	An acronym that stands for uniform resource locator, the URL is the website address that is displayed in the browser's address bar.

62 Webmaster tools Tool that helps to evaluate and maintain a website's performance in search results.

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1. Figure 1 Occupational Structure for Digital Marketing.
2. Figure 2 Occupational Area Structure for Digital Marketing.

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1. Appendix A Competency Profile Chart (CPC_{PaP}) For Teaching & Learning.
2. Appendix B Element Content Weightage.

Acknowledgement

The Director General of Department of Skills Development (DSD) would like to extend his gratitude to the National Skills Development Council (MPKK), Standard Technical Committee (JTS), Standard Technical Evaluation Committee (JTPS), Standard Development Committee (JPS), and organisations and individuals who have been involved directly or indirectly for the contribution, persistence, and support in the development of this Standard until it is completed.

STANDARD PRACTICE
NATIONAL OCCUPATIONAL SKILLS STANDARD (NOSS) FOR:
DIGITAL MARKETING OPERATION
LEVEL 3

1. Introduction

1.1. Occupation Overview

Digital marketing is the strategy and processes that connect businesses with their audiences across digital channels. Digital refers to a number of different channels, all used to uniquely engage audiences and tackle various goals of the conversion funnel. The digital channels include display, search, mobile, social, and video. Digital marketing encompasses all marketing efforts that use electronic devices and the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers. Digital marketing helps businesses reach specific audiences more effectively than through traditional methods and target the prospects who are most likely to buy the product or service. Additionally, it is often more cost-effective than traditional advertising, and enables businesses to measure success on a daily basis or as required. Digital marketing consists of several main areas or categories namely social media marketing, search engine optimisation, search engine marketing, e-commerce marketing, mobile marketing and email marketing.

As of January 2021, with a population of 32.57 million, there are 27.43 million internet users, 28 million active social media users, 30.00 million mobile connections in Malaysia with an internet penetration rate of 84.2%¹. Malaysia is one of the key players when it comes to the growth of the digital marketing scene in Southeast Asia. With digital marketing now an integral part of any industry, the need for professionals with digital skills has become a priority for most businesses. Due to the changeable and fast-paced nature of the digital marketing sector the role is challenging but rewarding.

Marketing can be performed offline or through digital channels. Offline marketing is the process of selling products or goods through offline channels like print ads, telemarketing. This NOSS focuses on online digital marketing only. Nevertheless, both types of marketing can be used to optimise business performance.

1.2. Rationale of NOSS Development

The rapid evolution of digital marketing has led to a shortage of suitable talent in the technology job market, including digital marketing technology. Digital professionals are yet to reach the expected level of digital skill sets. Currently digital marketing courses are conducted at various institutes based on curriculum developed by the respective institutes and digital platforms. There is no national occupational standard related to digital marketing that can be used as a basis to develop curriculum for training digital marketers. As Malaysia is moving forward to embrace digitalisation in every aspect of life, it is imperative that an occupational standard be developed for digital marketing in order to meet quality manpower requirements in this sector. The development of this new NOSS will provide a standard reference to align digital marketing courses and certifications offered by different training providers, charter career path, benchmark for best practices and solicit recognition from both public and private sector regulatory bodies.

¹ Source: <https://datareportal.com/digital-in-malaysia>

1.3. Rationale of Occupational Structure and Occupational Area Structure

The scope and nature of work for digital marketing fall under Section M Professional, Scientific and Technical Activities in the Malaysia Standard Industrial Classification 2008 (MSIC 2008). Further analysis shows that the most appropriate division and group for digital marketing are Division 73: Advertising and Market Research and Group 731: Advertising respectively as stated in Figure 1 and Figure 2.

Detailed analysis of the roles and responsibilities of digital marketing personnel at the operational level shows that most of the activities carried out require them to be competent in performing a broad range of varied work activities, performed in a variety of contexts, most of which are complex and non-routine. There is considerable responsibility, autonomy and control. Based on the occupational structure, it is also observed that most of the job titles start at Level 3 for the identified areas in digital marketing. The duties and tasks of Level 2 personnel can also be embedded into Level 3. Thus, the standard development committee decide that this NOSS shall start at Level 3.

1.4. Regulatory/Statutory Body Requirements Related to Occupation

The occupation of digital marketing in Malaysia in general is subject to the following acts and regulatory requirements:

- a) Section 211(a) and 233 Communications and Multimedia Act 1998;
- b) Personal Data Protection Act 2010;
- c) Ministry of Domestic Trade and Consumer Affairs (KPDNKK) Acts/Policies/Guidelines;
 - i) Consumer Protection (Amendment) Act 2017.
 - ii) Electronic Commerce Act 2006.
 - iii) Registration of Businesses Act 1956.
- d) Digital Business Laws and Regulations 2020; and
- e) Policies and Requirements as stipulated by the respective digital platforms.

1.5. Occupational Prerequisites

Individual employers may set the selection criteria based on specific requirements. In general, digital marketers should have at least the following pre-requisites:

- a) Computer literacy in office applications;
- b) Access to internet; and
- c) Relevant digital and social media skills.

1.6. General Training Prerequisites for Malaysian Skills Certification System

The minimum requirement to register for Digital Marketing Operation Level 3 at accredited training centres is the ability to speak and write in Bahasa Melayu and English Language. Nevertheless, the accredited training centres can specify other requirements for their potential trainees.

2. Occupational Structure (OS)

Section	(M) Professional, Scientific and Technical Activities					
Group	(731) Advertising					
Area	Digital Marketing					
	Social Media	Search Engine Optimisation	Search Engine Marketing	E-Commerce	Mobile Marketing	Email Marketing
Level 5	Social Media Manager	Search Engine Optimisation Manager	Search Engine Marketing Manager	E-Commerce Manager	Mobile Marketing Manager	Email Marketing Manager
Level 4	Social Media Executive	Search Engine Optimisation Executive	Search Engine Marketing Executive	E-Commerce Executive	Mobile Marketing Executive	Email Marketing Executive
Level 3	Social Media Junior Executive	Search Engine Optimisation Junior Executive	Search Engine Marketing Junior Executive	E-Commerce Junior Executive	Mobile Marketing Junior Executive	Email Marketing Junior Executive
Level 2	Social Media Administrator	No Job Title	No Job Title	E-Commerce Administrator	No Job Title	No Job Title
Level 1	No Job Title	No Job Title	No Job Title	No Job Title	No Job Title	No Job Title

Figure 1: Occupational Structure for Digital Marketing

3. Occupational Area Structure (OAS)

Section	(M) Professional, Scientific and Technical Activities					
Group	(731) Advertising					
Area	Digital Marketing					
	Social Media	Search Engine Optimisation	Search Engine Marketing	E-Commerce	Mobile Marketing	Email Marketing
Level 5	Digital Marketing Management					
Level 4	Digital Marketing Planning & Implementation					
Level 3	Digital Marketing Operation					
Level 2	Embedded to Level 3					
Level 1	No Level					

Figure 2: Occupational Area Structure for Digital Marketing

4. Definition of Competency Levels

The NOSS is developed for various occupational areas. Below is a guideline of each NOSS Level as defined by the Department of Skills Development, Ministry of Human Resources, Malaysia.

- Level 1: Competent in performing a range of varied work activities, most of which are routine and predictable.
- Level 2: Competent in performing a significant range of varied work activities, performed in a variety of contexts. Some of the activities are non-routine and required individual responsibility and autonomy.
- Level 3: Competent in performing a broad range of varied work activities, performed in a variety of contexts, most of which are complex and non-routine. There is considerable responsibility and autonomy and control or guidance of others is often required.
- Level 4: Competent in performing a broad range of complex technical or professional work activities performed in a wide variety of contexts and with a substantial degree of personal responsibility and autonomy. Responsibility for the work of others and allocation of resources is often present.
- Level 5: Competent in applying a significant range of fundamental principles and complex techniques across a wide and often unpredictable variety of contexts. Very substantial personal autonomy and often significant responsibility for the work of others and for the allocation of substantial resources features strongly, as do personal accountabilities for analysis, diagnosis, planning, execution and evaluation.

5. Award of Certificate

The Director General may award, to any person upon conforming to the Standards the following skills qualifications as stipulated under the National Skills Development Act 2006 (Act 652):

- a) Malaysian Skills Certificate (MSC); or
- b) Statements of Achievement.

6. Occupational Competencies

The Digital Marketing Operation Level 3 personnel are competent in performing the following core competencies:

- a) Execute social media marketing activities;
- b) Execute search engine optimisation activities;
- c) Execute search engine marketing activities;
- d) Execute e-commerce marketing activities;
- e) Execute mobile marketing activities; and
- f) Execute email marketing activities.

7. Work Conditions

In digital marketing change is the only constant. This applies to the flexible working hours too. For those working normal office hours, their working time may also extend during large-scale marketing campaigns and project work. Part-time work and short-term contracts are also available. Flexible working patterns and working from home arrangements are other options. Self-employment or freelance work is possible for experienced digital marketers who choose to become independent consultants. In fact, the digital marketers can work from anywhere as long as internet connection is available and accessible. They may work individually or in collaboration with others such as the marketing or web development team. Since digital marketers spend a significant amount of time on computers and other gadgets, it is important for them to apply ergonomic principles at their workstations to minimise occupational risks.

8. Employment Prospects

Digital marketing personnel may be employed as digital marketers by companies including e-commerce industry as part of their branding team. They may also work for digital marketing agencies in various job areas such as social media marketing, search engine optimisation, search engine marketing, e-commerce marketing, mobile marketing and email marketing. In the last several years, the gig economy and outsourcing trend is growing in Malaysia as more people are opting for flexible working hours. Thus, self-employment or freelance work is another option for digital marketers who choose to become independent consultants. In fact, digital marketing is borderless as long as internet connection is available and accessible.

According to Job Street 2019 Salary Report, the salary range for this occupation at the entry level is between RM1,879- RM2447 per month depending on the region in the

country.² According to the Glassdoor portal, the national average salary for Digital Marketing Intern is \$77,758 per year in the United States.³ In comparison, the Indeed portal states that the average salary for a digital marketing intern is SGD \$1,100 per month in Singapore.⁴

9. Up Skilling Opportunities

The Level 3 Digital Marketing Operation personnel may upgrade themselves by pursuing the Digital Marketing Planning & Implementation Level 4 diploma programme. They may also undertake specific courses offered by the various digital platforms such as Facebook Social Media Marketing Professional Certificate, Microsoft Advertising Certified Professional, LinkedIn Fundamentals & Marketing Strategy Certificate and Go E-Commerce (MDEC) as part of their continuing professional development.

² JobStreet.com 2019 Salary Report

³ https://www.glassdoor.com/Salaries/digital-marketing-intern-salary-SRCH_KO0,24.htm

⁴ <https://sg.indeed.com/career/digital-marketing-intern/salaries>

10. Organisation Reference for Sources of Additional Information

The following organisations can be referred as sources of additional information which can assist in defining the document's contents.

- a) Malaysia External Trade Development Corporation (MATRADE)
Menara MATRADE,
Jalan Sultan Haji Ahmad Shah,
50480 Kuala Lumpur, Malaysia
Tel: +603-6207 7077
Fax: +603-6203 7037
Official Website: www.matrade.gov.my
Official Email: info@matrade.gov.my

- b) Institut Keusahawanan Negara (INSKEN)
Kampus INSKEN, CoPlace 1,
2270 Jalan Usahawan 2,
Cyber 6, 63000 Cyberjaya,
Selangor Darul Ehsan.
Tel: +603-8314 8800
Fax: +603-8314 8900
Official Website: www.insken.gov.my
Official Email: insken@insken.gov.my

- c) Malaysia Digital Economy Corporation (MDEC) Sdn Bhd
2360 Persiaran APEC
63000 Cyberjaya, Selangor
Tel: +603-8315 3000
Fax: +603 8315 3115
Official Website: www.mdec.my
Official Email: clie@mdec.com.my

- d) Selangor Information Technology and Digital Economy Corporation (SIDEK)
E-28-1, City Park, I-City, Jalan Multimedia 7/AG,
Seksyen 7, 40000 Shah Alam,
Selangor, Malaysia
Tel: +603 - 5521 8580
Official Website: www.matrade.gov.my
Official Email: info@sidek.com.my

- e) Malaysian Global Innovation & Creativity Centre (MAGIC)
Block 3730, Persiaran APEC,
63000 Cyberjaya, Malaysia.
Tel: +60 3 8324 4801
Official Website: www.sidek.com.my
Official Email: enquiries@mymagic.my

- f) Digital Marketing Association Malaysia (DMAM)
Pusat Dagangan Phileo Damansara 1,
Block E – Level 3, Unit 01 (E301),
No.9, Jalan 16/11, Off Jalan Damansara
43650 Petaling Jaya, Selangor.
Tel: +603 7968 2282
Official Website: www.dmam.com.my
Official Email: info@dmam.com.my
- g) Malaysian Digital Association (MDA)
Unit 706, Block B,
Pusat Dagangan Phileo,
Damansara 1, 9, Jalan 16/11,
Off Jalan Damansara,
46350 Petaling Jaya, Selangor.
Tel: +603 7660 8535
Official Website: www.malaysiandigitalassociation.org.my
Official Email: mda@macomm.com.my
- h) Technopreneur Training Academy (TENTRA MTDC)
Malaysian Technology Development Corporation Sdn. Bhd (MTDC)
Ground Floor, Menara Yayasan Tun Razak,
Jalan Bukit Bintang,
55100 Kuala Lumpur, Malaysia
Tel: +603-2172 6000
Fax: +603-2163 7541
Official Website: www.mtdc.com.my
Official Email: comms@mtdc.com.my
- i) Pertubuhan Pereka Grafik Kebangsaan (PERGRAKAN)
No. C08/3, Garden City,
Business Centre, Jalan Dagang Besar,
43300 Shah Alam, Selangor
Tel: +6014 724 0979
Official Website: www.pergrakan.org
Official Email: pergrakan@gmail.com
- j) Persatuan Usahawan Internet Malaysia (PUIM)
F-8-1, Blok F, Putrawalk Jalan PP25,
Taman Pinggiran Putra Sek 2,
43300 Seri Kembangan,
Selangor
Tel: +6010 -237 0055
Fax: +603-8958 0277
Official Website: www.puim.my
Official Email: salam@puim.my

- k) ICDL Asia Pte Ltd
50 Raffles Place
Level 19, Singapore Land Tower
Singapore 048623
Tel: +65 6631 2807
Official Website: www.icdlasia.org
Official Email: info@icdlasia.org

11. Standard Technical Evaluation Committee

NO	NAME	POSITION & ORGANISATION
CHAIRMAN		
1	Sukri bin Awang	Principal Assistant Director Department of Skills Development
EVALUATION PANEL		
1	Azlinda binti Mohd Hairon	Manager, E-USahawan Malaysian Digital Economy Corporation (MDEC) Sdn Bhd
2	Yong Kai Ping	Chief Executive Officer Selangor Information Technology & Digital Economy Corporation (SIDEK)
3	Abdul Qayyum Adzim bin Azmi	Assistant Manager, Digital Marketing, Marketing & Community Malaysian Global Innovation & Creativity Centre (MaGIC)
4	Goh Boon Peng	Chief Executive Officer/ Founder MyStarttr Sdn Bhd
5	Cheah Ka Wai	Head of Digital Marketing, Superdough Sdn Bhd.
SECRETARIAT		
1	Norliah binti Samah	Assistant Director Department of Skills Development

12. Standard Development Committee

DIGITAL MARKETING OPERATION

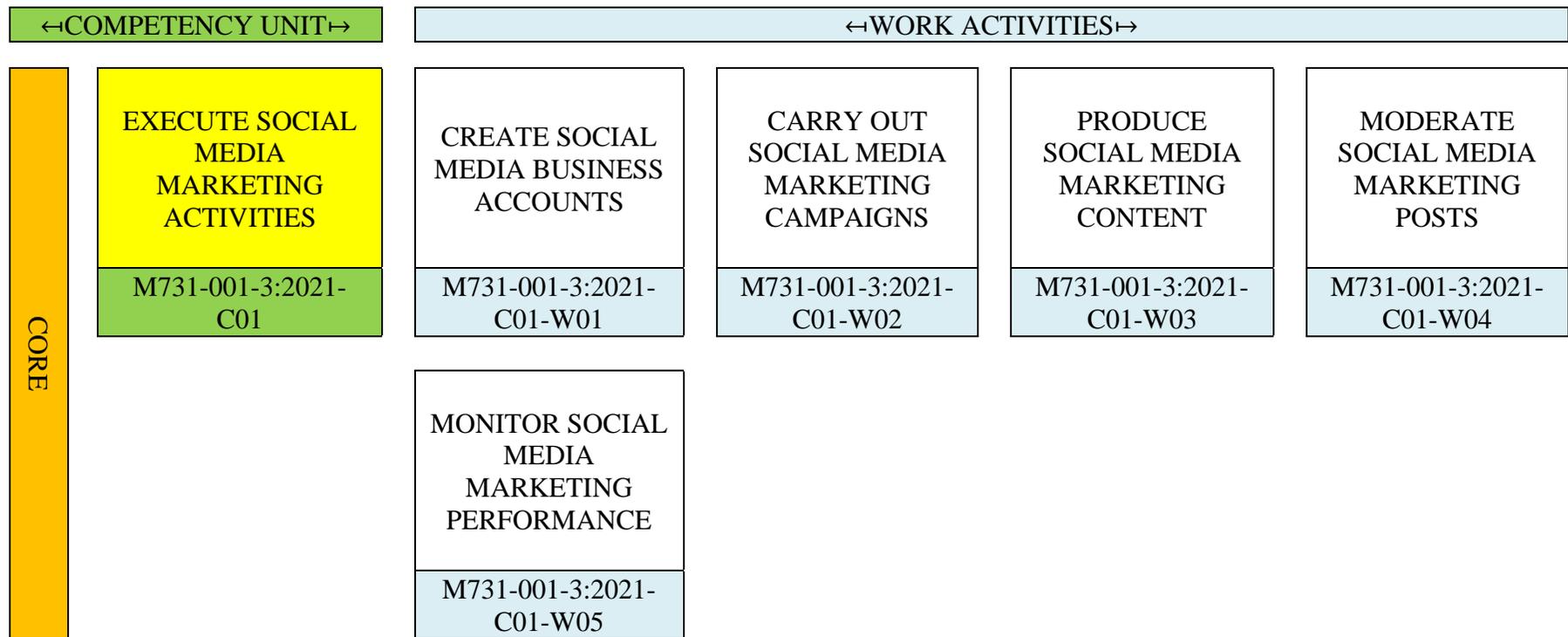
LEVEL 3

NO	NAME	POSITION & ORGANISATION
DEVELOPMENT PANEL		
1	Azizee Bin Aziz	Head of Entrepreneurship Unit Politeknik Tuanku Syed Sirajuddin
2	Muhammad Syukran Bin Jamil	Head of Diploma Technopreneurship Institute Kemahiran Malaysia
3	Efina Binti Hamdan	Program Coordinator of Diploma in Communication and Media Universiti Teknologi MARA Malaysia
4	Chew Soo Wang	Digital Marketing Trainer Cevile Enterprise
5	Mohd Shazreeq Bin Mohd Alhadi	Chief Content Developer Salam Web Technologies MY Sdn Bhd
6	Muhamad Fadlishah Bin Rusli	Managing Director Akar Digital Sdn Bhd
7	Vinod a/l Veeramani	Executive Director Califf Vein Enterprise
8	Goay Tze Ying	Managing Director Digital Biz Institution (M) Sdn Bhd
FACILITATOR		
1	Nabilah Ooi Binti Abdullah	CIAST/PPL/FDS-0119/2013 Certified NOSS Facilitator

STANDARD CONTENT
NATIONAL OCCUPATIONAL SKILLS STANDARD (NOSS) FOR:
DIGITAL MARKETING OPERATION
LEVEL 3

13. Competency Profile Chart (CPC)

SECTION	(M) PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES		
GROUP	(731) ADVERTISING		
AREA	DIGITAL MARKETING		
NOSS TITLE	DIGITAL MARKETING OPERATION		
NOSS LEVEL	THREE (3)	NOSS CODE	M731-001-3:2021



←COMPETENCY UNIT→		←WORK ACTIVITIES→				
CORE	EXECUTE SEARCH ENGINE OPTIMISATION ACTIVITIES	BUILD ON-PAGE SEARCH ENGINE OPTIMISATION	BUILD OFF-PAGE SEARCH ENGINE OPTIMISATION	MONITOR SEARCH ENGINE OPTIMISATION RANKING PERFORMANCE		
	M731-001-3:2021-C02	M731-001-3:2021-C02-W01	M731-001-3:2021-C02-W02	M731-001-3:2021-C02-W03		
	EXECUTE SEARCH ENGINE MARKETING ACTIVITIES	CREATE SEARCH ENGINE MARKETING ACCOUNTS	CARRY OUT SEARCH ENGINE MARKETING CAMPAIGNS	PRODUCE SEARCH ENGINE MARKETING CONTENT	MONITOR SEARCH ENGINE MARKETING PERFORMANCE	
M731-001-3:2021-C03	M731-001-3:2021-C03-W01	M731-001-3:2021-C03-W02	M731-001-3:2021-C03-W03	M731-001-3:2021-C03-W04		
EXECUTE E-COMMERCE MARKETING ACTIVITIES	CREATE E-COMMERCE ACCOUNTS	CARRY OUT E-COMMERCE MARKETING CAMPAIGNS	PRODUCE E-COMMERCE MARKETING CONTENT	MODERATE E-COMMERCE STORE MANAGEMENT		
M731-001-3:2021-C04	M731-001-3:2021-C04-W01	M731-001-3:2021-C04-W02	M731-001-3:2021-C04-W03	M731-001-3:2021-C04-W04		

←COMPETENCY UNIT→	←WORK ACTIVITIES→				
CORE	<p style="text-align: center;">MONITOR E-COMMERCE MARKETING PERFORMANCE</p> <p style="text-align: center;">M731-001-3:2021-C04 -W05</p>				
	<p style="text-align: center;">EXECUTE MOBILE MARKETING ACTIVITIES</p> <p style="text-align: center;">M731-001-3:2021-C05</p>	<p style="text-align: center;">CREATE MOBILE MARKETING ACCOUNTS</p> <p style="text-align: center;">M731-001-3:2021-C05-W01</p>	<p style="text-align: center;">CARRY OUT MOBILE MARKETING CAMPAIGNS</p> <p style="text-align: center;">M731-001-3:2021-C05-W02</p>	<p style="text-align: center;">PRODUCE MOBILE MARKETING CONTENT</p> <p style="text-align: center;">M731-001-3:2021-C05-W03</p>	<p style="text-align: center;">MONITOR MOBILE MARKETING PERFORMANCE</p> <p style="text-align: center;">M731-001-3:2021-C05-W04</p>
	<p style="text-align: center;">EXECUTE EMAIL MARKETING ACTIVITIES</p> <p style="text-align: center;">M731-001-3:2021-C06</p>	<p style="text-align: center;">CREATE EMAIL MARKETING ACCOUNTS</p> <p style="text-align: center;">M731-001-3:2021-C06-W01</p>	<p style="text-align: center;">CARRY OUT EMAIL MARKETING CAMPAIGNS</p> <p style="text-align: center;">M731-001-3:2021-C06-W02</p>	<p style="text-align: center;">PRODUCE EMAIL MARKETING CONTENT</p> <p style="text-align: center;">M731-001-3:2021-C06-W03</p>	<p style="text-align: center;">MONITOR EMAIL MARKETING PERFORMANCE</p> <p style="text-align: center;">M731-001-3:2021-C06-W04</p>

14. Competency Profile (CP)

SECTION	(M) Professional, Scientific and Technical Activities		
GROUP	(731) Advertising		
AREA	Digital Marketing		
NOSS TITLE	Digital Marketing Operation		
NOSS LEVEL	Three (3)	NOSS CODE	M731-001-3:2021

CU TITLE & CU CODE	Execute social media marketing activities. M731-001-3:2021- C01
CU DESCRIPTOR	<p>Execute social media marketing activities describes the competencies in using social media platforms to connect with audience to market a company's products or services.</p> <p>The person who is competent in this CU should be able to create social media business accounts, carry out social media marketing campaigns, produce social media marketing content, moderate social media marketing posts and monitor social media marketing performance.</p> <p>The outcome of this CU is optimal use of social media marketing strategies to build brand awareness as well as to increase engagement and conversion.</p>

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
1. Create social media business accounts.	1.1 Obtain business accounts credentials. 1.2 Set up social media business accounts. 1.3 Publish social media business accounts.	1.1 Business accounts credentials obtained from superior for all mandatory fields required to set up social media business accounts. 1.2 Social media business accounts setup completed with all specified mandatory fields. 1.3 Social media business accounts published as per scheduled timeline upon approval.

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
2. Carry out social media marketing campaigns.	2.1 Determine social media campaigns requirements. 2.2 Identify social media content requirements. 2.3 Set up social media campaigns.	2.1 Social media campaigns requirements identified as per work instructions. 2.2 Social media content requirements identified as per work instructions. 2.3 Social media campaigns set up according to campaigns requirements upon approval.
3. Produce social media marketing content.	3.1 Identify social media hashtags. 3.2 Select social media placements. 3.3 Prepare social media copywriting. 3.4 Coordinate creative media preparation. 3.5 Publish social media content.	3.1 Social media hashtags identified as per campaign objectives. 3.2 Social media placements selected as per campaign objectives. 3.3 Social media copywriting prepared as per campaign objective and social media content policy. 3.4 Creative media preparation coordinated according to creative media requirements. 3.5 Social media content published as per scheduled timeline upon approval.
4. Moderate social media marketing posts.	4.1 Monitor social media engagement. 4.2 Provide public posting feedback. 4.3 Provide assistance to solve audience's problems.	4.1 Social media engagement monitored regularly to meet specified response rate. 4.2 Public posting feedback provided according to audience engagement strategies. 4.3 Assistance provided to solve audience's problems according to audience requests.
5. Monitor social media marketing performance.	5.1 Check social media marketing performance. 5.2 Carry out social media campaigns optimisation strategies. 5.3 Compile social media marketing performance reports.	5.1 Social media marketing performance checked using performance monitoring tools. 5.2 Social media marketing campaigns optimisation strategies carried out according to work instructions. 5.3 Social media marketing performance reports compiled in required format as per work instructions. 5.4 Social media marketing performance reports submitted to superior as per scheduled timeline.

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
	5.4 Submit social media marketing performance reports to superior.	

CU TITLE & CU CODE	Execute search engine optimisation activities. M731-001-3:2021-C02
CU DESCRIPTOR	<p>Execute search engine optimisation activities describes the competencies required to perform the process of optimising online content to improve its visibility for relevant searches of a certain keyword.</p> <p>The person who is competent in this CU should be able to build on-page search engine optimisation, build off-page search engine optimisation and monitor search engine optimisation ranking performance.</p> <p>The outcome of this CU is optimisation of online content that will improve search engine ranking and increase traffic to the required website through search engine results.</p>

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
1. Build on-page search engine optimisation.	1.1 Perform target keyword research. 1.2 Identify search engine optimisation essentials. 1.3 Produce on-page search engine optimisation content. 1.4 Insert search engine optimisation essentials into content. 1.5 Publish on-page search engine optimisation.	1.1 Target keyword research performed based on work instructions. 1.2 Search engine optimisation essentials identified according to on-page search engine optimisation requirements. 1.3 On-page search engine optimisation contents produced relevant to targeted keyword. 1.4 Search engine optimisation essentials inserted into content completed with all specified mandatory fields. 1.5 On-page search engine optimisation published as per scheduled timeline upon approval.
2. Build off-page search engine optimisation.	2.1 Perform off-page search engine optimisation components research. 2.2 Produce off-page search engine optimisation content.	2.1 Off-page search engine optimisation components research performed based on work instructions. 2.2 Off-page search engine optimisation content produced relevant to targeted keyword. 2.3 Off-page search engine optimisation components identified according to off-page search engine optimisation requirements.

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
	2.3 Identify off-page search engine optimisation components. 2.4 Insert off-page search engine optimisation essentials into content. 2.5 Publish off-page search engine optimisation.	2.4 Off-page search engine optimisation essentials inserted into content complete with all specified mandatory fields. 2.5 Off-page search engine optimisation published as per scheduled timeline upon approval.
3. Monitor search engine optimisation ranking performance.	3.1 Check search engine optimisation performance. 3.2 Carry out search engine optimisation strategies. 3.3 Compile search engine optimisation performance reports. 3.4 Submit search engine optimisation performance reports to superior.	3.1 Search engine optimisation performance checked using performance monitoring tools. 3.2 Search engine optimisation strategies carried out according to work instructions. 3.3 Search engine optimisation performance reports compiled in required format as per work instructions. 3.4 Search engine optimisation performance reports submitted to superior as per scheduled timeline.

CU TITLE & CU CODE	Execute search engine marketing activities. M731-001-3:2021-C03
CU DESCRIPTOR	<p>Execute search engine marketing activities describes the competencies required to perform marketing of a business using paid strategies to increase search visibility on search engine results pages.</p> <p>The person who is competent in this CU should be able to create search engine marketing accounts, carry out search engine marketing campaigns, produce search engine marketing content, and monitor search engine marketing performance.</p> <p>The outcome of this CU is the optimisation of paid search activities that will result in greater visibility and traffic in search engine result pages.</p>

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
1. Create search engine marketing accounts.	1.1 Obtain business accounts credentials. 1.2 Set up search engine marketing accounts. 1.3 Publish search engine marketing accounts.	1.1 Business accounts credentials obtained from superior for all mandatory fields required to set up search engine marketing accounts. 1.2 Search engine marketing accounts setup completed with all required mandatory fields. 1.3 Search engine marketing business accounts published as per scheduled timeline upon approval.
2. Carry out search engine marketing campaigns.	2.1 Identify search engine marketing campaigns requirements. 2.2 Identify search engine marketing content requirements. 2.3 Set up search engine marketing campaigns.	2.1 Search engine marketing campaigns requirements identified as per work instructions. 2.2 Search engine marketing content requirements identified as per work instructions. 2.3 Search engine marketing campaigns set up according to campaigns requirements upon approval.

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
3. Produce search engine marketing content.	3.1 Identify target keywords. 3.2 Specify search engine placement. 3.3 Prepare search engine marketing copywriting. 3.4 Coordinate creative media preparation. 3.5 Link call to action to target destination. 3.6 Publish search engine marketing content.	3.1 Target keywords identified as per campaign objectives. 3.2 Search engine placement specified as per campaign objectives. 3.3 Search engine marketing copywriting prepared in line with identified keywords. 3.4 Creative media preparation coordinated according to creative format requirements. 3.5 Call to action linked to target destination. 3.6 Search engine marketing content published as per scheduled timeline upon approval.
4. Monitor search engine marketing performance.	4.1 Check search engine marketing performance. 4.2 Carry out search engine marketing campaigns optimisation strategies. 4.3 Compile search engine marketing performance reports. 4.4 Submit search engine marketing performance reports to superior.	4.1 Search engine marketing performance checked using performance monitoring tools. 4.2 Search engine marketing campaigns optimisation strategies carried out according to work instructions. 4.3 Search engine marketing performance reports compiled in required format as per work instructions. 4.4 Search engine marketing performance reports submitted to superior as per scheduled timeline.

CU TITLE & CU CODE	Execute e-commerce marketing activities. M731-001-3:2021-C04
CU DESCRIPTOR	<p>Execute e-commerce marketing activities describes the competencies required to perform commercial transactions conducted electronically via the internet.</p> <p>The person who is competent in this CU should be able to create e-commerce accounts, carry out e-commerce marketing campaigns, produce e-commerce content, moderate e-commerce store management and monitor e-commerce marketing performance.</p> <p>The outcome of this CU is optimal application of strategies that will result in a profitable and successful e-commerce business.</p>

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
1. Create e-commerce accounts.	1.1 Obtain business accounts credentials. 1.2 Set up e-commerce accounts. 1.3 Publish e-commerce accounts.	1.1 Business accounts credentials obtained from superior for all mandatory fields required to set up e-commerce accounts. 1.2 E-commerce accounts setup completed with all required mandatory fields. 1.3 E-commerce accounts published as per scheduled timeline upon approval.
2. Carry out e-commerce marketing campaigns.	2.1 Determine e-commerce campaigns requirements. 2.2 Identify e-commerce content requirements. 2.3 Set up e-commerce campaigns.	2.1 E-commerce campaigns requirements identified as per work instructions. 2.2 E-commerce content requirements identified as per work instructions. 2.3 E-commerce campaigns set up according to campaign requirements upon approval.
3. Produce e-commerce	3.1 Key-in product information. 3.2 Prepare product content.	3.1 Product information keyed-in according to required format. 3.2 Product content prepared according to content guidelines and publishing policy.

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
marketing content.	3.3 Coordinate creative media preparation. 3.4 Publish product listing.	3.3 Creative media preparation coordinated according to creative format requirements. 3.4 Product listing published as per scheduled timeline.
4. Moderate e-commerce store management.	4.1 Process e-commerce orders. 4.2 Update e-commerce store information. 4.3 Monitor e-commerce stock. 4.4 Monitor e-commerce fulfilment. 4.5 Submit store management reports to superior.	4.1 E-commerce orders processed according to order details. 4.2 E-commerce store information updated according to work instruction. 4.3 Stock inventory monitored based on inventory status. 4.4 E-commerce fulfilment monitored within delivery timeline. 4.5 Store management reports submitted to superior as per scheduled timeline.
5. Monitor e-commerce marketing performance.	5.1 Check e-commerce marketing performance. 5.2 Carry out e-commerce marketing campaigns optimisation strategies. 5.3 Compile e-commerce marketing performance reports. 5.4 Submit e-commerce marketing performance reports to superior.	5.1 E-commerce performance checked using performance monitoring tools. 5.2 E-commerce marketing campaigns optimisation strategies carried out according to work instructions. 5.3 E-commerce marketing performance reports compiled in required format as per work instructions. 5.4 E-commerce marketing performance reports submitted to superior as per scheduled timeline.

CU TITLE & CU CODE	Execute mobile marketing activities. M731-001-3:2021-C05
CU DESCRIPTOR	<p>Execute mobile marketing activities describes the competencies required in applying a multi-channel, digital marketing strategy aimed at reaching a target audience on their smartphones, tablets, and/or other mobile devices, via websites, email, SMS and MMS, social media, and apps.</p> <p>The person who is competent in this CU should be able to create mobile marketing accounts, carry out mobile marketing campaigns, produce mobile marketing content and monitor mobile marketing performance.</p> <p>The outcome of this CU is enhancement of brand value and demand for products or services by leveraging mobile devices to connect direct to the consumers in real time at any point in the customer lifecycle.</p>

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
1 Create mobile marketing accounts.	1.1 Obtain business accounts credentials. 1.2 Set up mobile marketing accounts. 1.3 Publish mobile marketing accounts.	1.1 Business accounts credentials obtained from superior for all mandatory fields required to set up mobile marketing accounts. 1.2 Mobile marketing accounts setup completed with all required mandatory fields. 1.3 Mobile marketing accounts published as per scheduled timeline upon approval.
2 Carry out mobile marketing campaigns.	2.1 Identify mobile marketing campaigns requirements. 2.2 Identify mobile marketing content requirements. 2.3 Set up mobile marketing campaigns.	2.1 Mobile marketing campaigns requirements identified as per work instructions. 2.2 Mobile marketing content requirements identified as per work instructions. 2.3 Mobile marketing campaigns set up according to campaign requirements upon approval.

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
3 Produce mobile marketing content.	3.1 Prepare mobile marketing copywriting. 3.2 Coordinate creative media preparation. 3.3 Publish mobile marketing content.	3.1 Mobile marketing copywriting prepared as per campaign objective and mobile marketing content policy. 3.2 Creative media preparation coordinated according to creative format requirements. 3.3 Mobile marketing content published as per scheduled timeline upon approval.
4 Monitor mobile marketing performance.	4.1 Check mobile marketing performance. 4.2 Carry out mobile marketing campaigns optimisation strategies. 4.3 Compile mobile marketing performance reports. 4.4 Submit mobile marketing performance reports to superior.	4.1 Mobile marketing performance checked using performance monitoring tools. 4.2 Mobile marketing campaigns optimisation strategies carried out according to work instructions. 4.3 Mobile marketing performance reports compiled in required format as per work instructions. 4.4 Mobile marketing performance reports submitted to superior as per scheduled timeline.

CU TITLE & CU CODE	Execute email marketing activities. M731-001-3:2021-C06
CU DESCRIPTOR	<p>Execute email marketing activities describes the competencies in marketing business products or services via email. Email marketing strategies are used for lead generation, brand awareness, building relationships or keeping customers engaged between purchases through different types of marketing emails.</p> <p>The person who is competent in this CU should be able to create email marketing accounts, carry out email marketing campaigns, produce email marketing content and monitor email marketing performance.</p> <p>The outcome of this CU is effective application of email marketing strategies that will optimise connection with target audience in a personalised way.</p>

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
1 Create email marketing accounts.	1.1 Obtain business accounts credentials. 1.2 Set up email marketing accounts. 1.3 Publish email marketing accounts.	1.1 Business accounts credentials obtained from superior for all mandatory fields required to set up email marketing accounts. 1.2 Email marketing accounts setup completed with all required mandatory fields. 1.3 Email marketing accounts published as per scheduled timeline upon approval.
2 Carry out email marketing campaigns.	2.1 Identify email marketing campaigns requirements. 2.2 Select audience email list. 2.3 Identify email marketing content requirements. 2.4 Set up email marketing campaigns.	2.1 Email marketing campaigns requirements identified as per work instruction. 2.2 Email list selected according to targeted audience. 2.3 Email marketing content requirements identified as per campaign objective. 2.4 Email marketing campaigns set up according to campaign objective upon approval.

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
3 Produce email marketing content.	3.1 Set up email marketing template. 3.2 Prepare email marketing copywriting. 3.3 Coordinate creative media preparation. 3.4 Publish email marketing campaigns.	3.1 Email marketing template set up according to work instructions. 3.2 Email copywriting prepared according to campaign objective and privacy policies. 3.3 Creative media preparation coordinated according to creative format requirements. 3.4 Email marketing campaigns published as per scheduled timeline.
4 Monitor email marketing performance.	4.1 Check email marketing performance. 4.2 Carry out email marketing campaigns optimisation strategies. 4.3 Compile email marketing performance reports. 4.4 Submit email marketing performance reports to superior.	4.1 Email marketing performance checked using performance monitoring tools. 4.2 Email marketing campaigns optimisation strategies carried out according to work instructions. 4.3 Email marketing performance reports compiled in required format as per work instructions. 4.4 Email marketing performance reports submitted to superior as per scheduled timeline.

CURRICULUM OF COMPETENCY UNIT
NATIONAL OCCUPATIONAL SKILLS STANDARD (NOSS) FOR:
DIGITAL MARKETING OPERATION
LEVEL 3

15. Curriculum of Competency Unit

15.1. Execute social media marketing activities.

SECTION	(M) Professional, Scientific and Technical Activities		
GROUP	(731) Advertising		
AREA	Digital Marketing		
NOSS TITLE	Digital Marketing Operation		
COMPETENCY UNIT TITLE	Execute social media marketing activities.		
LEARNING OUTCOMES	<p>The learning outcomes of this competency are to enable the trainees to use social media platforms to connect with audience to market a company's products or services as well as to apply strategies to build brand awareness, increase engagement and conversion.</p> <p>Upon completion of this competency unit, trainees should be able to:</p> <ol style="list-style-type: none"> 1. Create social media business accounts. 2. Carry out social media marketing campaigns. 3. Produce social media marketing content. 4. Moderate social media marketing posts. 5. Monitor social media marketing performance. 		
TRAINING PREREQUISITE (SPECIFIC)	Not available.		
CU CODE	M731-001-3:2021- C01	NOSS LEVEL	Three (3)

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
1. Create social media business accounts.	1.1 Fundamentals of marketing which include: <ul style="list-style-type: none"> • Marketing mix (4Ps). 	1.1 Obtain business accounts credentials. 1.2 Set up social media business accounts.	<u>ATTITUDE</u> 1.1 Carry out work plan according to specified instructions.	<u>COGNITIVE DOMAIN</u> 1.1 Fundamentals of marketing explained. 1.2 Social media marketing explained.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Market segmentation. • Unique selling point / proposition. • SWOT analysis. • Product life cycle. <p>1.2 Introduction to social media marketing:</p> <ul style="list-style-type: none"> • Definition. • Purpose. • Organic versus paid content. • Digital carbon footprint, environmental impact and green initiatives. <p>1.3 Business account credentials which include:</p>	<p>1.3 Publish social media business accounts.</p>	<p>1.2 Maintain business data confidentiality.</p> <p>1.3 Accomplish work task within allocated time frame.</p> <p><u>SAFETY</u></p> <p>1.1 Comply with workplace health and safety requirements.</p> <p>1.2 Practise good ergonomics.</p> <p><u>ENVIRONMENT</u></p> <p>1.1 Apply clean and green workplace practices.</p>	<p>1.3 Business account credentials listed.</p> <p>1.4 Social media account information described.</p> <p>1.5 Social media account setup described.</p> <p>1.6 Social media marketing policy explained.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>1.1 Business accounts' credentials obtained for all mandatory fields.</p> <p>1.2 Social media business accounts setup completed with all specified mandatory fields.</p> <p>1.3 Social media business accounts published as per scheduled timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>1.1 Work plan carried out according to specified instructions.</p> <p>1.2 Business data confidentiality maintained.</p> <p>1.3 Work task accomplished within allocated time frame.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Username. • Password. • Business profile. • Billing information. <p>1.4 Social media account information which includes:</p> <ul style="list-style-type: none"> • Business category. • Business name. • Contact number. • Email. • Business description. • Banner. • Profile picture. <p>1.5 Social media account setup which includes:</p> <ul style="list-style-type: none"> • Synchronise posting 			<p>1.4 Workplace health and safety requirements complied.</p> <p>1.5 Good ergonomics practised.</p> <p>1.6 Clean and green workplace practices applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>across platform.</p> <ul style="list-style-type: none"> User role. Automated responses. <p>1.6 Social media marketing policy:</p> <ul style="list-style-type: none"> Platform guidelines. Compliance requirement. 			
2. Carry out social media marketing campaigns.	2.1 Social media marketing campaign requirements which include: <ul style="list-style-type: none"> Campaign objectives. Types of campaign. Allocated campaign budget. Specified campaign duration. 	2.1 Determine social media campaigns requirements. 2.2 Identify social media content requirements. 2.3 Set up social media campaigns.	<u>ATTITUDE</u> 2.1 Carry out work plan thoroughly. 2.2 Comply with regulatory requirements. 2.3 Complete task with minimum supervision. 2.4 Accept feedback positively. 2.5 Observe latest technology trends. 2.6 Accomplish work task within allocated time frame.	<u>COGNITIVE DOMAIN</u> 2.1 Social media marketing campaign requirements explained. 2.2 Types of social media marketing content described. 2.3 Social media marketing content requirements explained. 2.4 Social media marketing campaign setup described. <u>PSYCHOMOTOR DOMAIN</u> 2.1 Social media campaigns requirements identified.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Campaign results. <p>2.2 Types of social media marketing content which include:</p> <ul style="list-style-type: none"> • Banner/ Poster. • Video. • Hashtag. • Copywriting. <p>2.3 Social media marketing content requirements which include:</p> <ul style="list-style-type: none"> • Compliance with social media marketing platform recommended guidelines. • Compliance with social media marketing 		<p><u>SAFETY</u></p> <p>2.1 Comply with workplace health and safety requirements.</p> <p>2.2 Practise good ergonomics.</p> <p><u>ENVIRONMENT</u></p> <p>2.1 Apply clean and green workplace practices.</p>	<p>2.2 Social media content requirements identified according to campaign requirements.</p> <p>2.3 Social media campaign set up according to campaign requirements.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>2.1 Work plan carried out thoroughly.</p> <p>2.2 Regulatory requirements complied.</p> <p>2.3 Task completed with minimum supervision.</p> <p>2.4 Feedback accepted positively.</p> <p>2.5 Latest technology trends observed.</p> <p>2.6 Work task accomplished within allocated time frame.</p> <p>2.7 Workplace health and safety requirements complied.</p> <p>2.8 Good ergonomics practised.</p> <p>2.9 Clean and green workplace practices applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>platform terms and conditions.</p> <p>2.4 Social media marketing campaign setup which includes:</p> <ul style="list-style-type: none"> • Billing. • Structure. • Conversion tracking. 			
<p>3. Produce social media marketing content.</p>	<p>3.1 Types of social media hashtag which include:</p> <ul style="list-style-type: none"> • Brand specific. • Content. • Trending <p>3.2 Types of social media placement which include:</p> <ul style="list-style-type: none"> • Display network. • Audience network. 	<p>3.1 Identify social media hashtags.</p> <p>3.2 Select social media placements.</p> <p>3.3 Prepare social media copywriting.</p> <p>3.4 Coordinate creative media preparation.</p> <p>3.5 Publish social media content.</p>	<p><u>ATTITUDE</u></p> <p>3.1 Carry out work plan meticulously.</p> <p>3.2 Comply with regulatory requirements.</p> <p>3.3 Apply creative and alternative thinking in work tasks.</p> <p>3.4 Accomplish work tasks within allocated time frame.</p> <p><u>SAFETY</u></p> <p>3.1 Comply with workplace health and safety requirements.</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>3.1 Types of social media hashtag described.</p> <p>3.2 Types of social media placement described.</p> <p>3.3 Placement selection criteria explained.</p> <p>3.4 Social media marketing copywriting explained.</p> <p>3.5 Creative media described.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>3.1 Social media hashtags identified as per campaign objective.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>3.3 Placement selection criteria which include:</p> <ul style="list-style-type: none"> • Client request. • Work instruction. <p>3.4 Social media marketing copywriting:</p> <ul style="list-style-type: none"> • Copywriting techniques. • Copywriting guidelines. • Platform publishing policy. <p>3.5 Creative media:</p> <ul style="list-style-type: none"> • Design elements and principles. • Types of creative media. • Sources of creative media. 		<p>3.2 Practise good ergonomics.</p> <p><u>ENVIRONMENT</u></p> <p>3.1 Apply clean and green workplace practices.</p>	<p>3.2 Social media placement selected as per campaign objective.</p> <p>3.3 Social media copywriting prepared as per campaign objective in adherence to social media content policy.</p> <p>3.4 Creative media preparation coordinated according to creative media requirements.</p> <p>3.5 Social media content published as per scheduled timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>3.1 Work plan carried out meticulously.</p> <p>3.2 Regulatory requirements complied.</p> <p>3.3 Creative and alternative thinking applied in work tasks.</p> <p>3.4 Work tasks accomplished within allocated time frame.</p> <p>3.5 Workplace health and safety requirements complied.</p> <p>3.6 Good ergonomics practised.</p> <p>3.7 Clean and green workplace practices applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Creative media format. • Copyright policy. 			
4. Moderate social media marketing posts.	<p>4.1 Social media engagement:</p> <ul style="list-style-type: none"> • Definition. • Purpose. <p>4.2 Social media engagement techniques which include:</p> <ul style="list-style-type: none"> • Create polls and surveys. • Continue the flow of the conversation of engagement. • Immediate response to trending topics. <p>4.3 Public posting feedback techniques.</p>	<p>4.1 Monitor social media engagement.</p> <p>4.2 Provide public posting feedback.</p> <p>4.3 Provide assistance to solve audience's problems.</p>	<p><u>ATTITUDE</u></p> <p>4.1 Demonstrate effective communication skills.</p> <p>4.2 Keep updated with trending topics.</p> <p>4.3 Provide feedback tactfully.</p> <p>4.4 Provide prompt assistance to solve audience problem.</p> <p><u>SAFETY</u></p> <p>4.1 Comply with workplace health and safety requirements.</p> <p>4.2 Practise good ergonomics.</p> <p><u>ENVIRONMENT</u></p> <p>4.1 Apply clean and green workplace practices.</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>4.1 Social media engagement explained.</p> <p>4.2 Social media engagement techniques described.</p> <p>4.3 Public posting feedback techniques described.</p> <p>4.4 Types of assistance described.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>4.1 Social media engagement monitored regularly.</p> <p>4.2 Public posting feedback provided according to audience engagement strategies.</p> <p>4.3 Assistance provided to solve audience's problems according to audience requests.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>4.1 Effective communication skills demonstrated.</p> <p>4.2 Trending topics kept up to date.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	4.4 Types of assistance which include: <ul style="list-style-type: none"> • Providing solution for technical problems. • Addressing complaints. • Responding to product / service enquiry. • Responding to general enquiry. 			4.3 Trending topics kept up to date. 4.4 Public posting feedback provided tactfully. 4.5 Prompt assistance provided. 4.6 Workplace health and safety requirements complied. 4.7 Good ergonomics practised. 4.8 Clean and green workplace practices applied.
5. Monitor social media marketing performance .	5.1 Social media marketing performance indicators which include: <ul style="list-style-type: none"> • Pageview. • Social media followers / likes / subscribers. • Post reach. 	5.1 Check social media marketing performance. 5.2 Carry out social media campaigns optimisation strategies. 5.3 Compile social media marketing performance reports.	<u>ATTITUDE</u> 5.1 Carry out work tasks thoroughly. 5.2 Ensure work performance delivery meets target key performance indicators. 5.3 Address work issues and problems rationally.	<u>COGNITIVE DOMAIN</u> 5.1 Social media marketing performance indicators explained. 5.2 Social media marketing performance tool described. 5.3 Social media marketing performance optimisation methods described. <u>PSYCHOMOTOR DOMAIN</u>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Post engagement. • Responsive time. <p>5.2 Performance monitoring tool (social media marketing report).</p> <p>5.3 Social media marketing campaign optimisation methods which include:</p> <ul style="list-style-type: none"> • Improve the copywriting. • Share to relevant groups or channel. • Improve quality of engagement. • Use different types of creative media. 	<p>5.4 Submit social media marketing performance reports to superior.</p>	<p><u>SAFETY</u></p> <p>5.1 Comply with workplace health and safety requirements.</p> <p>5.2 Practise good ergonomics.</p> <p><u>ENVIRONMENT</u></p> <p>5.1 Apply clean and green workplace practices.</p>	<p>5.1 Social media marketing performance checked using performance monitoring tools.</p> <p>5.2 Social media marketing performance optimisation strategies carried out.</p> <p>5.3 Social media marketing performance reports compiled in required format.</p> <p>5.4 Social media marketing performance reports submitted as per scheduled timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>5.1 Work tasks carried out thoroughly.</p> <p>5.2 Work performance delivery ensured to meet target indicators.</p> <p>5.3 Work issues and problems addressed rationally.</p> <p>5.4 Workplace health and safety requirements complied.</p> <p>5.5 Good ergonomics practised.</p> <p>5.6 Clean and green workplace practices applied.</p>

Employability Skills

Core Abilities

- Please refer NCS- Core Abilities latest edition.

Social Values & Social Skills

- Please refer Handbook on Social Skills and Social Values in Technical Education and Vocational Training.

References for Learning Material Development

- 1 Armstrong, G., Kotler, P. & Opresnik, M. O. 2019. Marketing: An Introduction Global Edition (14th edition). Pearson. ISBN-9781292294865
- 2 Department of Skills Development (DSD). 2015. Z-009-1:2015 NCS-Core Abilities. Putrajaya: Department of Skills Development (DSD).
- 3 Department of Skills Development (DSD). 2015. Z-009-2:2015 NCS-Core Abilities. Putrajaya: Department of Skills Development (DSD).
- 4 Department of Skills Development (DSD). 2015. Z-009-3:2015 NCS-Core Abilities. Putrajaya: Department of Skills Development (DSD).
- 5 Kotler, P. & Armstrong, G. 2020. Principles of Marketing Global Edition (18th Edition). Pearson. ISBN-9781292341132.
- 6 Rahim M. Sail et al. 2007. Handbook on Social Skills and Social Values in Technical Education and Vocational Training. Serdang. Department of Skills Development (DSD). ISBN 978-967-5026-21-8.
- 7 Shiv, Singh. 2010. Social Media Marketing for Dummies. Indianapolis, Indiana. ISBN-9780470289341.

15.2. Execute search engine optimisation activities.

SECTION	(M) Professional, Scientific and Technical Activities		
GROUP	(731) Advertising		
AREA	Digital Marketing		
NOSS TITLE	Digital Marketing Operation		
COMPETENCY UNIT TITLE	Execute search engine optimisation activities.		
LEARNING OUTCOMES	<p>The learning outcomes of this competency are to enable the trainees to perform the process of optimising online content to improve its visibility for relevant searches of a certain keyword.</p> <p>Upon completion of this competency unit, trainees should be able to:</p> <ol style="list-style-type: none"> 1. Build on-page search engine optimisation. 2. Build off-page search engine optimisation. 3. Monitor search engine optimisation ranking performance. 		
TRAINING PREREQUISITE (SPECIFIC)	Not available.		
CU CODE	M731-001-3:2021-C02	NOSS LEVEL	Three (3)

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
1. Build on-page search engine optimisation.	1.1 Fundamentals of marketing which include: <ul style="list-style-type: none"> • Marketing mix (4Ps). • Market segmentation. 	1.1 Perform target keyword research. 1.2 Identify search engine optimisation essentials. 1.3 Produce on-page search engine optimisation content.	<u>ATTITUDE</u> 1.1 Carry out work plan meticulously. 1.2 Analyse information logically. 1.3 Comply with regulatory requirements.	<u>COGNITIVE DOMAIN</u> 1.1 Fundamentals of marketing explained. 1.2 On-page search engine optimisation explained. 1.3 On-page search engine optimisation essentials explained.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Unique selling point / proposition. • SWOT analysis. • Product life cycle. <p>1.2 Introduction to on-page search engine optimisation:</p> <ul style="list-style-type: none"> • Definition. • Purpose. • Digital carbon footprint, environmental impact and green initiatives. <p>1.3 On-page search engine optimisation essentials which include:</p> <ul style="list-style-type: none"> • Website Structure. 	<p>1.4 Insert search engine optimisation essentials into the content.</p> <p>1.5 Publish on-page search engine optimisation.</p>	<p>1.4 Accomplish work task within allocated time frame.</p> <p>1.5 Complete task with minimum supervision.</p> <p><u>SAFETY</u></p> <p>1.1 Comply with workplace health and safety requirements.</p> <p>1.2 Practise good ergonomics.</p> <p><u>ENVIRONMENT</u></p> <p>1.1 Apply clean and green workplace practices.</p>	<p>1.4 Keyword research tools described.</p> <p>1.5 On-page search engine optimisation copywriting explained.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>1.1 Target keyword research performed.</p> <p>1.2 On-page search engine optimisation contents produced relevant to target keyword.</p> <p>1.3 Search engine optimisation essentials identified according to on-page search engine optimisation requirements.</p> <p>1.4 Search engine optimisation essentials inserted into content completed with all specified mandatory fields.</p> <p>1.5 On-page search engine optimisation published as per scheduled timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>1.1 Work plan carried out meticulously.</p> <p>1.2 Information analysed logically.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Title Tag & Meta description optimization. • Permalink / URL. • Header tags optimization (H1, H2, H3). • Image optimisation. <p>1.4 Keyword research tools.</p> <p>1.5 On-page search engine optimisation copywriting:</p> <ul style="list-style-type: none"> • Copywriting techniques. • Copywriting guidelines. • Search engine optimisation article health check. 			<p>1.3 Regulatory requirements complied.</p> <p>1.4 Work task accomplished within allocated time frame.</p> <p>1.5 Task completed with minimum supervision.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> Publishing policy. 			
2. Build off-page search engine optimisation.	<p>2.1 Introduction to off-page search engine optimisation:</p> <ul style="list-style-type: none"> Definition. Purpose. <p>2.2 Search engine optimisation essentials which include:</p> <ul style="list-style-type: none"> Link Building. Guest blogging. <p>2.3 Off-page search engine optimisation copywriting:</p> <ul style="list-style-type: none"> Copywriting techniques. Copywriting guidelines. Search engine optimisation 	<p>2.1 Perform off-page search engine optimisation components research.</p> <p>2.2 Produce off-page search engine optimisation contents.</p> <p>2.3 Identify off-page search engine optimisation components.</p> <p>2.4 Insert off-page search engine optimisation essentials into the content.</p> <p>2.5 Publish off-page search engine optimisation.</p>	<p><u>ATTITUDE</u></p> <p>2.1 Carry out work plan meticulously.</p> <p>2.2 Analyse information logically.</p> <p>2.3 Comply with regulatory requirements.</p> <p>2.4 Accomplish work task within allocated time frame.</p> <p>2.5 Work with minimum supervision.</p> <p><u>SAFETY</u></p> <p>2.1 Comply with workplace health and safety requirements.</p> <p>2.2 Practise good ergonomics.</p> <p><u>ENVIRONMENT</u></p> <p>2.1 Apply clean and green workplace practices.</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>2.1 Fundamentals of marketing explained.</p> <p>2.2 Off-page search engine optimisation explained.</p> <p>2.3 Off-page search engine optimisation essentials explained.</p> <p>2.4 Off-page search engine optimisation copywriting explained.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>2.1 Off-page search engine optimisation components research performed.</p> <p>2.2 Off-page search engine optimisation contents produced relevant to target keyword.</p> <p>2.3 Search engine optimisation off-page components identified.</p> <p>2.4 Search engine optimisation off-page components inserted into the content completed with all specified mandatory fields.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	article health check. <ul style="list-style-type: none"> • Publishing policy. 			2.5 Off-page search engine optimisation published as per scheduled timeline. <u>AFFECTIVE DOMAIN</u> 2.1 Work plan carried out meticulously. 2.2 Information analysed logically. 2.3 Regulatory requirements complied. 2.4 Work task accomplished within allocated time frame. 2.5 Task completed with minimum supervision.
3. Monitor search engine optimisation ranking performance .	3.1 Search engine optimisation performance indicators which include: <ul style="list-style-type: none"> • Number of visits. • Click-through rate. • Keyword ranking. • Competitor analysis. 	3.1 Check search engine optimisation performance. 3.2 Carry out search engine optimisation strategies. 3.3 Compile search engine optimisation performance reports. 3.4 Submit search engine optimisation performance reports.	<u>ATTITUDE</u> 3.1 Carry out work tasks thoroughly. 3.2 Ensure work performance delivery meets target indicators. 3.3 Address work issues and problems rationally. <u>SAFETY</u>	<u>COGNITIVE DOMAIN</u> 3.1 Search engine optimisation performance indicators explained. 3.2 Performance monitoring tools described. 3.3 Search engine optimisation performance optimisation methods described. 3.4 Search engine optimisation report metrics described.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>3.2 Performance monitoring tools which include:</p> <ul style="list-style-type: none"> • Search engine analytic tools. • Webmaster tools. <p>3.3 Search engine optimisation performance optimisation methods which include:</p> <ul style="list-style-type: none"> • Building more backlinks. • Keyword change. • Optimisation of content. <p>3.4 Search engine optimisation performance report metrics which include:</p>		<p>3.1 Comply with workplace health and safety requirements.</p> <p>3.2 Practise good ergonomics.</p> <p><u>ENVIRONMENT</u></p> <p>3.1 Apply clean and green workplace practices.</p>	<p><u>PSYCHOMOTOR DOMAIN</u></p> <p>3.1 Search engine optimisation performance checked using performance monitoring tools.</p> <p>3.2 Search engine optimisation strategies carried out.</p> <p>3.3 Search engine optimisation performance reports compiled in required format.</p> <p>3.4 Search engine optimisation performance reports submitted as per scheduled timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>3.1 Work tasks carried out thoroughly.</p> <p>3.2 Work performance delivery ensured to meet target indicators.</p> <p>3.3 Work issues and problems addressed rationally.</p> <p>3.4 Workplace health and safety requirements complied.</p> <p>3.5 Good ergonomics practised.</p> <p>3.6 Clean and green workplace practices applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none">• Volume of traffic per day / week / month.• Search engine optimisation ranking.			

Employability Skills

Core Abilities

- Please refer NCS- Core Abilities latest edition.

Social Values & Social Skills

- Please refer Handbook on Social Skills and Social Values in Technical Education and Vocational Training.

References for Learning Material Development

- 1 Armstrong, G., Kotler, P. & Opresnik, M. O. 2019. Marketing: An Introduction Global Edition (14th edition). Pearson. ISBN-9781292294865
- 2 Department of Skills Development (DSD). 2015. Z-009-1:2015 NCS-Core Abilities. Putrajaya: Department of Skills Development (DSD).
- 3 Department of Skills Development (DSD). 2015. Z-009-2:2015 NCS-Core Abilities. Putrajaya: Department of Skills Development (DSD).
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- 6 Kotler, P. & Armstrong, G. 2020. Principles of Marketing Global Edition (18th Edition). Pearson. ISBN-9781292341132.
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- 8 Rafiq, Elmansy. 2013. Search Engine Optimization. Indianapolis, Indiana. ISBN-9781118470664.
- 9 Rahim M. Sail et al. 2007. Handbook on Social Skills and Social Values in Technical Education and Vocational Training. Serdang. Department of Skills Development (DSD). ISBN 978-967-5026-21-8.

15.3. Execute search engine marketing activities.

SECTION	(M) Professional, Scientific and Technical Activities		
GROUP	(731) Advertising		
AREA	Digital Marketing		
NOSS TITLE	Digital Marketing Operation		
COMPETENCY UNIT TITLE	Execute search engine marketing activities.		
LEARNING OUTCOMES	<p>The learning outcomes of this competency are to enable the trainees to perform marketing of a business using paid strategies to that will result in greater visibility and traffic in search engine result pages.</p> <p>Upon completion of this competency unit, trainees should be able to:</p> <ol style="list-style-type: none"> 1. Create search engine marketing accounts. 2. Carry out search engine marketing campaigns. 3. Produce search engine marketing content. 4. Monitor search engine marketing performance. 		
TRAINING PREREQUISITE (SPECIFIC)	Not available.		
CU CODE	M731-001-3:2021-C03	NOSS LEVEL	Three (3)

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
1. Create search engine marketing accounts.	1.1 Fundamentals of marketing which include: <ul style="list-style-type: none"> • Marketing mix (4Ps). • Market segmentation. 	1.1 Obtain business accounts credentials. 1.2 Set up search engine marketing accounts. 1.3 Publish search engine marketing accounts.	<u>ATTITUDE</u> 1.1 Carry out work plan according to specified instructions. 1.2 Maintain business data confidentiality.	<u>COGNITIVE DOMAIN</u> 1.1 Fundamentals of marketing explained. 1.2 Introduction to search engine marketing explained. 1.3 Business account credentials listed.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Unique selling point / proposition. • SWOT analysis. • Product life cycle. <p>1.2 Introduction to search engine marketing:</p> <ul style="list-style-type: none"> • Definition. • Purpose. • Digital carbon footprint, environmental impact and green initiatives. <p>1.3 Business account credentials which include:</p> <ul style="list-style-type: none"> • Username. • Password. • Business profile. 		<p>1.3 Accomplish work task within allocated time frame.</p> <p><u>SAFETY</u></p> <p>1.1 Comply with workplace health and safety requirements.</p> <p>1.2 Practise good ergonomics.</p> <p><u>ENVIRONMENT</u></p> <p>1.1 Apply clean and green workplace practices.</p>	<p>1.4 Search engine marketing account information described.</p> <p>1.5 Search engine marketing account setup described.</p> <p>1.6 Search engine marketing policy explained.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>1.1 Business accounts credentials obtained for all mandatory fields.</p> <p>1.2 Search engine marketing accounts setup completed with all required mandatory fields.</p> <p>1.3 Search engine marketing business accounts published as per scheduled timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>1.1 Work plan carried out according to specified instructions.</p> <p>1.2 Business data confidentiality maintained.</p> <p>1.3 Work task accomplished within allocated time frame.</p> <p>1.4 Workplace health and safety requirements complied.</p> <p>1.5 Good ergonomics practised.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Billing information. 1.4 Search engine marketing account information: <ul style="list-style-type: none"> • Email. • Destination URL. 1.5 Search engine marketing policy: <ul style="list-style-type: none"> • Platform policy. • Compliance with platform policy. 			1.6 Clean and green workplace practices applied.
2. Carry out search engine marketing campaigns.	2.1 Search engine marketing campaign requirements which include: <ul style="list-style-type: none"> • Campaign objectives. • Types of campaign. 	2.1 Identify search engine marketing campaign requirements. 2.2 Identify search engine marketing content requirements. 2.3 Set up search engine marketing campaign.	<u>ATTITUDE</u> 2.1 Carry out work plan thoroughly. 2.2 Comply with regulatory requirements. 2.3 Analyse information logically.	<u>COGNITIVE DOMAIN</u> 2.1 Search engine marketing campaign requirements explained. 2.2 Types of search engine marketing content described. 2.3 Search engine marketing content requirements explained.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Allocated campaign budget. • Specified campaign duration. • Campaign results. <p>2.2 Types of search engine marketing content:</p> <ul style="list-style-type: none"> • Text • Image. • Video. <p>2.3 Search engine marketing content requirements:</p> <ul style="list-style-type: none"> • Compliance with search engine marketing platform recommended guidelines. • Compliance with search 		<p>2.4 Keep update with latest technology trends.</p> <p>2.5 Accomplish work task within allocated time frame.</p> <p><u>SAFETY</u></p> <p>2.1 Comply with workplace health and safety requirements.</p> <p>2.2 Practise good ergonomics.</p> <p><u>ENVIRONMENT</u></p> <p>2.1 Apply clean and green workplace practices.</p>	<p>2.4 Search engine marketing campaign setup described.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>2.1 Search engine marketing campaign requirements identified.</p> <p>2.2 Search engine marketing content requirements identified.</p> <p>2.3 Search engine marketing campaign set up according to campaign requirements.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>2.1 Work plan carried out thoroughly.</p> <p>2.2 Regulatory requirements complied.</p> <p>2.3 Task completed with minimum supervision.</p> <p>2.4 Feedback accepted positively.</p> <p>2.5 Kept updated with latest technology trends.</p> <p>2.6 Work task accomplished within allocated time frame.</p> <p>2.7 Workplace health and safety requirements complied.</p> <p>2.8 Good ergonomics practised.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>engine marketing platform terms and conditions.</p> <p>2.4 Search engine marketing campaign setup:</p> <ul style="list-style-type: none"> • Billing. • Campaign structure. • Conversion tracking. 			2.9 Clean and green workplace practices applied.
3. Produce search engine marketing content.	<p>3.1 Keyword research tools.</p> <p>3.2 Types of search engine marketing placement:</p> <ul style="list-style-type: none"> • Display network. • Search network. <p>3.3 Placement selection criteria:</p>	<p>3.1 Identify target keywords.</p> <p>3.2 Specify search engine placements.</p> <p>3.3 Prepare search engine marketing copywriting.</p> <p>3.4 Coordinate creative media preparation.</p> <p>3.5 Link call to action to target destination.</p> <p>3.6 Publish search engine marketing content.</p>	<p><u>ATTITUDE</u></p> <p>3.1 Carry out work plan meticulously.</p> <p>3.2 Comply with regulatory requirements.</p> <p>3.3 Apply creative and alternative thinking in work tasks.</p> <p>3.4 Accomplish work task within allocated time frame.</p> <p><u>SAFETY</u></p>	<p><u>COGNITIVE DOMAIN</u></p> <p>3.1 Keyword research tools described.</p> <p>3.2 Types of search engine marketing placement described.</p> <p>3.3 Search engine marketing placement selection criteria explained.</p> <p>3.4 Search engine marketing copywriting explained.</p> <p>3.5 Creative media described.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Client request. • Work instruction. <p>3.4 Search engine marketing copywriting:</p> <ul style="list-style-type: none"> • Copywriting techniques. • Copywriting guidelines. • Platform publishing policy. <p>3.5 Creative media:</p> <ul style="list-style-type: none"> • Design elements and principles. • Types of creative media. • Sources of creative media. • Creative media format. 		<p>3.1 Comply with workplace health and safety requirements.</p> <p>3.2 Practise good ergonomics.</p> <p><u>ENVIRONMENT</u></p> <p>3.1 Apply clean and green workplace practices.</p>	<p>3.1 Target keywords identified as per campaign objective.</p> <p>3.2 Search engine placement specified as per campaign objective.</p> <p>3.3 Search engine marketing copywriting prepared in line with identified keywords.</p> <p>3.4 Creative media preparation coordinated according to creative format requirements.</p> <p>3.5 Call to action linked to target destination.</p> <p>3.6 Search engine marketing content published as per scheduled timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>3.1 Work plan carried out meticulously.</p> <p>3.2 Regulatory requirements complied.</p> <p>3.3 Creative and alternative thinking applied in work tasks.</p> <p>3.4 Work tasks accomplished within allocated time frame.</p> <p>3.5 Workplace health and safety requirements complied.</p> <p>3.6 Good ergonomics practised.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Copyright policy. 			3.7 Clean and green workplace practices applied.
4. Monitor search engine marketing performance	<p>4.1 Search engine marketing performance indicators which include:</p> <ul style="list-style-type: none"> • Click-through rate. • Conversion rate. • Impressions. • Average cost per click • Cost per mille / cost per thousand. • Total number of clicks. • Cost per Acquisition. <p>4.2 Performance monitoring tools (Search engine</p>	<p>4.1 Check search engine marketing performance.</p> <p>4.2 Carry out search engine marketing campaigns optimisation strategies.</p> <p>4.3 Compile search engine marketing performance reports.</p> <p>4.4 Submit search engine marketing performance reports.</p>	<p><u>ATTITUDE</u></p> <p>4.1 Execute work tasks thoroughly.</p> <p>4.2 Ensure work performance delivery meets target indicators.</p> <p>4.3 Address work issues and problems rationally.</p> <p><u>SAFETY</u></p> <p>4.1 Comply with workplace health and safety requirements.</p> <p>4.2 Practise good ergonomics.</p> <p><u>ENVIRONMENT</u></p> <p>4.1 Apply clean and green workplace practices.</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>4.1 Search engine marketing performance indicators explained.</p> <p>4.2 Search engine marketing performance tool described.</p> <p>4.3 Search engine marketing performance optimisation methods described.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>4.1 Search engine marketing performance checked using performance monitoring tools.</p> <p>4.2 Search engine marketing campaign optimisation strategies carried out.</p> <p>4.3 Search engine marketing performance reports compiled according to required format.</p> <p>4.4 Search engine marketing performance reports submitted as per scheduled timeline.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	marketing report). 4.3 Search engine marketing campaign optimisation methods which include: <ul style="list-style-type: none"> • Keyword change. • Optimisation of content. 			<u>AFFECTIVE DOMAIN</u> 4.1 Work tasks carried out thoroughly. 4.2 Work performance delivery ensured to meet target indicators. 4.3 Work issues and problems addressed rationally. 4.4 Workplace health and safety requirements complied. 4.5 Good ergonomics practised. 4.6 Clean and green workplace practices applied.

Employability Skills

Core Abilities

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Social Values & Social Skills

- Please refer Handbook on Social Skills and Social Values in Technical Education and Vocational Training.

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- 2 Department of Skills Development (DSD). 2015. Z-009-1:2015 NCS-Core Abilities. Putrajaya: Department of Skills Development (DSD).
- 3 Department of Skills Development (DSD). 2015. Z-009-2:2015 NCS-Core Abilities. Putrajaya: Department of Skills Development (DSD).
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- 9 Rahim M. Sail et al. 2007. Handbook on Social Skills and Social Values in Technical Education and Vocational Training. Serdang. Department of Skills Development (DSD). ISBN 978-967-5026-21-8.

15.4. Execute e-commerce marketing activities.

SECTION	(M) Professional, Scientific and Technical Activities		
GROUP	(731) Advertising		
AREA	Digital Marketing		
NOSS TITLE	Digital Marketing Operation		
COMPETENCY UNIT TITLE	Execute e-commerce marketing activities.		
LEARNING OUTCOMES	<p>The learning outcomes of this competency are to enable the trainees to perform commercial transactions conducted electronically via the internet and apply strategies that will result in a profitable and successful e-commerce business.</p> <p>Upon completion of this competency unit, trainees should be able to:</p> <ol style="list-style-type: none"> 1. Create e-commerce accounts. 2. Carry out e-commerce marketing campaigns. 3. Produce e-commerce marketing content. 4. Moderate e-commerce store management. 5. Monitor e-commerce marketing performance. 		
TRAINING PREREQUISITE (SPECIFIC)	Not available.		
CU CODE	M731-001-3:2021-C04	NOSS LEVEL	Three (3)

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
1. Create e-commerce accounts.	1.1 Fundamentals of marketing which include: <ul style="list-style-type: none"> • Marketing mix (4Ps). 	1.1 Obtain business accounts credentials. 1.2 Set up e-commerce accounts. 1.3 Publish e-commerce accounts.	<u>ATTITUDE</u> 1.1 Carry out work plan according to specified instructions. 1.2 Maintain business data confidentiality.	<u>COGNITIVE DOMAIN</u> 1.1 Fundamentals of marketing explained. 1.2 E-commerce explained. 1.3 Business account credentials listed.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Market segmentation. • Unique selling point / proposition. • SWOT analysis. • Product life cycle. <p>1.2 Introduction to e-commerce:</p> <ul style="list-style-type: none"> • Definition. • Purpose. • Digital carbon footprint, environmental impact and green initiatives. <p>1.3 Business account credentials which include:</p> <ul style="list-style-type: none"> • Username. • Password. • Business profile. 		<p>1.3 Accomplish work task within allocated time frame.</p> <p><u>SAFETY</u></p> <p>1.1 Comply with workplace health and safety requirements.</p> <p>1.2 Practise good ergonomics.</p> <p><u>ENVIRONMENT</u></p> <p>1.1 Apply clean and green workplace practices.</p>	<p>1.4 E-commerce account information described.</p> <p>1.5 E-commerce account setup described.</p> <p>1.6 E-commerce policy explained.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>1.1 Business accounts credentials obtained for all mandatory fields.</p> <p>1.2 E-commerce accounts setup completed with all required mandatory fields</p> <p>1.3 E-commerce accounts published as per scheduled timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>1.1 Work plan carried out according to specified instructions.</p> <p>1.2 Business data confidentiality maintained.</p> <p>1.3 Work task accomplished within allocated time frame.</p> <p>1.4 Workplace health and safety requirements complied.</p> <p>1.5 Good ergonomics practised.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Billing information. • Shipping information. <p>1.4 E-commerce account information:</p> <ul style="list-style-type: none"> • Business category. • Business name. • Contact number. • Email. • Business description. • Banner. • Profile picture. <p>1.5 E-commerce account setup:</p> <ul style="list-style-type: none"> • User role. • Automated responses. <p>1.6 E-commerce policy:</p> <ul style="list-style-type: none"> • Platform policy. 			1.6 Clean and green workplace practices applied.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> Compliance with e-commerce platform policy. 			
2. Carry out e-commerce marketing campaigns.	<p>2.1 E-commerce campaign requirements which include:</p> <ul style="list-style-type: none"> Campaign objectives. Types of campaign. Allocated campaign budget. Specified campaign duration. Campaign results. <p>2.2 Types of e-commerce content which include:</p> <ul style="list-style-type: none"> Images. Video. 	<p>2.1 Determine e-commerce campaigns requirements.</p> <p>2.2 Identify e-commerce content requirements.</p> <p>2.3 Set up e-commerce campaigns.</p>	<p><u>ATTITUDE</u></p> <p>2.1 Carry out work plan thoroughly.</p> <p>2.2 Comply with regulatory requirements.</p> <p>2.3 Complete task with minimum supervision</p> <p>2.4 Keep up to date with trending topics.</p> <p>2.5 Accomplish work task within allocated time frame.</p> <p>2.6 Work with minimum supervision.</p> <p><u>SAFETY</u></p> <p>2.1 Comply with workplace health and safety requirements.</p> <p>2.2 Practise good ergonomics.</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>2.1 E-commerce campaign requirements explained.</p> <p>2.2 Types of e-commerce content described.</p> <p>2.3 E-commerce content requirements explained.</p> <p>2.4 E-commerce campaign setup described.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>2.1 E-commerce campaign requirements identified.</p> <p>2.2 E-commerce content requirements identified according to campaign requirements.</p> <p>2.3 E-commerce campaign set up according to campaign requirements.</p> <p><u>AFFECTIVE DOMAIN</u></p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Copywriting. <p>2.3 E-commerce content requirements:</p> <ul style="list-style-type: none"> • Compliance with e-commerce platform recommended guidelines. • Compliance with e-commerce platform terms and conditions. <p>2.4 E-commerce campaign setup:</p> <ul style="list-style-type: none"> • Billing. • Shipping. • Campaign structure. • Conversion tracking. 		<p><u>ENVIRONMENT</u></p> <p>2.1 Apply clean and green workplace practices.</p>	<p>2.1 Work plan carried out thoroughly.</p> <p>2.2 Regulatory requirements complied.</p> <p>2.3 Task completed with minimum supervision.</p> <p>2.4 Feedback accepted positively.</p> <p>2.5 Trending topics kept up to date.</p> <p>2.6 Work task accomplished within allocated time frame.</p> <p>2.7 Workplace health and safety requirements complied.</p> <p>2.8 Good ergonomics practised.</p> <p>2.9 Clean and green workplace practices applied.</p>
3. Produce e-commerce	3.1 Product information: <ul style="list-style-type: none"> • Category. 	3.1 Key-in product information.	<p><u>ATTITUDE</u></p> <p>3.1 Execute work plan meticulously.</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>3.1 Product information described.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
marketing content.	<ul style="list-style-type: none"> • Description. • Shipping. • Product price. 3.2 E-commerce product content: <ul style="list-style-type: none"> • Types of content (Images, copywriting, video). • Platform publishing policy. 3.3 Creative media: <ul style="list-style-type: none"> • Design elements and principles. • Types of creative media. • Sources of creative media. • Creative media format. 	3.2 Prepare product content. 3.3 Coordinate creative media preparation. 3.4 Publish product listing.	3.2 Comply with regulatory requirements. 3.3 Apply creative and alternative thinking in work tasks. 3.4 Accomplish work task within allocated time frame. <u>SAFETY</u> 3.1 Comply with workplace health and safety requirements. 3.2 Practise good ergonomics. <u>ENVIRONMENT</u> 3.1 Apply clean and green workplace practices.	3.2 E-commerce product content described. 3.3 Creative media described. 3.4 Product listing described. <u>PSYCHOMOTOR DOMAIN</u> 3.1 Product information keyed-in according to required format. 3.2 Product content prepared according to content guidelines and publishing policy. 3.3 Creative media preparation coordinated according to creative format requirements. 3.4 Product listing published as per scheduled timeline. <u>AFFECTIVE DOMAIN</u> 3.1 Work plan carried out meticulously. 3.2 Regulatory requirements complied. 3.3 Creative and alternative thinking applied in work tasks. 3.4 Work tasks accomplished within allocated time frame.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Copyright policy. 3.4 Product listing: <ul style="list-style-type: none"> • Product information. • Product listing guidelines. • Platform policy. 			3.5 Workplace health and safety requirements complied. 3.6 Good ergonomics practised. 3.7 Clean and green workplace practices applied.
4. Moderate e-commerce store management .	4.1 E-commerce order processing procedures. 4.2 E-commerce order processing system: <ul style="list-style-type: none"> • Enterprise Resource Planning system. • Order management system. 	4.1 Process e-commerce orders. 4.2 Update e-commerce store information. 4.3 Monitor e-commerce stock. 4.4 Monitor e-commerce fulfilment. 4.5 Submit store management reports.	<u>ATTITUDE</u> 4.1 Carry out work tasks in a meticulous manner. 4.2 Maintain high accuracy and thoroughness. 4.3 Adhere to workplace ethics. <u>SAFETY</u> 4.1 Comply with workplace health and safety requirements. 4.2 Practise good ergonomics.	<u>COGNITIVE DOMAIN</u> 4.1 E-commerce order processing procedures described. 4.2 E-commerce order processing system described. 4.3 Stock inventory management explained. 4.4 E-commerce fulfilment described. 4.5 Store management report contents described. <u>PSYCHOMOTOR DOMAIN</u> 4.1 E-commerce order processed according to order details. 4.2 E-commerce store information updated.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Online order management software. <p>4.3 Stock inventory management:</p> <ul style="list-style-type: none"> • Stock availability. • Stock keeping unit. • Safety stock. • Stock level. • Stock forecast. <p>4.4 E-commerce fulfilment which includes:</p> <ul style="list-style-type: none"> • Pick up. • Delivery. • Delivery 1st attempt. • Self-collect (delivery failed). • Return. • Refund. • Cancellation. • Delivered. 		<p><u>ENVIRONMENT</u></p> <p>4.1 Apply clean and green workplace practices.</p>	<p>4.3 Stock inventory monitored based on inventory status.</p> <p>4.4 E-commerce fulfilment monitored within delivery timeline.</p> <p>4.5 Store management report submitted as per scheduled timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>4.1 Carry out work tasks in a meticulous manner.</p> <p>4.2 Maintain high accuracy and thoroughness.</p> <p>4.3 Adhere to workplace ethics.</p> <p>4.4 Workplace health and safety requirements complied.</p> <p>4.5 Good ergonomics practised.</p> <p>4.6 Clean and green workplace practices applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	4.5 Store management report content which includes: <ul style="list-style-type: none"> • Stock inventory. • Unpaid. • To-process shipment. • Pending cancellation. • Processed shipment. • Sold out products. • Banned products. • Pending return/refund. 			
5. Monitor e-commerce marketing performance .	5.1 E-commerce performance indicators which include: <ul style="list-style-type: none"> • Pageview. • Total orders. 	5.1 Check e-commerce marketing performance. 5.2 Carry out e-commerce marketing campaigns optimisation strategies.	<u>ATTITUDE</u> 5.1 Carry out work tasks thoroughly. 5.2 Ensure work performance delivery meets target indicators.	<u>COGNITIVE DOMAIN</u> 5.1 E-commerce performance indicators explained. 5.2 E-commerce performance tool described.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Conversion rate. • Number of visits. • Shop rating. • Total sales. <p>5.2 Performance monitoring tools (E-commerce report).</p> <p>5.3 E-commerce campaign optimisation methods which include:</p> <ul style="list-style-type: none"> • Improving product pages. • Creating compelling call to action. • Improving media design. 	<p>5.3 Compile e-commerce marketing performance reports.</p> <p>5.4 Submit e-commerce marketing performance reports.</p>	<p>5.3 Address work issues and problems rationally.</p> <p><u>SAFETY</u></p> <p>5.1 Comply with workplace health and safety requirements.</p> <p>5.2 Practise good ergonomics.</p> <p><u>ENVIRONMENT</u></p> <p>5.1 Apply clean and green workplace practices.</p>	<p>5.3 E-commerce performance optimisation methods described.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>5.1 E-commerce marketing performance checked using performance monitoring tools.</p> <p>5.2 E-commerce marketing performance optimisation strategies carried out.</p> <p>5.3 E-commerce marketing performance reports compiled in required format.</p> <p>5.4 E-commerce marketing performance reports submitted as per scheduled timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>5.1 Work tasks carried out thoroughly.</p> <p>5.2 Work performance delivery ensured to meet target indicators.</p> <p>5.3 Work issues and problems addressed rationally.</p> <p>5.4 Workplace health and safety requirements complied.</p> <p>5.5 Good ergonomics practised.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
				5.6 Clean and green workplace practices applied.

Employability Skills

Core Abilities

- Please refer NCS- Core Abilities latest edition.

Social Values & Social Skills

- Please refer Handbook on Social Skills and Social Values in Technical Education and Vocational Training.

References for Learning Material Development

- 1 Armstrong, G., Kotler, P. & Opresnik, M. O. 2019. Marketing: An Introduction Global Edition (14th edition). Pearson. ISBN-9781292294865
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15.5. Execute mobile marketing activities.

SECTION	(M) Professional, Scientific and Technical Activities		
GROUP	(731) Advertising		
AREA	Digital Marketing		
NOSS TITLE	Digital Marketing Operation		
COMPETENCY UNIT TITLE	Execute mobile marketing activities.		
LEARNING OUTCOMES	<p>The learning outcomes of this competency are to enable the trainees to leverage on mobile devices to connect direct to the consumers in real time at any point in the customer lifecycle.</p> <p>Upon completion of this competency unit, trainees should be able to:</p> <ol style="list-style-type: none"> 1. Create mobile marketing accounts. 2. Carry out mobile marketing campaigns. 3. Produce mobile marketing content. 4. Monitor mobile marketing performance. 		
TRAINING PREREQUISITE (SPECIFIC)	Not available.		
CU CODE	M731-001-3:2021-C05	NOSS LEVEL	Three (3)

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
1. Create mobile marketing accounts.	1.1 Fundamentals of marketing which include: <ul style="list-style-type: none"> • Marketing mix (4Ps). • Market segmentation 	1.1 Obtain business accounts credentials. 1.2 Set up mobile marketing accounts. 1.3 Publish mobile marketing accounts.	<u>ATTITUDE</u> 1.1 Carry out work plan according to specified instructions. 1.2 Maintain high accuracy and thoroughness.	<u>COGNITIVE DOMAIN</u> 1.1 Fundamentals of marketing explained. 1.2 Introduction to mobile marketing explained. 1.3 Business account credentials listed.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Unique selling point / proposition. • SWOT analysis. • Product life cycle. <p>1.2 Introduction to mobile marketing:</p> <ul style="list-style-type: none"> • Definition. • Purpose. • Types of mobile marketing (WhatsApp blaster, SMS, in-apps purchase). • Digital carbon footprint, environmental impact and green initiatives. <p>1.3 Business account</p>		<p>1.3 Maintain business data confidentiality.</p> <p>1.4 Accomplish work task within allocated time frame.</p> <p><u>SAFETY</u></p> <p>1.1 Comply with workplace health and safety requirements.</p> <p>1.2 Practise good ergonomics.</p> <p><u>ENVIRONMENT</u></p> <p>1.1 Apply clean and green workplace practices.</p>	<p>1.4 Mobile marketing account information described.</p> <p>1.5 Mobile marketing account setup described.</p> <p>1.6 Mobile marketing policy explained.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>1.1 Business accounts' credentials obtained for all mandatory fields.</p> <p>1.2 Mobile marketing accounts setup completed with all required mandatory fields.</p> <p>1.3 Mobile marketing accounts published as per scheduled timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>1.1 Work plan carried out according to specified instructions.</p> <p>1.2 Business data confidentiality maintained.</p> <p>1.3 Work task accomplished within allocated time frame.</p> <p>1.4 Workplace health and safety requirements complied.</p> <p>1.5 Good ergonomics practised.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	credentials which include: <ul style="list-style-type: none"> • Username / phone number. • Password. • Business profile. • Billing information. 1.4 Mobile marketing account information which includes: <ul style="list-style-type: none"> • Business category. • Business name. • Contact number. • Email. • Business description. 1.5 Mobile marketing account setup which includes:			1.6 Clean and green workplace practices applied.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • User role. • Automated responses. 1.6 Mobile marketing policy: <ul style="list-style-type: none"> • Policy statements. • Compliance with mobile marketing policy. 			
2. Carry out mobile marketing campaigns.	2.1 Mobile marketing campaign requirements which include: <ul style="list-style-type: none"> • Campaign objectives. • Types of campaign. • Types of mobile channel preferences. 	2.1 Identify mobile marketing campaigns requirements. 2.2 Identify mobile marketing content requirements. 2.3 Set up mobile marketing campaigns.	<u>ATTITUDE</u> 2.1 Carry out work plan thoroughly. 2.2 Comply with regulatory requirements. 2.3 Keep up to date with latest technology trends. 2.4 Accept feedback positively. 2.5 Accomplish work task within allocated time frame.	<u>COGNITIVE DOMAIN</u> 2.1 Mobile marketing campaign requirements explained. 2.2 Types of mobile marketing content described. 2.3 Mobile marketing content requirements explained. 2.4 Mobile marketing campaign setup described. <u>PSYCHOMOTOR DOMAIN</u> 2.1 Mobile marketing requirements identified. 2.2 Mobile marketing content requirements identified.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Allocated campaign budget. • Specified campaign duration. • Campaign results. <p>2.2 Types of mobile marketing content which include:</p> <ul style="list-style-type: none"> • Text. • Images. • Video. <p>2.3 Mobile marketing content requirements which include:</p> <ul style="list-style-type: none"> • Compliance with mobile marketing platform recommended guidelines. • Compliance with mobile 		<p>2.6 Complete task with minimum supervision.</p> <p><u>SAFETY</u></p> <p>2.1 Comply with workplace health and safety requirements.</p> <p>2.2 Practise good ergonomics.</p> <p><u>ENVIRONMENT</u></p> <p>2.1 Apply clean and green workplace practices.</p>	<p>2.3 Mobile marketing campaign set up according to campaign requirements.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>2.1 Work plan carried out thoroughly.</p> <p>2.2 Regulatory requirements complied.</p> <p>2.3 Task completed with minimum supervision.</p> <p>2.4 Feedback accepted positively.</p> <p>2.5 Latest technology trends kept up to date.</p> <p>2.6 Work task accomplished within allocated time frame.</p> <p>2.7 Workplace health and safety requirements complied.</p> <p>2.8 Good ergonomics practised.</p> <p>2.9 Clean and green workplace practices applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	marketing platform terms and conditions. 2.4 Mobile marketing campaign setup which includes: <ul style="list-style-type: none"> • Billing. • Structure. • Conversion tracking. 			
3. Produce mobile marketing content.	3.1 Mobile marketing copywriting: <ul style="list-style-type: none"> • Copywriting techniques. • Copywriting guidelines. • Platform publishing policy. 3.2 Creative media: <ul style="list-style-type: none"> • Design elements and principles. 	3.1 Prepare mobile marketing copywriting. 3.2 Coordinate creative media preparation. 3.3 Publish mobile marketing content.	<u>ATTITUDE</u> 3.1 Carry out work plan meticulously. 3.2 Comply with regulatory requirements. 3.3 Apply creative and alternative thinking in work tasks. 3.4 Accomplish work task within allocated time frame. <u>SAFETY</u>	<u>COGNITIVE DOMAIN</u> 3.1 Mobile marketing copywriting explained. 3.2 Creative media described. <u>PSYCHOMOTOR DOMAIN</u> 3.1 Mobile marketing copywriting prepared as per campaign objective. 3.2 Creative media preparation coordinated according to creative format requirements. 3.3 Mobile marketing content published as per scheduled timeline.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Types of creative media. • Sources of creative media. • Creative media format. • Copyright policy. 		<p>3.1 Comply with workplace health and safety requirements.</p> <p>3.2 Practise good ergonomics.</p> <p><u>ENVIRONMENT</u></p> <p>3.1 Apply clean and green workplace practices.</p>	<p><u>AFFECTIVE DOMAIN</u></p> <p>3.1 Work plan carried out meticulously.</p> <p>3.2 Regulatory requirements complied.</p> <p>3.3 Creative and alternative thinking applied in work tasks.</p> <p>3.4 Work tasks accomplished within allocated time frame.</p> <p>3.5 Workplace health and safety requirements complied.</p> <p>3.6 Good ergonomics practised.</p> <p>3.7 Clean and green workplace practices applied.</p>
4. Monitor mobile marketing performance .	<p>4.1 Mobile marketing performance indicators:</p> <ul style="list-style-type: none"> • Reach. • Open rate. • Response rate. • Conversion rate. <p>4.2 Performance monitoring tool (Mobile</p>	<p>4.1 Check mobile marketing performance.</p> <p>4.2 Carry out mobile marketing campaigns optimisation strategies.</p> <p>4.3 Compile mobile marketing performance reports.</p> <p>4.4 Submit mobile marketing performance reports.</p>	<p><u>ATTITUDE</u></p> <p>4.1 Execute work tasks thoroughly.</p> <p>4.2 Address work issues and problems rationally.</p> <p>4.3 Ensure work performance delivery meets target indicators.</p> <p><u>SAFETY</u></p>	<p><u>COGNITIVE DOMAIN</u></p> <p>4.1 Mobile marketing performance indicators explained.</p> <p>4.2 Mobile marketing performance tool described.</p> <p>4.3 Mobile marketing performance optimisation methods described.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>4.1 Mobile marketing performance checked using performance monitoring tools.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>marketing report).</p> <p>4.3 Mobile marketing campaign optimisation methods.</p> <ul style="list-style-type: none"> • Processing leads. • Improving copywriting. • Using personalisation. • Creating compelling call to action. 		<p>4.1 Comply with workplace health and safety requirements.</p> <p>4.2 Practise good ergonomics.</p> <p><u>ENVIRONMENT</u></p> <p>4.1 Apply clean and green workplace practices.</p>	<p>4.2 Mobile marketing performance optimisation strategies carried out.</p> <p>4.3 Mobile marketing performance reports compiled in required format.</p> <p>4.4 Mobile marketing performance reports submitted as per scheduled timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>4.1 Work tasks carried out thoroughly.</p> <p>4.2 Work performance delivery ensured to meet target indicators.</p> <p>4.3 Work issues and problems addressed rationally.</p> <p>4.4 Workplace health and safety requirements complied.</p> <p>4.5 Good ergonomics practised.</p> <p>4.6 Clean and green workplace practices applied.</p>

Employability Skills

Core Abilities

- Please refer NCS- Core Abilities latest edition.

Social Values & Social Skills

- Please refer Handbook on Social Skills and Social Values in Technical Education and Vocational Training.

References for Learning Material Development

- 1 Armstrong, G., Kotler, P. & Opresnik, M. O. 2019. Marketing: An Introduction Global Edition (14th edition). Pearson. ISBN-9781292294865
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15.6. Execute email marketing activities.

SECTION	(M) Professional, Scientific and Technical Activities		
GROUP	(731) Advertising		
AREA	Digital Marketing		
NOSS TITLE	Digital Marketing Operation		
COMPETENCY UNIT TITLE	Execute email marketing activities.		
LEARNING OUTCOMES	<p>The learning outcomes of this competency are to enable the trainees to apply email marketing strategies that will optimise connection with target audience in a personalised way, generate leads, enhance brand awareness, build relationships or keep customers engaged between purchases through different types of marketing emails.</p> <p>Upon completion of this competency unit, trainees should be able to:</p> <ol style="list-style-type: none"> 1. Create email marketing accounts. 2. Carry out email marketing campaigns. 3. Produce email marketing content. 4. Monitor email marketing performance. 		
TRAINING PREREQUISITE (SPECIFIC)	Not Available.		
CU CODE	M731-001-3:2021-C06	NOSS LEVEL	Three (3)

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
1. Create email marketing accounts.	1.1 Fundamentals of marketing which include: <ul style="list-style-type: none"> • Marketing mix (4Ps). 	1.1 Obtain business accounts credentials. 1.2 Set up email marketing accounts. 1.3 Publish email marketing accounts.	<u>ATTITUDE</u> 1.1 Carry out work plan according to specified instructions.	<u>COGNITIVE DOMAIN</u> 1.1 Fundamentals of marketing explained. 1.2 Introduction to email marketing explained.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Market segmentation. • Unique selling point / proposition. • SWOT analysis. • Product life cycle. <p>1.2 Introduction to email marketing:</p> <ul style="list-style-type: none"> • Definition. • Purpose. • Type of email marketing (email newsletters, transactional emails, behavioural emails). • Digital carbon footprint, environmental impact and 		<p>1.2 Maintain high accuracy and thoroughness.</p> <p>1.3 Maintain business data confidentiality.</p> <p>1.4 Accomplish work task within allocated time frame.</p> <p><u>SAFETY</u></p> <p>1.1 Comply with workplace health and safety requirements.</p> <p>1.2 Practise good ergonomics.</p> <p><u>ENVIRONMENT</u></p> <p>1.1 Apply clean and green workplace practices.</p>	<p>1.3 Business account credentials listed.</p> <p>1.4 Email marketing account information described.</p> <p>1.5 Email marketing account setup described.</p> <p>1.6 Email marketing policy explained.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>1.1 Business accounts credentials obtained for all mandatory fields.</p> <p>1.2 Email marketing accounts setup completed with all required mandatory fields</p> <p>1.3 Email marketing accounts published as per scheduled timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>1.1 Work plan carried out according to specified instructions.</p> <p>1.2 Business data confidentiality maintained.</p> <p>1.3 Work task accomplished within allocated time frame.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>green initiatives.</p> <ul style="list-style-type: none"> • . <p>1.3 Business account credentials which include:</p> <ul style="list-style-type: none"> • Username / phone number. • Password. • Business profile. • Billing information. <p>1.4 Email marketing policy:</p> <ul style="list-style-type: none"> • Platform policy. • Compliance with platform policy. 			<p>1.4 Workplace health and safety requirements complied.</p> <p>1.5 Good ergonomics practised.</p> <p>1.6 Clean and green workplace practices applied.</p>
2. Carry out email	2.1 Email marketing campaign	2.1 Identify email marketing campaign requirements.	<u>ATTITUDE</u> 2.1 Carry out work plan thoroughly.	<u>COGNITIVE DOMAIN</u> 2.1 Email marketing campaign requirements explained.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
marketing campaigns.	<p>requirements which include:</p> <ul style="list-style-type: none"> • Campaign objectives. • Types of campaign. • Specified campaign duration. • Campaign results. <p>2.2 Types of email marketing content which include:</p> <ul style="list-style-type: none"> • Text. • Images. • Links. <p>2.3 Email marketing content requirements which include:</p> <ul style="list-style-type: none"> • Compliance with email marketing platform 	<p>2.2 Select audience email list.</p> <p>2.3 Identify email marketing content requirements.</p> <p>2.4 Set up email marketing campaigns</p>	<p>2.2 Comply with regulatory requirements.</p> <p>2.3 Keep update with latest technology trends.</p> <p>2.4 Accept feedback positively.</p> <p>2.5 Accomplish work task within allocated time frame.</p> <p>2.6 Work with minimum supervision.</p> <p><u>SAFETY</u></p> <p>2.1 Comply with workplace health and safety requirements.</p> <p>2.2 Practise good ergonomics.</p> <p><u>ENVIRONMENT</u></p> <p>2.1 Apply clean and green workplace practices.</p>	<p>2.2 Types of email marketing content described.</p> <p>2.3 Email marketing content requirements explained.</p> <p>2.4 Email marketing campaign setup described.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>2.1 Email marketing campaign requirements identified.</p> <p>2.2 Email list selected according to targeted audience.</p> <p>2.3 Email marketing content requirements identified as per campaign objective.</p> <p>2.4 Email marketing campaign set up according to campaign objective.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>2.1 Work plan carried out thoroughly.</p> <p>2.2 Regulatory requirements complied.</p> <p>2.3 Task completed with minimum supervision.</p> <p>2.4 Feedback accepted positively.</p> <p>2.5 Kept updated with latest technology trends.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>recommended guidelines.</p> <ul style="list-style-type: none"> • Compliance with email marketing platform terms and conditions. <p>2.4 Email marketing campaign setup which includes:</p> <ul style="list-style-type: none"> • Billing. • Campaign structure. 			<p>2.6 Work task accomplished within allocated time frame.</p> <p>2.7 Workplace health and safety requirements complied.</p> <p>2.8 Good ergonomics practised.</p> <p>2.9 Clean and green workplace practices applied.</p>
3. Produce email marketing content.	<p>3.1 Email marketing template and tools.</p> <p>3.2 Email marketing copywriting:</p> <ul style="list-style-type: none"> • Copywriting techniques. • Copywriting guidelines. 	<p>3.1 Set up email marketing template.</p> <p>3.2 Prepare email marketing copywriting.</p> <p>3.3 Coordinate creative media preparation.</p> <p>3.4 Publish email marketing campaigns.</p>	<p><u>ATTITUDE</u></p> <p>3.1 Carry out work plan meticulously.</p> <p>3.2 Comply with regulatory requirements.</p> <p>3.3 Apply creative and alternative thinking in work tasks.</p> <p>3.4 Accomplish work task within allocated time frame.</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>3.1 Email marketing template described.</p> <p>3.2 Email marketing copywriting explained.</p> <p>3.3 Creative media described.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>3.1 Email marketing template set up.</p> <p>3.2 Email marketing copywriting prepared according to with</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Platform publishing policy. <p>3.3 Creative media:</p> <ul style="list-style-type: none"> • Design elements and principles. • Types of creative media. • Sources of creative media. • Creative media format. • Copyright policy. 		<p><u>SAFETY</u></p> <p>3.1 Comply with workplace health and safety requirements.</p> <p>3.2 Practise good ergonomics.</p> <p><u>ENVIRONMENT</u></p> <p>3.1 Apply clean and green workplace practices.</p>	<p>campaign objective and privacy policies.</p> <p>3.3 Creative media preparation coordinated according to creative format requirements.</p> <p>3.4 Email marketing campaign published as per scheduled timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>3.1 Work plan carried out meticulously.</p> <p>3.2 Regulatory requirements complied.</p> <p>3.3 Creative and alternative thinking applied in work tasks.</p> <p>3.4 Work tasks accomplished within allocated time frame.</p> <p>3.5 Workplace health and safety requirements complied.</p> <p>3.6 Good ergonomics practised.</p> <p>3.7 Clean and green workplace practices applied.</p>
4. Monitor email marketing performance .	4.1 Email marketing performance indicators which include:	4.1 Check email marketing performance. 4.2 Carry out email marketing campaigns	<p><u>ATTITUDE</u></p> <p>4.1 Execute work tasks thoroughly.</p> <p>4.2 Ensure work performance delivery</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>4.1 Email marketing performance indicators explained.</p> <p>4.2 Email marketing performance tool described.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Total number of emails sent. • Open rate. • Click through rate. • Bounce rate. • Unsubscribe rate. <p>4.2 Performance monitoring tool (Email marketing report).</p> <p>4.3 Email marketing campaign optimisation methods which include:</p> <ul style="list-style-type: none"> • Improving copywriting technique. • Creating compelling call to action. • Improving creative 	<p>optimisation strategies.</p> <p>4.3 Compile email marketing performance reports.</p> <p>4.4 Submit email marketing performance reports.</p>	<p>meets target indicators.</p> <p>4.3 Address work issues and problems rationally.</p> <p><u>SAFETY</u></p> <p>4.1 Comply with workplace health and safety requirements.</p> <p>4.2 Practise good ergonomics.</p> <p><u>ENVIRONMENT</u></p> <p>4.1 Apply clean and green workplace practices.</p>	<p>4.3 Email marketing performance optimisation methods described.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>4.1 Email marketing performance checked using performance monitoring tools.</p> <p>4.2 Email marketing campaign optimisation strategies carried out.</p> <p>4.3 Email marketing performance reports compiled in required format.</p> <p>4.4 Email marketing performance reports submitted as per scheduled timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>4.1 Work tasks carried out thoroughly.</p> <p>4.2 Work performance delivery ensured to meet target indicators.</p> <p>4.3 Work issues and problems addressed rationally.</p> <p>4.4 Workplace health and safety requirements complied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	media design.			4.5 Good ergonomics practised. 4.6 Clean and green workplace practices applied.

Employability Skills

Core Abilities

- Please refer NCS- Core Abilities latest edition.

Social Values & Social Skills

- Please refer Handbook on Social Skills and Social Values in Technical Education and Vocational Training.

References for Learning Material Development

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- 2 Arnold, J., 2011. E-mail Marketing for Dummies. John Wiley & Sons. ISBN-9780470947678
- 3 Brodie, I., 2013. Email Persuasion: Captivate and Engage Your Audience, Build Authority and Generate More Sales With Email Marketing (1st ed.). Rainmaker Publishing. ISBN- 9780992763114
- 4 Department of Skills Development (DSD). 2015. Z-009-1:2015 NCS-Core Abilities. Putrajaya: Department of Skills Development (DSD).
- 5 Department of Skills Development (DSD). 2015. Z-009-2:2015 NCS-Core Abilities. Putrajaya: Department of Skills Development (DSD).
- 6 Department of Skills Development (DSD). 2015. Z-009-3:2015 NCS-Core Abilities. Putrajaya: Department of Skills Development (DSD).
- 7 Kotler, P. & Armstrong, G. 2020. Principles of Marketing Global Edition (18th Edition). Pearson. ISBN-9781292341132.
- 8 Paulson, M., 2015. Email Marketing Demystified: Build a Massive Mailing List, Write Copy that Converts and Generate More Sales. American Consumer News, LLC. ISBN- 9780990530015
- 9 Rahim M. Sail et al. 2007. Handbook on Social Skills and Social Values in Technical Education and Vocational Training. Serdang. Department of Skills Development (DSD). ISBN 978-967-5026-21-8.
- 10 White, C. S., 2017a. Email Marketing Rules: Checklists, Frameworks, and 150 Best Practices for Business Success (3rd ed.). CreateSpace Independent Publishing Platform. ISBN- 9781546910633

16. Delivery Mode

The following are the **recommended** training delivery modes: -

KNOWLEDGE	SKILL
<ul style="list-style-type: none"> • Lecture • Group discussion • E-learning, self-paced • E-learning, facilitate • Case study or Problem based learning (PBL) • Self-paced learning, non-electronic • One-on-one tutorial • Shop talk • Seminar 	<ul style="list-style-type: none"> • Demonstration • Simulation • Project • Scenario based training (SBT) • Role play • Coaching • Observation • Mentoring

Skills training and skills assessment of trainees should be implemented in accordance with TEM requirements and actual situation.

17. Tools, Equipment and Materials (TEM)

DIGITAL MARKETING OPERATION**LEVEL 3**

CU	CU CODE	COMPETENCY UNIT TITLE
C01	M731-001-3:2021- C01	Execute social media marketing activities.
C02	M731-001-3:2021-C02	Execute search engine optimisation activities.
C03	M731-001-3:2021-C03	Execute search engine marketing activities.
C04	M731-001-3:2021-C04	Execute e-commerce marketing activities.
C05	M731-001-3:2021-C05	Execute mobile marketing activities.
C06	M731-001-3:2021-C06	Execute email marketing activities.

* Items listed refer to TEM's **minimum requirement** for skills delivery only.

NO.	ITEM*	RATIO (TEM: Trainees or AR = As Required)					
		C01	C02	C03	C04	C05	C06
A. Tools							
1	Social media platform.	1:2					
2	Search engine optimisation tools.		1:2				
3	Search engine marketing tools.			1:2			
4	E-commerce platform.				1:2		
5	Mobile marketing platform.					1:2	
6	Email marketing platform.						1:2
7	Multimedia software.	1:2	1:2	1:2	1:2	1:2	1:2
B. Equipment							
1	Computer	1:2	1:2	1:2	1:2	1:2	1:2
C. Materials							
1	Internet connection.	AR	AR	AR	AR	AR	AR
2	Stationery.	AR	AR	AR	AR	AR	AR

18. Competency Weightage

The following table shows the percentage of training priorities based on consensus made by the Standard Development Committee (SDC).

DIGITAL MARKETING OPERATION

LEVEL 3

CU CODE	COMPETENCY UNIT TITLE	COMPETENCY UNIT WEIGHTAGE	WORK ACTIVITIES	WORK ACTIVITIES WEIGHTAGE
M731-001-3:2021- C01	Execute social media marketing activities.	25%	1. Create social media business accounts.	10%
			2. Carry out social media marketing campaigns.	10%
			3. Produce social media marketing content.	30%
			4. Moderate social media marketing posts.	30%
			5. Monitor social media marketing performance.	20%
M731-001-3:2021-C02	Execute search engine optimisation activities.	20%	1. Build on-page search engine optimisation.	40%
			2. Build off-page search engine optimisation.	40%
			3. Monitor search engine optimisation ranking performance.	20%
M731-001-3:2021-C03	Execute search engine marketing activities.	20%	1. Create search engine marketing accounts.	10%
			2. Carry out search engine marketing campaigns.	15%

CU CODE	COMPETENCY UNIT TITLE	COMPETENCY UNIT WEIGHTAGE	WORK ACTIVITIES	WORK ACTIVITIES WEIGHTAGE
			3. Produce search engine marketing content.	40%
			4. Monitor search engine marketing performance.	35%
M731-001-3:2021-C04	Execute e-commerce marketing activities.	25%	1. Create e-commerce accounts.	5%
			2. Carry out e-commerce marketing campaigns.	10%
			3. Produce e-commerce marketing content.	35%
			4. Moderate e-commerce store management.	35%
			5. Monitor e-commerce marketing performance.	15%
M731-001-3:2021-C05	Execute mobile marketing activities.	5%	1. Create mobile marketing accounts.	10%
			2. Carry out mobile marketing campaigns.	20%
			3. Produce mobile marketing content.	40%
			4. Monitor mobile marketing performance.	30%
M731-001-3:2021-C06	Execute email marketing activities.	5%	1. Create email marketing accounts.	10%
			2. Carry out email marketing campaigns.	20%
			3. Produce email marketing content.	50%
			4. Monitor email marketing performance.	20%
TOTAL PERCENTAGE (CORE COMPETENCY)		= 100%		

APPENDICES

NATIONAL OCCUPATIONAL SKILLS STANDARD (NOSS) FOR:

DIGITAL MARKETING OPERATION

LEVEL 3

19. Appendices

19.1 Appendix A: Competency Profile Chart (CPC_{PdP}) For Teaching & Learning

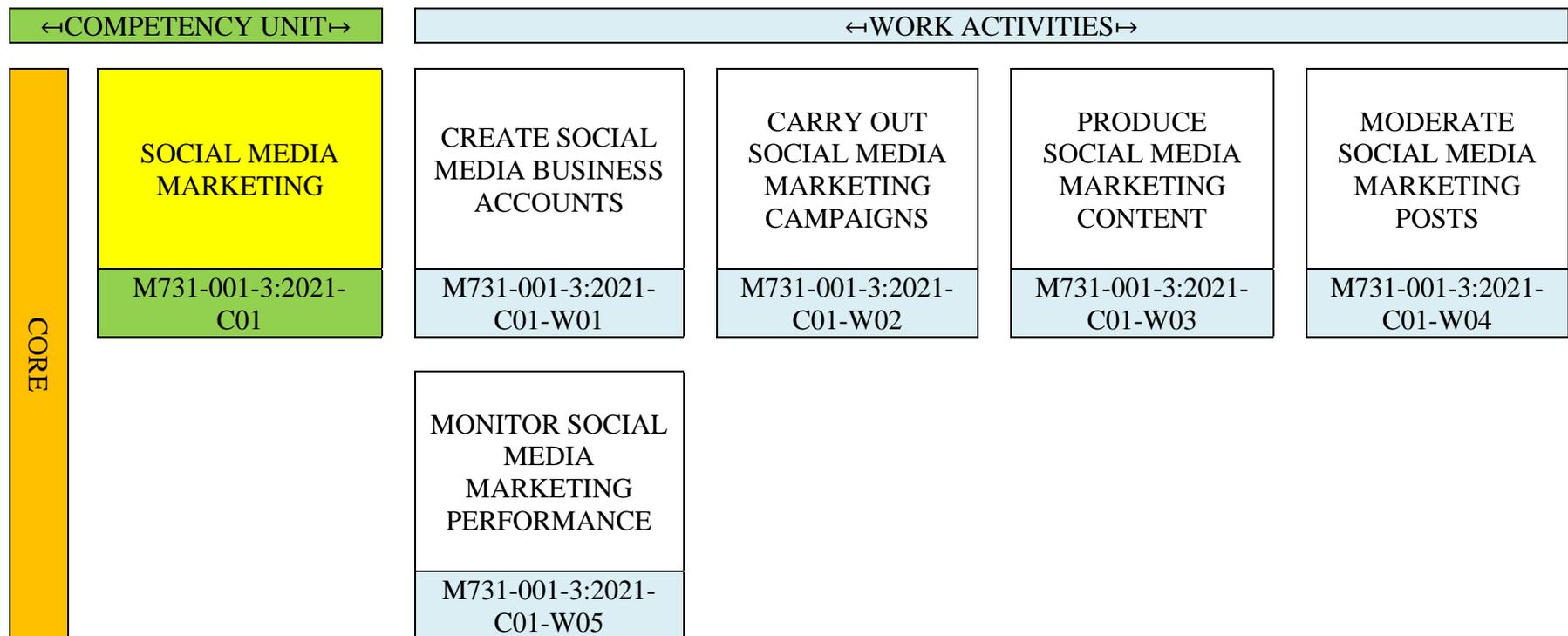
i. CU to CU_{PdP} Correlation

SECTION	(M) PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES		
GROUP	(731) ADVERTISING		
AREA	DIGITAL MARKETING		
NOSS TITLE	DIGITAL MARKETING OPERATION		
NOSS LEVEL	THREE (3)	NOSS CODE	M731-001-3:2021

CU CODE	CU TITLE	CU _{PdP} TITLE FOR TEACHING & LEARNING
M731-001-3:2021-C01	EXECUTE SOCIAL MEDIA MARKETING ACTIVITIES	SOCIAL MEDIA MARKETING
M731-001-3:2021-C02	EXECUTE SEARCH ENGINE OPTIMISATION ACTIVITIES	SEARCH ENGINE OPTIMISATION
M731-001-3:2021-C03	EXECUTE SEARCH ENGINE MARKETING ACTIVITIES	SEARCH ENGINE MARKETING
M731-001-3:2021-C04	EXECUTE E-COMMERCE MARKETING ACTIVITIES	E-COMMERCE MARKETING
M731-001-3:2021-C05	EXECUTE MOBILE MARKETING ACTIVITIES	MOBILE MARKETING
M731-001-3:2021-C06	EXECUTE EMAIL MARKETING ACTIVITIES	EMAIL MARKETING

ii. Competency Profile Chart for Teaching & Learning (CPC_{PdP})

SECTION	(M) PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES		
GROUP	(731) ADVERTISING		
AREA	DIGITAL MARKETING		
NOSS TITLE	DIGITAL MARKETING OPERATION		
NOSS LEVEL	THREE (3)	NOSS CODE	M731-001-3:2021



←COMPETENCY UNIT→		←WORK ACTIVITIES→			
CORE	SEARCH ENGINE OPTIMISATION	BUILD ON-PAGE SEARCH ENGINE OPTIMISATION	BUILD OFF-PAGE SEARCH ENGINE OPTIMISATION	MONITOR SEARCH ENGINE OPTIMISATION RANKING PERFORMANCE	
	CODE C01	CODE C01-W01	CODE C01-W02	CODE C01-W03	
	SEARCH ENGINE MARKETING	CREATE SEARCH ENGINE MARKETING ACCOUNTS	CARRY OUT SEARCH ENGINE MARKETING CAMPAIGNS	PRODUCE SEARCH ENGINE MARKETING CONTENT	MONITOR SEARCH ENGINE MARKETING PERFORMANCE
M731-001-3:2021-C03	M731-001-3:2021-C03-W01	M731-001-3:2021-C03-W02	M731-001-3:2021-C03-W03	M731-001-3:2021-C03-W04	
E-COMMERCE MARKETING	CREATE E-COMMERCE ACCOUNTS	CARRY OUT E-COMMERCE MARKETING CAMPAIGNS	PRODUCE E-COMMERCE MARKETING CONTENT	MODERATE E-COMMERCE STORE MANAGEMENT	
M731-001-3:2021-C04	M731-001-3:2021-C04-W01	M731-001-3:2021-C04-W02	M731-001-3:2021-C04-W03	M731-001-3:2021-C04-W04	

←COMPETENCY UNIT→		←WORK ACTIVITIES→			
CORE		MONITOR E-COMMERCE MARKETING PERFORMANCE CODE C04-W05			
	MOBILE MARKETING M731-001-3:2021-C05	CREATE MOBILE MARKETING ACCOUNTS M731-001-3:2021-C05-W01	CARRY OUT MOBILE MARKETING CAMPAIGNS M731-001-3:2021-C05-W02	PRODUCE MOBILE MARKETING CONTENT M731-001-3:2021-C05-W03	MONITOR MOBILE MARKETING PERFORMANCE M731-001-3:2021-C05-W04
	EMAIL MARKETING M731-001-3:2021-C06	CREATE EMAIL MARKETING ACCOUNTS M731-001-3:2021-C06-W01	CARRY OUT EMAIL MARKETING CAMPAIGNS M731-001-3:2021-C06-W02	PRODUCE EMAIL MARKETING CONTENT M731-001-3:2021-C06-W03	MONITOR EMAIL MARKETING PERFORMANCE M731-001-3:2021-C06-W04

Notes:

CPC_{PdP} is meant to be used in Teaching & Learning context which is generated by conversion of the action verb in the CU Title to a noun in the CU_{PdP} Title from the given CPC sets.

19.2 Appendix B: Element Content Weightage

**OSH - OCCUPATIONAL SAFETY AND HEALTH
SD - SUSTAINABLE DEVELOPMENT
M&A - MANAGEMENT AND ADMINISTRATION
IT - INDUSTRY TECHNOLOGICAL ADVANCES**

**DIGITAL MARKETING OPERATION
LEVEL 3**

CU CODE	CU TITLE	ELEMENT CONTENT WEIGHTAGE				NOTES
		OSH	SD	M&A	IT	
M731-001-3:2021-C01	Execute social media marketing activities.	16%	18%	18%	15%	<p>OSH: Application of safety guidelines in using electronic devices and ergonomic practices to minimise work fatigue and health problems as well green workplace practices. E-commerce has the highest percentage as it also involves physical inventory handling.</p> <p>SD: Awareness on digital carbon footprint, environmental impact and related green initiatives. This element is almost equally distributed among the competency units.</p> <p>M&A: As this NOSS starts at Level 3, M&A is not prominent. Application of M & A is only for guidance of digital marketers who newly join the organisation or team.</p>
M731-001-3:2021-C02	Execute search engine optimisation activities.	16%	18%	18%	20%	
M731-001-3:2021-C03	Execute search engine marketing activities.	16%	18%	18%	20%	
M731-001-3:2021-C04	Execute e-commerce marketing activities.	20%	18%	18%	15%	
M731-001-3:2021-C05	Execute mobile marketing activities.	16%	18%	18%	15%	

CU CODE	CU TITLE	ELEMENT CONTENT WEIGHTAGE				NOTES
		OSH	SD	M&A	IT	
M731-001-3:2021-C06	Execute email marketing activities.	16%	10%	10%	15%	IT: Applied in search engine database as well as use of bigdata in terms of reports and automated responses as well as The highest percentage is applied in Search Engine Optimisation and Search Engine Marketing.
	Total	100%	100%	100%	100%	