



Jabatan Pembangunan Kemahiran
Kementerian Sumber Manusia, Malaysia

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

M731-001-5:2021

DIGITAL MARKETING MANAGEMENT

PENGURUSAN PEMASARAN DIGITAL

LEVEL 5

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

NATIONAL OCCUPATIONAL SKILLS STANDARD

DIGITAL MARKETING MANAGEMENT

PENGURUSAN PEMASARAN DIGITAL

LEVEL 5

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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	3R	Reduce, Reuse and Recycle
2	Ads	Advertisement
3	AI	Artificial Intelligence
4	App	Application
5	AR	Augmented Reality
6	CRM	Customer Relations Management
7	CU	Competency Unit
8	KPI	Key Performance Index
9	KRA	Key Result Area
10	PPC	Pay Per Click
11	RACE	Reach, Act, Convert, Engage
12	SEM	Search Engine Marketing
13	SEO	Search Engine Optimisation
14	SMART	Specific, Measurable, Achievable, Relevant and Time-bound
15	SOP	Standard Operating Procedure
16	USP	Unique Selling Point
17	VR	Virtual Reality
18	VS	Versus

Glossary

- | | | |
|----|---------------------------|---|
| 1 | Ad Platform | A place for advertisers to create advertising campaigns and select where to show their ads from the available inventory. Google & Facebook are two of the largest ad platforms. |
| 2 | Backlink | An incoming line from an external website to another website. For example: A link from a local Chamber of Commerce to one of the member businesses would be a backlink to the member business. |
| 3 | Campaign | A collection of ad groups or ad sets centered around a common goal. |
| 4 | Campaign Budget | A campaign budget is an estimate of a company's promotional expenditures over a certain time period. More importantly, it is the money a company is willing to set aside to accomplish its marketing objectives. |
| 5 | Campaign Objectives | The ultimate goal of your marketing campaign. For example, “get more leads” or “sell more products.” Campaign objectives should be SMART: specific, measurable, achievable, realistic and timely. “Objectives keep your campaign on track; define them once and return to them often.” |
| 6 | Channel | In Google Analytics, the Channel refers to the general group of sources that directed a user to a website. There are both default channels built into Google Analytics, such as social, organic, and direct, as well as the option to create custom channels. |
| 7 | Chatbot | A computer program used to simulate a chat or conversation via either text or voice. Chatbots are often used to help users find frequently requested information and enhance the user experience by providing 24/7 connectivity and support. Chatbots can be used on a variety of platforms including SMS, webchat, smart home devices, and smart speakers. |
| 8 | Click Through Rate | Click through rate, or CTR, is a digital marketing metric that measures the ratio of total impressions to clicks in search and display advertising, email marketing, and other online mediums. |
| 9 | Click Through Rate (CTR) | The number of clicks received divided by the number of impressions received expressed as a percentage. This can also be thought of as the average likelihood that a user will click on your ad or listing after seeing it. It can be helpful in determining the quality of a listing or ad. |
| 10 | Competitive | Identify how competitive advertisement placement is for a keyword, specific to the location and Search Network targeting options that you've selected. |
| 11 | Content management system | A Content management system (CMS) is a computer software used to manage the creation and modification of digital content. A CMS is typically used for enterprise content management and web content management. |

12 Conversion	A defined action of importance (e.g. making a phone call or reaching a thank you page on a website) deemed valuable to a business. Conversions are used to help measure effectiveness and return on investment of digital marketing campaigns and strategies.
13 Conversion Rate	The rate (expressed in a percentage) at which website users complete a desired action. This is calculated by dividing the total number of conversions by traffic, then multiplying by 100.
14 Conversion tracking	Tool in your account that can help measure how clicks on your ads and free product listings lead to meaningful actions such as sales or leads.
15 Copywriting	Copywriting is the process of writing persuasive marketing and promotional materials that motivate people to take some form of action, such as make a purchase, click on a link and others.
16 Cost Per Click (CPC)	The amount an advertiser pays for a click on a digital ad.
17 Digital Marketing	The segment of marketing which refers to any marketing initiatives performed in the digital landscape. Common types of digital marketing include email marketing, SEO, SEM, digital advertising, social media marketing, and content marketing among others.
18 E-commerce	Involves buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, predominantly the Internet.
19 Email Paid Advertisement	Refers to using 3rd party database (email blast, email rent, co-branding)
20 Event	A specific action or occurrence on a website. Events may be automatically tracked or a business may choose to define its own events. These business defined events are typically tracking information important to the business such as how many people clicked to download, submitted a form, or visited a particular page. Events may also be time-based, such as sessions that lasted at least two minutes.
21 Event Marketing Data	Event marketing analytics refers to the variety of tools and techniques you use to extract insights from the data you collect while promoting an event online – such as attendee demographics, advertising costs, and the way fans interact with your social media profile or website.
22 Key Performance Indicator (KPI)	Any important metric used to measure success as it relates to a marketing goal.
23 Keyword	A word or phrase used to match website content to a user inquiry. In paid search advertising, this word or phrase is used to match a search query to an ad. For search engine optimization, this word or phrase is used to create content that will be relevant to users when found in a search query.

- 24 **Keyword rank** Keyword rankings in SEO refer to your page's specific spot on the search results pages for a particular search query.
- 25 **Keyword research** Keyword research is a practice search engine optimization professionals use to find and research search terms that users enter into search engines when looking for products, services or general information. Keywords are related to queries, which are asked by users in search engines.
- 26 **Optimisation** The process of enhancing an ad's performance by adjusting aspects of the campaign. A few examples of optimising might include modifying bids, changing keywords and adding targeting.
- 27 **Paid Ad** Any advertising placement earned via a payment.
- 28 **Penalty (search engine)** A negative action against a website brought by a search engine for ignoring or intentionally violating policies or best practices.
- 29 **PPC (Pay per Click)** A type of digital advertising in which advertisers pay each time a user clicks on one of their advertisements.
- 30 **Repurpose content** Repurposing content (also known as "content recycling") is the practice of reusing all or elements of existing content in order to expand that content's reach. Repurposed content is typically transformed into a new format (for example, turning a blog post into an infographic).
- 31 **Return On Ad Spend (ROAS)** A performance metric used to describe the amount of revenue generated from spending on advertising. It is calculated by dividing the revenue generated by the actual spending on advertising.
- 32 **Search Engine** An online tool, like Google or Bing, that provides results to answer a given search query. Search engines have more recently been referred to as answer engines as they are providing answers to user queries instead of just a list of results.
- 33 **Search Engine Marketing** The act of promoting or selling products or services via search engines. This would include search engine optimization and any digital advertising through search engines, such as Google search ads and Microsoft advertising. This does not include other digital marketing types such as social media management or social media advertising.
- 34 **Search engine optimization** Search engine optimization (SEO) is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. SEO targets unpaid traffic (known as "natural" or "organic" results) rather than direct traffic or paid traffic.
- 35 **Source** In Google Analytics, the Source is the origin of the user prior to visiting a website for any type of traffic, whether it is organic, paid, social, referral, or direct.
- 36 **SSL Certificate** A small data file that enables encrypted connections between a web server and a browser to ensure site security.
- 37 **Traffic** How many visitors come to your website from organic search results.

- 38 Unique Clicks Unique clicks mean the number of times that a link in your email was clicked by individual users. Repeated clicks on links are not considered unique.
- 39 Unique Clicks Rate Total number of unique recipient email clicks divided by the number of emails delivered in the campaign.

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2. Figure 2 Occupational Area Structure of Digital Marketing.

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2. Appendix B Element Content Weightage

Acknowledgement

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 organisation 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.

The Director General of DSD also would like to express his sincere thanks to the support and involvement of the Digital Marketing Association Malaysia (DMAM) as a major contributor for the effort and supervision of the development sessions and also Norfadilah Binti Ithnin as documenter for the whole sessions.

STANDARD PRACTICE
NATIONAL OCCUPATIONAL SKILLS STANDARD (NOSS) FOR:
DIGITAL MARKETING MANAGEMENT
LEVEL 5

1. Introduction

1.1 Occupation Overview

Digital marketing is the component of marketing that utilizes internet. It is a strategy and processes applied to sell products and services via various digital channel such as search engine, social media, and marketplace. The role of a digital marketer is to move prospects from one stage to another in the modern customer/buyer journey using digital marketing strategies.

Digital marketing helps business reach a larger, targeted audience and it is cost effectiveness as compared to conventional marketing methods. This will help to increase the brand awareness, customer engagement and sales conversion. This can be achieved via organic reach or paid advertisement.

In digital marketing, campaigns are managed according to project objectives and timeline. Campaign strategies are designed to create awareness, consideration or conversion. The decision to implement campaigns are derived from market performance analysis using marketing and user behaviour data. Application of additional strategies initiated by assessing current performance and comparing with future trends.

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 suitable 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.

Traditional or conventional marketing has evolved with infusion of technology. Digital marketing is a component of marketing which involves the art and science of promoting and selling products and/or services over the internet using computers, mobile phones and other digital media and platform. This NOSS focuses on digital marketing only and opens collaboration, leveraging and working with different agencies, companies, and bodies such as Malaysia Digital Economy Corporation (MDEC), Human Resource Development Corporation (HRD Corp) Malaysian Global Innovation & Creativity Centre (MAGIC), Selangor Information Technology and Digital Economy Corporation (SIDECE).

1.2 Rationale of NOSS Development

This is a new NOSS documenting the minimum requirements to be a competent digital marketing personnel and the skillsets required are different from the offline sales and marketing. The rapid evolution of digital marketing has led to a shortage of suitable talent in the technology jobs market, including digital marketing technology.

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

Digital professionals are yet to reach the expected level of digital skillsets. Currently digital marketing courses are conducted at various institutes based on curricula 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 curricula 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 for the profession to align digital marketing courses and certifications offered by different training providers, charter career path, and benchmark for best practices and solicit recognition from both public and private sector regulatory bodies.

1.3 Rationale of Occupational Structure and Occupational Area Structure

Based on the Malaysia Standard Industry Classification (MSIC 2008), the scope and nature of digital marketing fall under Section M Professional, Scientific and Technical Activities. 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 management level show that most of the activities carried out require the personnel to be 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 such as budget, campaign performances, manpower allocation, as do personal accountabilities for analysis, diagnosis, planning, strategising, execution, and evaluation. It is also observed that most of the digital marketing activities require creativity, innovation, and a higher cognitive ability.

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 Prerequisite

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;
- c) Relevant digital and social media skills; and
- d) Fundamentals and experience in marketing.

1.6 General Training Prerequisite for Malaysian Skills Certification System

The minimum requirement to register for Digital Marketing Management Level 5 at accredited training centres is the NOSS Digital Marketing Planning and Implementation Level 4 and having an equivalent qualification to Level 4 from sales and marketing or any other relevant NOSS. 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 of 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 Job Title					

Figure 2: Occupational Area Structure of 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 Advanced Diploma (MSAD); or
- b) Statement of Achievements.

6. Occupational Competencies

The Digital Marketing Management Level 5 personnel is competent in performing the following core competencies:

- a) Perform digital marketing project management;
- b) Design digital marketing campaign strategies;
- c) Manage digital marketing analytics; and
- d) Design digital disruption strategies.

7. Work Conditions

The digital marketer typically works standard hours in the office. 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 work stations to minimise occupational risks.

8. Employment Prospects

Digital marketing personnel may be employed by companies for various job areas such as search engine optimisation, search engine marketing, social media, E-commerce, 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. Individual experience, expertise as well as specialisation is an advantage. From market survey the most common salary is RM4900 with an average salary of RM 6800². The salary is also depending on market supply and demand, companies' requirements as well as the nature of business nature.

² <https://www.jobstreet.com.my/en/career-insights/digital-marketing-manager/salary>

The level five (5) digital marketing personnel may have a bright career path in the following designation;

- a) Chief Digital Marketing Officer;
- b) Senior Vice President (SVP)/Vice President (VP) Digital Marketing;
- c) Digital Marketing Director;
- d) Digital Marketing Senior Manager;
- e) Digital Marketing Manager;
- f) Content Marketing Manager; or
- g) Social Media Manager.

9. Up Skilling Opportunities

Digital marketing is highly influenced by technological advancement and change. Digital marketers need to constantly update their skills to benefit from the fast pace of technological changes and become more savvy about technology in making highly relevant campaigns through digital platform. The Level 5 Digital Marketing Management personnel may upgrade themselves by taking recognised vendor – specific certification programme such as Google Certification and/or Facebook Blueprint Certification. The professional certs are optional, can be obtained from the market and varies from one organisation to another for example Facebook Certified Media Buying Professional, Microsoft Advertising Certified Professional, New Seller Training Programme, E-Commerce and Digital Marketing Professional Certification.

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

Website: <https://www.matrade.gov.my/en/>
Tel: +603-6207 7077
Fax: +603-6203 7037
Email: info@matrade.gov.my

- b) Malaysia Digital Economy Corporation (MDEC) Sdn Bhd
2360 Persiaran APEC
63000 Cyberjaya, Selangor

Website: <https://mdec.my/>
Tel: +603-8315 3000
Fax: +603 8315 3115
Email: clic@mdec.com.my

- c) 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

Website: <https://www.sidek.com.my/>
Tel: +603 - 5521 8580
Email: info@sidek.com.my

- d) Malaysian Global Innovation & Creativity Centre (MAGIC)
Block 3730, Persiaran APEC,
63000 Cyberjaya, Malaysia.

Website: <https://www.mymagic.my/>
Tel: +60 3 8324 4801
Email: enquiries@mymagic.my

- e) 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

Website: <https://www.mtdc.com.my/tentra/>
Tel: +603-2172 6000
Fax: +603-2163 7541
Email: comms@mtdc.com.my

- f) Institut Keusahawanan Negara (INSKEN)
Kampus INSKEN, CoPlace 1,
2270 Jalan Usahawan 2,
Cyber 6, 63000 Cyberjaya,
Selangor Darul Ehsan.

Website: <https://www.insken.gov.my/>
Tel: +603-8314 8800
Faks: +603-8314 8900
Emel: insken@insken.gov.my

- g) Digital Marketing Association Malaysia (DMAM)
Pusat Dagangan Phileo Damansara 1,
Block E – Level 7, Unit 01 (E701),
No.9, Jalan 16/11, Off Jalan Damansara
43650 Petaling Jaya, Selangor

Website: <https://www.dmam.com.my>
Tel: +603 7968 2282
Email: info@dmam.com.my

- h) Pertubuhan Pereka Grafik Kebangsaan (PERGRAKAN)
No. C08/3, Garden City,
Business Centre, Jalan Dagang Besar,
43300 Shah Alam, Selangor

Website: <https://pergrakan.org/>
Tel: +6014 724 0979
Email: pergrakan@gmail.com

- i) Persatuan Usahawan Internet Malaysia (PUIM)
F-8-1, Blok F, Putrawalk Jalan PP25,
Taman Pinggiran Putra Sek 2,
43300 Seri Kembangan,
Selangor

Website: <https://www.puim.my/>
Tel: +6010 -237 0055
Fax : +603-8958 0277
Email: salam@puim.my

11. Standard Technical Evaluation Committee

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

12. Standard Development Committee**DIGITAL MARKETING MANAGEMENT****LEVEL 5**

NO	NAME	POSITION & ORGANISATION
DEVELOPMENT PANEL		
1	Ts. Dr. Farahwahida Binti Mohd @ Abu Bakar	Senior Lecturer Universiti Kuala Lumpur
2	Mohd Norazam Bin Azmi	Lecturer Kolej Poly-Tech MARA
3	Charles Stuart Gregory	Chief Executive Officer Digital Marketing Consultancy Sdn Bhd
4	Dr. Goay Chia Chia	Chief Executive Officer Digital Biz Institution (M) Sdn Bhd
5	Mohd Syahril Bin Kamarudin	Chief Executive Officer Speed Office Sdn Bhd
6	Wan Muzaffar Bin Wan Hashim	Chief Executive Officer Anak2u Sdn Bhd
7	Ahmad Tarmizi Bin Abdul Rahman	Creative Principal/Managing Director Shotz Communications
8	Nur Anis Binti Sahab	Managing Director AP Ventures
FACILITATOR		
1	Raihan Binti Tahir	CIAST/PPL/FDS-0124/2013 Exzellent Profis Sdn Bhd

STANDARD CONTENT
NATIONAL OCCUPATIONAL SKILLS STANDARD (NOSS) FOR:
DIGITAL MARKETING MANAGEMENT
LEVEL 5

13. Competency Profile Chart (CPC)

SECTION	(M) PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES		
GROUP	(731) ADVERTISING		
AREA	DIGITAL MARKETING		
NOSS TITLE	DIGITAL MARKETING MANAGEMENT		
NOSS LEVEL	FIVE (5)	NOSS CODE	M731-001-5:2021

←COMPETENCY UNIT→		←WORK ACTIVITIES→				
CORE	PERFORM DIGITAL MARKETING PROJECT MANAGEMENT	PREPARE DIGITAL MARKETING MASTER PLAN	ALLOCATE DIGITAL MARKETING PROJECT RESOURCES	SET DIGITAL MARKETING KEY PERFORMANCE INDEX (KPI)	EVALUATE DIGITAL MARKETING PROJECT PERFORMANCE	
	M731-001-5:2021-C01	M731-001-5:2021-C01-W01	M731-001-5:2021-C01-W02	M731-001-5:2021-C01-W03	M731-001-5:2021-C01-W04	
	DESIGN DIGITAL MARKETING CAMPAIGN STRATEGIES	STRATEGISE DIGITAL MARKETING AWARENESS CAMPAIGN	STRATEGISE DIGITAL MARKETING CONSIDERATION CAMPAIGN	STRATEGISE DIGITAL MARKETING CONVERSION CAMPAIGN		
	M731-001-5:2021-C02	M731-001-5:2021-C02-W01	M731-001-5:2021-C02-W02	M731-001-5:2021-C02-W03		

←COMPETENCY UNIT→		←WORK ACTIVITIES→				
CORE	MANAGE DIGITAL MARKETING ANALYTICS	ANALYSE DIGITAL MARKETING EVENT PERFORMANCES	ANALYSE DIGITAL MARKETING TESTING DATA	ANALYSE DIGITAL MARKETING USER BEHAVIOUR DATA		
	M731-001-5:2021-C03	M731-001-5:2021-C03-W01	M731-001-5:2021-C03-W02	M731-001-5:2021-C03-W03		
	DESIGN DIGITAL DISRUPTION STRATEGIES	INITIATE DIGITAL MARKETING AUTOMATION STRATEGIES	INITIATE ARTIFICIAL INTELLIGENCE (AI) DIGITAL MARKETING STRATEGIES	INITIATE VIRTUAL REALITY (VR) DIGITAL MARKETING STRATEGIES	INITIATE AUGMENTED REALITY (AR) DIGITAL MARKETING STRATEGIES	
	M731-001-5:2021-C04	M731-001-5:2021-C04-W01	M731-001-5:2021-C04-W02	M731-001-5:2021-C04-W03	M731-001-5:2021-C04-W04	

14. Competency Profile (CP)

SECTION	(M) Professional, Scientific and Technical Activities		
GROUP	(731) Advertising		
AREA	Digital Marketing		
NOSS TITLE	Digital Marketing Management		
NOSS LEVEL	Five (5)	NOSS CODE	M731-001-5:2021

CU TITLE & CU CODE	Perform digital marketing project management. M731-001-5:2021-C01
CU DESCRIPTOR	<p>Perform digital marketing project management describes the ability to understand the project scope and strategise implementation plan according to budget.</p> <p>The person who is competent in this CU should be able to prepare digital marketing master plan, allocate digital marketing project resources, set digital marketing Key Performance Index (KPI) and evaluate digital marketing project performance.</p> <p>The outcome of this CU is optimisation of digital marketing project performance according to project requirements.</p>

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
1. Prepare digital marketing master plan.	1.1 Gather digital marketing project requirements. 1.2 Determine digital marketing project deliverables. 1.3 Plan digital marketing project milestones. 1.4 Perform digital marketing risk analysis. 1.5 Create digital marketing master plan proposal.	1.1 Overall project budget, timeline, objectives, target audience and target reach gathered according to client's or company's goal. 1.2 Creative direction, types of platforms, strategies, content planning and budget allocation determined according to project requirements. 1.3 Preparation, execution, evaluation and tracking and reporting structure planned according to project requirements. 1.4 Problem anticipated, incident scenario, consequence and alternative solution recommendations performed according to project requirements and deliverables.

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
	1.6 Submit digital marketing master plan proposal for approval.	1.5 Objectives, KPI, target audience, timeline, creative direction, strategies and mechanism, content type, deliverables and estimated results created based on project requirements and risk analysis. 1.6 Digital marketing master plan proposal submitted for approval within the set timeframe.
2. Allocate digital marketing project resources.	2.1 Identify digital marketing requirements. 2.2 Determine digital marketing project resources availability. 2.3 Plan digital marketing project resources allocation. 2.4 Delegate digital marketing project resources.	2.1 Types of awareness, consideration, conversion, target audience persona, product essence, branding direction, channel types, marketing strategies identified according to approved marketing master plan. 2.2 Resources and duration determined based on team's structure and capacity. 2.3 Resources allocation planned according to resources availability and level of competence. 2.4 Tasks delegated according to resources allocation plan.
3. Set digital marketing Key Performance Index (KPI).	3.1 Identify digital marketing objectives. 3.2 Identify digital marketing Key Result Area (KRA). 3.3 Identify digital marketing Key Performance Index (KPI). 3.4 Set digital marketing key performance target.	3.1 Awareness, consideration, conversion objectives identified according to digital marketing master plan. 3.2 Social, SEO, pay per click and email identified based on digital marketing objectives. 3.3 Visitor's traffic, rates, engagement, conversion and acquisition identified based on digital marketing objectives. 3.4 KPI and KRA target set based on digital marketing objectives.
4. Evaluate digital marketing project performance.	4.1 Review digital marketing project documentation. 4.2 Select digital marketing improvement solution.	4.1 Improvement areas, design and plan identified based on digital marketing project documentation reviewed. 4.2 Digital marketing improvement solution areas selected according to project documentation. 4.3 Resources delegated according to selected solutions.

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
	4.3 Delegate digital marketing solution improvement implementation. 4.4 Monitor digital marketing solution improvement implementation.	4.4 Data collection and feedback monitored according to Key Performance Index (KPI).

CU TITLE & CU CODE	Design digital marketing campaign strategies. M731-001-5:2021-C02
CU DESCRIPTOR	<p>Design digital marketing campaign strategies describes the ability to design strategies in achieving campaign requirements.</p> <p>The person who is competent in this CU should be able to strategise digital marketing awareness campaign, strategise digital marketing consideration campaign and strategise digital marketing conversion campaign.</p> <p>The outcome of this CU is optimisation of digital marketing campaign objectives according to campaign requirements.</p>

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
1. Strategise digital marketing awareness campaign.	1.1 Identify digital marketing awareness campaign requirements. 1.2 Determine digital marketing awareness campaign outcome. 1.3 Formulate digital marketing awareness campaign objectives. 1.4 Prepare digital marketing awareness campaign strategies proposal. 1.5 Submit digital marketing awareness campaign strategies proposal for approval.	1.1 Overall awareness campaign budget, timeline, objectives, target audience persona and platform guidelines identified according to client's or company's campaign requirements. 1.2 Brand awareness sentiment, physical outlet awareness and customer audience reach determined according to campaign brief requirements. 1.3 Number of impressions, reach, timeline, budget, target audience and interest and projected targets formulated according to approved awareness campaign brief requirements. 1.4 Target audience, campaign target, timeline, design strategies & mechanism and creative directions produced according to approved campaign plan. 1.5 Digital marketing awareness campaign strategies proposal submitted for approval within the set time frame and budget.
2. Strategise digital marketing	2.1 Identify digital marketing consideration campaign requirements.	2.1 Overall consideration campaign budget, timeline, objectives, target audience and target reach identified according to client's or company's campaign requirements.

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
consideration campaign.	2.2 Determine digital marketing consideration campaign outcome. 2.3 Formulate digital marketing consideration campaign objectives. 2.4 Prepare digital marketing consideration campaign strategies proposal. 2.5 Submit digital marketing consideration campaign strategies proposal for approval.	2.2 Number of likes, comments, shares, reviews and event responses and social media metrics determined according to campaign brief requirements. 2.3 Likes, comments, video views, shares, reviews target formulated according to approved campaign brief requirements. 2.4 Target audience, consideration objectives, engagement target, timeline, creative directions, content strategies & style, design strategies, campaign mechanism and budget allocation produced according to approved campaign plan. 2.5 Digital marketing consideration campaign strategies proposal submitted for approval within the set timeframe.
3. Strategise digital marketing conversion campaign.	3.1 Identify digital marketing conversion campaign requirements. 3.2 Determine digital marketing conversion campaign outcome. 3.3 Formulate digital marketing conversion campaign objectives. 3.4 Prepare digital marketing conversion campaign strategies proposal. 3.5 Submit digital marketing conversion campaign strategies proposal for approval.	3.1 Overall conversion campaign budget, timeline, objectives, target audience and target reach identified according to client's or company's campaign requirements. 3.2 Traffic increment rate, percentage of sales and lead generation determined according to campaign brief requirements. 3.3 Number of messages, leads generated and sales funnel formulated according to approved campaign brief requirements. 3.4 Types of platforms, target audience, creative directions, conversion target, content types, timeline, conversion campaign mechanism strategies and budget allocation produced according to approved campaign plan. 3.5 Digital marketing conversion campaign strategies proposal submitted for approval within the set timeframe.

CU TITLE & CU CODE	Manage digital marketing analytics. M731-001-5:2021-C03
CU DESCRIPTOR	<p>Manage digital marketing analytics describes the ability to interpret and evaluate the data to make improvement decision.</p> <p>The person who is competent in this CU should be able to analyse digital marketing event performances, analyse digital marketing testing data and analyse digital marketing user behaviour data.</p> <p>The outcome of this CU is making sound decision based on empirical data.</p>

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
1. Analyse digital marketing event performances.	1.1 Identify digital marketing event data sources. 1.2 Assess digital marketing event data. 1.3 Select digital marketing improvement solution. 1.4 Coordinate digital marketing improvement solution implementation. 1.5 Evaluate digital marketing improvement solution implementation.	1.1 Trending data, web analytics, census data, keyword trends, social media analytics and business statistics identified according to marketing master plan. 1.2 Trending data, web analytics, census data, keyword trends, social media analytics and business statistics assessed according to ROI, ROAS and customer retention rate. 1.3 Customer retention strategies, content tweaking and decision on leveraging on additional channels online and offline selected according to event marketing data analysis. 1.4 Digital marketing improvement solution implementation coordinated according to digital devices, digital platforms, digital media, digital data, and digital technology. 1.5 Performance data, timeline, resources and event insights evaluated according to event marketing performance plan.
2. Analyse digital marketing testing data.	2.1 Identify digital marketing testing data sources. 2.2 Assess digital marketing testing data.	2.1 A/B testing tools, audience insights, result analysis, email list and customer database identified according to approved marketing master plan.

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
	2.3 Select digital marketing improvement solution. 2.4 Coordinate digital marketing improvement solution implementation. 2.5 Evaluate digital marketing improvement solution implementation.	2.2 A/B testing data, market feedback form, customer survey and market simulation data assessed according to listed data source. 2.3 Data insight, trend analysis and pattern analysis result selected according to data testing report. 2.4 Digital marketing improvement solution implementation coordinated according to marketing master plan. 2.5 Insight compilation and test performance evaluated according to selected improvement marketing action plan.
3. Analyse digital marketing user behaviour data.	3.1 Identify digital marketing user behaviour data sources. 3.2 Assess digital marketing user behaviour data. 3.3 Select digital marketing improvement solution. 3.4 Coordinate digital marketing improvement solution implementation. 3.5 Evaluate digital marketing improvement solution implementation.	3.1 User experience, content performance, conversion rate, accessibility and engagement identified according to approved marketing master plan. 3.2 Digital devices and digital platforms data assessed according to behaviour data collection. 3.3 Data insight, trend analysis and pattern analysis result selected according to behaviour data report. 3.4 Digital marketing improvement solution coordinated according to implementation improvement solution list. 3.5 Consumer data insights and conversion performance evaluated according to selected improvement marketing action plan.

CU TITLE & CU CODE	Design digital disruption strategies. M731-001-5:2021-C04
CU DESCRIPTOR	<p>Design digital disruption strategies describes the ability to research new trends and technology to amplify digital marketing strategies.</p> <p>The person who is competent in this CU should be able to initiate digital marketing automation strategies, initiate Artificial Intelligence (AI) digital marketing strategies, initiate Virtual Reality (VR) digital marketing strategies and initiate Augmented Reality (AR) digital marketing strategies.</p> <p>The outcome of this CU is designing innovative strategies based on latest technological trends.</p>

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
1. Initiate digital marketing automation strategies.	1.1 Analyse existing strategies. 1.2 Identify digital marketing automation channel. 1.3 Match conventional digital marketing with digital marketing automation channel. 1.4 Prepare digital marketing automation strategy proposal. 1.5 Submit digital marketing automation strategy proposal for approval.	1.1 Existing digital marketing gap identified according to clients' or company's digital marketing goal. 1.2 Digital marketing automation channel performance identified according to technology trends. 1.3 Digital marketing gap with digital marketing automation channel determined based on company's digital marketing goal. 1.4 Digital marketing goal and aim, tools selected, budget allocation, implementation plan, resources allocation, estimation outcome and risk redefined according to identified marketing gap. 1.5 Digital marketing automation strategy proposal submitted for approval within set time frame.
2. Initiate Artificial Intelligence (AI) digital marketing strategies.	2.1 Analyse existing strategies. 2.2 Identify AI capability for digital marketing. 2.3 Match conventional digital marketing with AI capability.	2.1 Existing digital marketing gap identified according to clients' or company's digital marketing goal. 2.2 AI capability for digital marketing performance identified according to technology trends. 2.3 Digital marketing gap and AI capability determined based on company's digital marketing goal.

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
	2.4 Prepare AI digital marketing strategy proposal. 2.5 Submit AI digital marketing strategies proposal for approval.	2.4 Digital marketing goal and aim, tools selected, budget allocation, implementation plan, resources allocation, estimation outcome and risk redefined according to identified marketing gap. 2.5 AI digital marketing strategies proposal submitted for approval within set time frame.
3. Initiate Virtual Reality (VR) digital marketing strategies.	3.1 Analyse existing strategies. 3.2 Identify VR capability for digital marketing. 3.3 Match conventional digital marketing with VR capability. 3.4 Prepare VR digital marketing strategy proposal. 3.5 Submit VR digital marketing strategies proposal for approval.	3.1 Existing digital marketing gap identified according to clients' or company's digital marketing goal. 3.2 VR capability for digital marketing performance identified according to technology trends. 3.3 Digital marketing gap and VR capability determined based on company's digital marketing goal. 3.4 Digital marketing goal and aim, tools selected, budget allocation, implementation plan, resources allocation, estimation outcome and risk redefined according to identified marketing gap. 3.5 VR digital marketing strategies proposal submitted for approval within set time frame.
4. Initiate Augmented Reality (AR) digital marketing strategies.	4.1 Analyse existing strategies. 4.2 Identify AR capability for digital marketing. 4.3 Match conventional digital marketing with AR capability. 4.4 Prepare AR digital marketing strategy proposal. 4.5 Submit AR digital marketing strategies proposal for approval.	4.1 Existing digital marketing gap identified according to clients' or company's digital marketing goal. 4.2 AR capability for digital marketing performance identified according to technology trends. 4.3 Digital marketing gap and AR capability determined based on company's digital marketing goal. 4.4 Digital marketing goal and aim, tools selected, budget allocation, implementation plan, resources allocation, estimation outcome and risk redefined according to identified marketing gap. 4.5 AR digital marketing strategies proposal submitted for approval within set time frame.

CURRICULUM OF COMPETENCY UNIT
NATIONAL OCCUPATIONAL SKILLS STANDARD (NOSS) FOR:
DIGITAL MARKETING MANAGEMENT
LEVEL 5

15. Curriculum of Competency Unit

15.1. Perform digital marketing project management.

SECTION	(M) Professional, Scientific and Technical Activities		
GROUP	(731) Advertising		
AREA	Digital Marketing		
NOSS TITLE	Digital Marketing Management		
COMPETENCY UNIT TITLE	Perform digital marketing project management.		
LEARNING OUTCOMES	<p>The learning outcomes of this competency are to enable the trainees to demonstrate effective use of management skills in organising resources and using effective strategies to influence others, manage conflict, and leads teams to successful project completion according to project requirements.</p> <p>Upon completion of this competency unit, trainees should be able to:</p> <ol style="list-style-type: none"> 1. Prepare digital marketing master plan. 2. Allocate digital marketing project resources. 3. Set digital marketing Key Performance Index (KPI). 4. Evaluate digital marketing project performance. 		
TRAINING PREREQUISITE (SPECIFIC)	Not Available.		
CU CODE	M731-001-5:2021-C01	NOSS LEVEL	Five (5)

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
1. Prepare digital marketing master plan.	1.1 Digital marketing project requirements;	1.1 Gather digital marketing project requirements.	<u>ATTITUDE</u> 1.1 Objective focus while coming out with strategies.	<u>COGNITIVE DOMAIN</u> 1.1 Digital marketing project objectives, budget, timeline, target audience, target and report format clarified.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Overall project budget. • Project timeline. • Project objectives. • Target audience. • Target (reach, engagement, impression, views). • Report format. <p>1.2 Digital marketing project deliverables;</p> <ul style="list-style-type: none"> • Creative direction (Overall digital marketing contents style and look, keywords, hashtags). 	<p>1.2 Determine digital marketing project deliverables.</p> <p>1.3 Plan digital marketing project milestones.</p> <p>1.4 Perform digital marketing risk analysis.</p> <p>1.5 Create digital marketing master plan proposal.</p> <p>1.6 Submit digital marketing master plan proposal for approval.</p>	<p>1.2 Attention to details when preparing the digital marketing master plan.</p> <p>1.3 Meticulous in preparing project budgeting.</p> <p>1.4 Creative on idea generation.</p> <p><u>SAFETY</u></p> <p>1.1 Adhere to company SOP.</p> <p>1.2 Comply with company safety requirements.</p> <p><u>ENVIRONMENT</u></p> <p>1.1 Apply Reduce, Reuse and Recycle (3R) practice.</p>	<p>1.2 Creative direction, type of platforms, type of strategies, content planning and budget allocation strategies specified.</p> <p>1.3 Digital marketing project milestones stages described.</p> <p>1.4 Project management software or project tracking tools identified.</p> <p>1.5 Digital marketing risks, problems and consequences analysed.</p> <p>1.6 Digital marketing project deliverables specified.</p> <p>1.7 Alternative digital marketing solutions recommendation justified.</p> <p>1.8 Approaches to sustainability of digitalisation differentiated.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>1.1 Digital marketing project requirements documented.</p> <p>1.2 Digital marketing project deliverables specified.</p> <p>1.3 Digital marketing project milestones planning produced.</p> <p>1.4 Digital marketing Risk analysis performed.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Type of platforms (social media channels/web site/search engine/e-commerce). • Types of creative strategies (SEO contents, Social Media contents, contest campaign, influencer partnership). • Content planning (number of posts per month, content type, contest campaign mechanism, number of influencers) 			<p>1.5 Digital Marketing master plan proposal developed.</p> <p>1.6 Digital marketing master plan proposal prepared.</p> <p>1.7 Digital marketing master plan proposal submitted according to requirements and timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>1.1 Objectivity when coming out with strategies demonstrated.</p> <p>1.2 Attention to details when preparing digital marketing master plan given.</p> <p>1.3 Meticulousness in preparing project budget demonstrated.</p> <p>1.4 Creativity in generating ideas applied.</p> <p>1.5 Company SOP adhered to.</p> <p>1.6 Company safety requirements complied.</p> <p>1.7 Reduce, Reuse and Recycle (3R) practice applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>and deliverable).</p> <ul style="list-style-type: none"> • Budget allocation strategies (paid ads, contest, influencers, contents). <p>1.3 Digital marketing project milestones stages;</p> <ul style="list-style-type: none"> • Planning. • Preparation, schedule and execution. • Evaluation & tracking. • Reporting structure. • Timeline. <p>1.4 Tracking mechanism;</p> <ul style="list-style-type: none"> • Gantt chart. • Project management software. 			

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>1.5 Digital marketing risk analysis;</p> <ul style="list-style-type: none"> • Problems anticipation. • Incident scenario generation. • Consequence estimation. • Risk evaluation. • Alternative solutions proposal. <p>1.6 Digital marketing master plan proposal format;</p> <ul style="list-style-type: none"> • Objectives & KPI. • Target audience. • Timeline. • Creative direction, strategies & mechanism. 			

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Content type, deliverables & posting schedule. • Budget allocation per strategy. • Estimated results per strategy. • Risk analysis & recommended solutions. • Report format. • Proposal presentation format and skills. <p>1.7 Approaches to sustainability of digitalisation:</p> <ul style="list-style-type: none"> • Green by IT. • Greening IT. 			

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
2. Allocate digital marketing project resources.	2.1 Digital marketing project marketing requirements; <ul style="list-style-type: none"> • Types of awareness marketing objectives (Reach, Impression, Promotion). • Types of consideration marketing objectives (Traffic, Advertisements, Engagement, Lead Generation). • Types of conversion marketing objectives (Sales, Download). • Target audience persona 	2.1 Identify digital marketing project requirements. 2.2 Determine digital marketing project resources availability. 2.3 Plan digital marketing project resources allocation. 2.4 Delegate digital marketing project resources.	<u>ATTITUDE</u> 2.1 Be resourceful in looking for information. 2.2 Apply effective communication while carrying out activities. 2.3 Apply critical thinking in carrying out job analysis/workload analysis. 2.4 Demonstrate objectivity in resource allocation and delegation. 2.5 Perform budget meticulously. <u>SAFETY</u> 2.1 Adhere to company SOP. 2.2 Comply to Regulations and Acts. 2.3 Comply with company safety requirements. <u>ENVIRONMENT</u> 2.1 Apply 3R practice.	<u>COGNITIVE DOMAIN</u> 2.1 Digital marketing project marketing objectives requirements defined. 2.2 Digital marketing resource planning described. 2.3 Digital marketing resource planning & communication tools explained. <u>PSYCHOMOTOR DOMAIN</u> 2.1 Digital marketing requirement fulfilled. 2.2 Digital marketing project resource planning and communication tools selected. 2.3 Digital marketing project resources organised. 2.4 Digital marketing project resources delegated. <u>AFFECTIVE DOMAIN</u> 2.1 Resourceful during information gathering applied. 2.2 Effective communication while carrying out activities applied. 2.3 Critical thinking in carrying out job analysis/workload analysis applied.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>(problems, behaviour, challenges, goal, interest, demographics).</p> <ul style="list-style-type: none"> • Product Essence and Branding direction (Unique Selling Point (USP)). • Channel types (Website, social media, search engine, E-commerce marketplace). • Marketing strategy (Organic, paid). <p>2.2 Digital marketing resource planning;</p> <ul style="list-style-type: none"> • Resource Estimation. 			<p>2.4 Objectivity in resource allocation and delegation demonstrated.</p> <p>2.5 Budget performed meticulously.</p> <p>2.6 Company SOP adhered to.</p> <p>2.7 Regulations and Acts complied.</p> <p>2.8 Company safety requirements complied.</p> <p>2.9 3R practice applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Project Management Software. • Duration Estimation (Start and end dates, workdays, schedule). • Manpower (Skillsets, job roles, availability). • Budget (Rates, Advertisement amount). <p>2.3 Digital marketing resource planning & communication tools;</p> <ul style="list-style-type: none"> • Forecast. • Runn. • Microsoft Excel. • Slack. 			

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> Facebook Workplace. 			
<p>3. Set digital marketing Key Performance Index (KPI).</p>	<p>3.1 Types of digital marketing objectives;</p> <ul style="list-style-type: none"> Awareness (Reach, impression, promotion). Consideration (Traffic, engagement, advertisement, lead generation). Conversion (Clicks, sales, downloads). <p>3.2 Digital marketing Key Results Area (KRA);</p> <ul style="list-style-type: none"> Social (Followers, engagement, site visits, conversions). 	<p>3.1 Identify digital marketing objectives.</p> <p>3.2 Identify digital marketing Key Result Area (KRA).</p> <p>3.3 Identify digital marketing Key Performance Index (KPI).</p> <p>3.4 Set digital marketing key performance target.</p>	<p><u>ATTITUDE</u></p> <p>3.1 Apply analytical skills during activities carried out.</p> <p>3.2 Be resourceful in looking for information.</p> <p>3.3 Apply effective communication while carrying out activities.</p> <p>3.4 Apply critical thinking in identifying KRA.</p> <p>3.5 Give attention to details when preparing KPI/target.</p> <p>3.6 Demonstrate objectivity in evaluating marketing performance.</p> <p>3.7 Maintain information confidentiality.</p> <p><u>SAFETY</u></p> <p>3.1 Adhere to company SOP.</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>3.1 Types of digital marketing objectives identified.</p> <p>3.2 Digital marketing Key Results Area (KRA) for performance tracking according to objectives distinguished.</p> <p>3.3 Types of digital marketing indicators defined.</p> <p>3.4 Digital marketing KPI set according to SMART model justified.</p> <p>3.5 Digital marketing KPI set according to RACE model justified.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>3.1 Digital marketing objectives set.</p> <p>3.2 Digital marketing Key Results Area (KRA) selected.</p> <p>3.3 Digital marketing Key Performance Index (KPI) determined.</p> <p>3.4 Digital marketing performance target set according to KRA.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • SEO (Impressions, site visits, conversions, revenue). • Pay per Click (PPC) (Impressions, click through rates, conversions, cost per acquisitions). • Email (Delivery rate, open rate, click through rate, conversion rate, content views/visits, bounce rate, content shares, conversions). <p>3.3 Types of digital marketing indicators;</p>		<p>3.2 Comply to Regulations and Acts.</p> <p>3.3 Comply with company safety requirements.</p> <p><u>ENVIRONMENT</u></p> <p>3.1 Apply 3R practice.</p>	<p><u>AFFECTIVE DOMAIN</u></p> <p>3.1 Analytical skills during activities carried out applied.</p> <p>3.2 Resourceful during information gathering applied.</p> <p>3.3 Effective communication while carrying out activities applied.</p> <p>3.4 Critical thinking in identifying KRA applied.</p> <p>3.5 Attention to details when preparing KPI/target given.</p> <p>3.6 Objectivity in evaluating marketing performance demonstrated.</p> <p>3.7 Information confidentialities uphold.</p> <p>3.8 Company SOP adhered to.</p> <p>3.9 Regulations and Acts complied.</p> <p>3.10 Company safety requirements complied.</p> <p>3.11 3R practice applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Overall website traffic. • Traffic source. • New vs returning visitors. • Session duration. • Page views. • Exit rate. • Bounce rate. • Conversion rate. • Impressions. • Social reach. • Social engagement. • Open rate. • Click through rate. • Cost per click. • Cost per engagement. • Cost per conversion. 			

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Cost per acquisition. • Overall ROI. <p>3.4 Digital marketing KPI SMART Model;</p> <ul style="list-style-type: none"> • Specific. • Measurable. • Achievable. • Relevant. • Time-bound. <p>3.5 Digital marketing KPI RACE Model;</p> <ul style="list-style-type: none"> • Reach (Impressions/ Visits, Act-like, follow, download/click). • Convert- (Conversion rate, cost per conversion). • Engage (Comments, shares, repost). 			

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
4. Evaluate digital marketing project performance.	<p>4.1 Digital marketing performance improvement steps;</p> <ul style="list-style-type: none"> • Perform Analysis. • Identify areas for improvement. • Design improvement solution. • Schedule Improvement plan. • Test the changes. • Monitor and optimise. <p>4.2 Digital marketing performance analysis steps;</p> <ul style="list-style-type: none"> • Perform process mapping against target set. 	<p>4.1 Review digital marketing project documentation.</p> <p>4.2 Select improvement solution.</p> <p>4.3 Delegate improvement solution task implementation.</p> <p>4.4 Monitor improvement solution implementation.</p>	<p><u>ATTITUDE</u></p> <p>4.1 Apply analytical skills during performance evaluation activities.</p> <p>4.2 Be resourceful in looking for information.</p> <p>4.3 Apply effective communication while delegating solutions.</p> <p>4.4 Attention to details when evaluating performance and selecting improvement solutions.</p> <p>4.5 Demonstrate objectivity in evaluating performance.</p> <p>4.6 Engage with stakeholder promptly for any underperforming areas.</p> <p>4.7 Perform performance evaluation thoroughly for improvement solutions and implementations.</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>4.1 Digital marketing performance improvement steps listed.</p> <p>4.2 Digital marketing performance analysis steps described.</p> <p>4.3 Digital marketing improvement solution areas explained.</p> <p>4.4 Digital marketing improvement plan resources identified.</p> <p>4.5 Digital marketing improvement solution testing described.</p> <p>4.6 Areas of digital marketing improvement solution defined.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>4.1 Digital marketing project improvement areas selected.</p> <p>4.2 Digital marketing improvement solution crafted.</p> <p>4.3 Digital marketing improvement solution task implementation organised.</p> <p>4.4 Digital marketing improvement solution implementation checklist prepared.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Perform gap analysis. <p>4.3 Digital marketing improvement solution areas;</p> <ul style="list-style-type: none"> • Budget tweaking for underperforming ads. • Content tweaking for format, style, keywords, layout and others. • Marketing strategies tweaking. • Posting schedule tweaking. • Target audience tweaking. <p>4.4 Digital marketing improvement plan resources;</p> <ul style="list-style-type: none"> • Duration. 		<p>4.8 Maintain information confidentiality.</p> <p>4.9 Apply objectivity while coming out and deciding with improvement solutions.</p> <p><u>SAFETY</u></p> <p>4.1 Adhere to company SOP.</p> <p>4.2 Comply to Regulations and Acts.</p> <p>4.3 Comply with company safety requirements.</p> <p><u>ENVIRONMENT</u></p> <p>4.1 Apply 3R practice.</p>	<p>4.5 Digital marketing improvement solution according to checklist monitored.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>4.1 Analytical skills during performance evaluation activities applied.</p> <p>4.2 Resourcefulness during information gathering applied.</p> <p>4.3 Effective communication while delegating solutions applied.</p> <p>4.4 Attention to details when evaluating performance and selecting improvement solutions given.</p> <p>4.5 Objectivity in evaluating performance demonstrated.</p> <p>4.6 Prompt engagement with stakeholder for any underperforming areas demonstrated.</p> <p>4.7 Performance evaluation for improvement solutions and implementations thoroughly performed.</p> <p>4.8 Information confidentialities uphold.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Manpower. • Budget. <p>4.5 Digital marketing improvement solution testing;</p> <ul style="list-style-type: none"> • Data collection. • Feedbacks. <p>4.6 Digital marketing progress monitoring checklist;</p> <ul style="list-style-type: none"> • Rate of completion. • Task to be completed. • Expected deadline. 			<p>4.9 Objectivity while coming out and deciding with improvement solutions applied.</p> <p>4.10 Company SOP adhered to.</p> <p>4.11 Regulations and Acts complied.</p> <p>4.12 Company safety requirements complied.</p> <p>4.13 3R practice 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 Department of Skills Development (DSD). (2015). Z-009-5:2015 NCS-Core Abilities. Putrajaya: Department of Skills Development (DSD)
- 2 J. Martinelli. R., Z. Milosevic. D. (2016). Project Management Toolbox: Tools and Techniques for the Practicing Project Manager. Second edition. Wiley Publisher. ISBN: 978-1118973127
- 3 Kapoor, A. (2021). Marketing in the digital world. Business Expert Press. First edition. ISBN: 978-1948580052
- 4 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
- 5 Trajkovski. R. (2021). Project Management Weekly Planner & Journal (Project Management Tools). First edition. Independently published. ISBN 979-8519580854

15.2. Design digital marketing campaign strategies.

SECTION	(M) Professional, Scientific and Technical Activities		
GROUP	(731) Advertising		
AREA	Digital Marketing		
NOSS TITLE	Digital Marketing Management		
COMPETENCY UNIT TITLE	Design digital marketing campaign strategies.		
LEARNING OUTCOMES	<p>The learning outcomes of this competency are to enable the trainees to strategise digital marketing campaigns focusing on outcomes and deliverables according to campaign requirements.</p> <p>Upon completion of this competency unit, trainees should be able to:</p> <ol style="list-style-type: none"> 1. Strategise digital marketing awareness campaign. 2. Strategise digital marketing consideration campaign. 3. Strategise digital marketing conversion campaign. 		
TRAINING PREREQUISITE (SPECIFIC)	Not Available.		
CU CODE	M731-001-5:2021-C02	NOSS LEVEL	Five (5)

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
1. Strategise digital marketing awareness campaign.	1.1 Digital marketing awareness campaign requirements; • Paid or Organic campaign.	1.1 Identify digital marketing awareness campaign requirements. 1.2 Determine digital marketing awareness campaign outcome. 1.3 Prepare digital marketing awareness	<u>ATTITUDE</u> 1.1 Apply creative thinking skills. 1.2 Give attention to details when preparing the campaign.	<u>COGNITIVE DOMAIN</u> 1.1 Digital marketing awareness campaign requirements identified. 1.2 Digital marketing awareness campaign outcome defined. 1.3 Digital marketing awareness campaign guidelines described.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Campaign budget. • Campaign timeline. • Campaign objectives. • Audience persona. • Company guidelines. • Platform guidelines. • Community standard. <p>1.2 Digital marketing awareness campaign outcome;</p> <ul style="list-style-type: none"> • Video views. • Physical outlet awareness. • Brand awareness. • Customer audience reach. 	<p>campaign strategies proposal.</p> <p>1.4 Submit digital marketing awareness campaign strategies proposal for approval.</p>	<p>1.3 Be resourceful in looking for information.</p> <p>1.4 Apply effective communication while carrying out activities.</p> <p><u>SAFETY</u></p> <p>1.1 Apply good ergonomic practices.</p> <p><u>ENVIRONMENT</u></p> <p>1.1 Apply Reduce, Reuse and Recycle (3R) practice.</p>	<p>1.4 Digital marketing awareness campaign strategised.</p> <p>1.5 Digital marketing awareness campaign proposal content details specified.</p> <p>1.6 Approaches to sustainability of digitalisation differentiated.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>1.1 Digital marketing awareness campaign requirements differentiated.</p> <p>1.2 Digital marketing awareness campaign outcome constructed.</p> <p>1.3 Digital marketing awareness campaign strategies proposal prepared.</p> <p>1.4 Digital marketing awareness campaign strategies proposal submitted according to requirements and timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>1.1 Creative thinking skills applied.</p> <p>1.2 Attention to details when preparing the campaign given.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>1.3 Digital marketing awareness campaign guidelines;</p> <ul style="list-style-type: none"> • Campaign design content format. • Artwork design direction. • Content direction. <p>1.4 Digital marketing awareness campaign strategies requirements;</p> <ul style="list-style-type: none"> • Past campaign performance. • Types of platform (social media channels, websites). 			<p>1.3 Resourceful in looking for information.</p> <p>1.4 Effective communication while carrying out activities applied.</p> <p>1.5 Good ergonomic practices applied.</p> <p>1.6 Reduce, Reuse and Recycle (3R) practice applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Types of content (style, copywriting, creative, formal). • Campaign advertising policies (paid). • Platform policies and community standards (organic). <p>1.5 Digital marketing awareness campaign proposal format;</p> <ul style="list-style-type: none"> • Objectives. • Target audience. • Campaign target. • Timeline. 			

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Design strategies & mechanism. • Content strategies & style. • Budget allocation strategies. <p>1.6 Approaches to sustainability of digitalisation:</p> <ul style="list-style-type: none"> • Green by IT. • Greening IT. 			
2. Strategise digital marketing consideration on campaign.	2.1 Digital marketing consideration campaign requirements; <ul style="list-style-type: none"> • Paid or Organic campaign. • Campaign budget. 	2.1 Identify digital marketing consideration campaign requirements. 2.2 Determine digital marketing consideration campaign outcome. 2.3 Formulate digital marketing	<u>ATTITUDE</u> 2.1 Apply creative thinking skills. 2.2 Give attention to details when preparing the campaign. 2.3 Be resourceful in looking for information.	<u>COGNITIVE DOMAIN</u> 2.1 Digital marketing campaign requirements explained. 2.2 Digital marketing campaign outcome defined. 2.3 Digital marketing campaign guidelines described. 2.4 Digital marketing campaign consideration strategised.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Campaign timeline. • Campaign objectives. • Audience persona. • Company guidelines. • Platform guidelines. • Community standard. <p>2.2 Digital marketing consideration campaign outcome;</p> <ul style="list-style-type: none"> • Number of likes. • Number of comments. • Number of shares. • Number of reviews. • Number of event responses. 	<p>consideration campaign objectives.</p> <p>2.4 Prepare digital marketing consideration campaign strategies proposal.</p> <p>2.5 Submit digital marketing consideration campaign strategies proposal for approval.</p>	<p>2.4 Apply effective communication while carrying out activities.</p> <p><u>SAFETY</u></p> <p>2.1 Apply good ergonomic practices.</p> <p><u>ENVIRONMENT</u></p> <p>2.1 Apply 3R practice.</p>	<p>2.5 Digital marketing consideration campaign proposal format specified.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>2.1 Digital marketing consideration campaign requirements differentiated.</p> <p>2.2 Digital marketing consideration campaign outcome constructed.</p> <p>2.3 Digital marketing consideration campaign objectives formulated.</p> <p>2.4 Digital marketing consideration campaign strategies proposal prepared.</p> <p>2.5 Digital marketing consideration campaign strategies proposal submitted according to requirements and timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>2.1 Creative thinking skills applied.</p> <p>2.2 Attention to details when preparing the campaign given.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>2.3 Digital marketing consideration campaign guidelines;</p> <ul style="list-style-type: none"> • Campaign design content format. • Artwork design direction. • Content direction. <p>2.4 Digital marketing consideration campaign strategies requirements;</p> <ul style="list-style-type: none"> • Past campaign performance. • Types of platform (social media channels, websites). 			<p>2.3 Resourceful in looking for information.</p> <p>2.4 Effective communication while carrying out activities applied.</p> <p>2.5 Good ergonomic practices applied.</p> <p>2.6 3R practice applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Types of content (style, copywriting, creative, formal). • Campaign advertising policies (paid). • Platform policies and community standards (organic). <p>2.5 Digital marketing consideration campaign proposal format;</p> <ul style="list-style-type: none"> • Objectives. • Target audience. • Campaign target. • Timeline. 			

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Design strategies & mechanism. • Content strategies & style. • Budget allocation strategies. 			
3. Strategise digital marketing conversion campaign.	3.1 Digital marketing conversion campaign requirements; <ul style="list-style-type: none"> • Paid or Organic campaign. • Campaign budget. • Campaign timeline. • Campaign objectives. • Audience persona. • Company guidelines. 	3.1 Identify digital marketing conversion campaign requirements. 3.2 Determine digital marketing conversion campaign outcome. 3.3 Formulate digital marketing conversion campaign objectives. 3.4 Prepare digital marketing conversion campaign strategies proposal. 3.5 Submit digital marketing conversion campaign strategies proposal for approval.	<u>ATTITUDE</u> 3.1 Apply creative thinking skills. 3.2 Give attention to details when preparing the campaign. 3.3 Be resourceful in looking for information. 3.4 Apply effective communication while carrying out activities. <u>SAFETY</u> 3.1 Apply good ergonomic practices.	<u>COGNITIVE DOMAIN</u> 3.1 Digital marketing campaign requirements explained. 3.2 Digital marketing campaign outcome defined. 3.3 Digital marketing campaign guidelines described. 3.4 Digital marketing conversion campaign strategised. 3.5 Digital marketing conversion campaign proposal content details specified. <u>PSYCHOMOTOR DOMAIN</u> 3.1 Digital marketing conversion campaign requirements differentiated.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Platform guidelines. • Community standard. <p>3.2 Digital marketing conversion campaign outcome;</p> <ul style="list-style-type: none"> • Traffic. • Lead generation. • Product catalogue sales. <p>3.3 Digital marketing conversion campaign guidelines;</p> <ul style="list-style-type: none"> • Campaign design content format. • Artwork design direction. 		<p><u>ENVIRONMENT</u></p> <p>3.1 Apply 3R practice.</p>	<p>3.2 Digital marketing conversion campaign outcome constructed.</p> <p>3.3 Digital marketing conversion campaign objectives formulated.</p> <p>3.4 Digital marketing conversion campaign strategies proposal prepared.</p> <p>3.5 Digital marketing conversion campaign strategies proposal submitted according to requirements and timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>3.1 Creative thinking skills applied.</p> <p>3.2 Attention to details when preparing the campaign given.</p> <p>3.3 Resourceful in looking for information.</p> <p>3.4 Effective communication while carrying out activities applied.</p> <p>3.5 Good ergonomic practices applied.</p> <p>3.6 3R practice applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Content direction. 3.4 Digital marketing conversion campaign strategies requirements; • Past campaign performance. • Types of platform (social media channels, websites). • Types of content (style, copywriting, creative, formal). • Campaign advertising policies (paid). • Platform policies and 			

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>community standards (organic).</p> <p>3.5 Digital marketing conversion campaign proposal format;</p> <ul style="list-style-type: none"> • Objectives. • Target audience. • Campaign target. • Timeline. • Design strategies & mechanism. • Content strategies & style. • Budget allocation strategies. 			

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 Chaffey, D., & Ellis-Chadwick, F. (2020). Digital marketing. Pearson. Seventh edition. ISBN: 978-129224157
- 2 Department of Skills Development (DSD). (2015). Z-009-5:2015 NCS-Core Abilities. Putrajaya: Department of Skills Development (DSD)
- 3 Kapoor, A. (2021). Marketing in the digital world. Business Expert Press. First edition. ISBN: 978-1948580052
- 4 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. Manage digital marketing analytics.

SECTION	(M) Professional, Scientific and Technical Activities		
GROUP	(731) Advertising		
AREA	Digital Marketing		
NOSS TITLE	Digital Marketing Management		
COMPETENCY UNIT TITLE	Manage digital marketing analytics.		
LEARNING OUTCOMES	<p>The learning outcomes of this competency are to enable the trainees to develop competences to recognize opportunities by using marketing analytics to support improvement decisions.</p> <p>Upon completion of this competency unit, trainees should be able to:</p> <ol style="list-style-type: none"> 1. Analyse digital marketing event performances. 2. Analyse digital marketing testing data. 3. Analyse digital marketing user behaviour data. 		
TRAINING PREREQUISITE (SPECIFIC)	Not Available.		
CU CODE	M731-001-5:2021-C03	NOSS LEVEL	Five (5)

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
1. Analyse digital marketing event performances.	1.1 Types of digital marketing event data; <ul style="list-style-type: none"> • Online event. • Physical event. 1.2 Types of online event;	1.1 Identify digital marketing event data sources. 1.2 Assess digital marketing event data. 1.3 Select digital marketing improvement solution.	<u>ATTITUDE</u> 1.1 Apply analytical skills during activities carried out. 1.2 Be resourceful in looking for information.	<u>COGNITIVE DOMAIN</u> 1.1 Types of digital marketing event data listed 1.2 Types of online event listed. 1.3 Types of physical event listed. 1.4 Digital marketing event data sources described. 1.5 Digital marketing event data analysis output described.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Social media. • Website. • E-commerce. • Webinar. <p>1.3 Types of physical event;</p> <ul style="list-style-type: none"> • Conference. • Seminar. • Tradeshow. • Promotion event. <p>1.4 Digital marketing event data sources;</p> <ul style="list-style-type: none"> • Event research feedback. • Database management. <p>1.5 Digital marketing event data analysis output;</p> <ul style="list-style-type: none"> • Data Insight. 	<p>1.4 Coordinate digital marketing improvement solution implementation.</p> <p>1.5 Evaluate digital marketing improvement solution implementation.</p>	<p>1.3 Apply effective communication while carrying out activities.</p> <p>1.4 Apply creativity in planning and strategising data management.</p> <p>1.5 Apply critical thinking in carrying out job analysis/workload analysis.</p> <p>1.6 Given attention to detail in preparing KPI/target.</p> <p>1.7 Demonstrate objectivity in evaluating staff/channel/marketing performance.</p> <p>1.8 Perform thorough evaluation on strategic management implementation.</p> <p>1.9 Apply objectivity when coming out with strategies.</p>	<p>1.6 Digital marketing strategy for improvement solution selected.</p> <p>1.7 Digital marketing coordination event defined.</p> <p>1.8 Digital marketing improvement solution evaluation criteria explained.</p> <p>1.9 Approaches to sustainability of digitalisation differentiated.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>1.1 Digital marketing event data sources collated.</p> <p>1.2 Digital marketing event data assessed.</p> <p>1.3 Digital marketing improvement solution devised.</p> <p>1.4 Digital marketing improvement solution implementation coordinated.</p> <p>1.5 Digital marketing improvement solution operated.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>1.1 Analytical skills during activities carried out.</p> <p>1.2 Resourceful in looking for information.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Trend analysis. • Pattern analysis. <p>1.6 Digital marketing strategy for improvement solution;</p> <ul style="list-style-type: none"> • Review insight compilation. • Event performance adjustment. <p>1.7 Digital marketing coordination event;</p> <ul style="list-style-type: none"> • Performance data management. • Timeline. • Resources. • Skills set. • Project management tools. 		<p><u>SAFETY</u></p> <p>1.1 Adhere to company SOP.</p> <p>1.2 Apply good ergonomics practices.</p> <p>1.3 Comply to Regulations and Acts.</p> <p>1.4 Comply with company safety requirements.</p> <p><u>ENVIRONMENT</u></p> <p>1.1 Apply Reduce, Reuse and Recycle (3R) practice.</p>	<p>1.3 Effective communication while carrying out activities applied.</p> <p>1.4 Creativity in planning and strategising data management applied.</p> <p>1.5 Critical thinking in carrying out job analysis/workload analysis applied.</p> <p>1.6 Attention to detail in preparing KPI/target given.</p> <p>1.7 Objectivity in evaluating staff/channel/marketing performance demonstrated</p> <p>1.8 Thorough evaluation on strategic management implementation performed.</p> <p>1.9 Objectivity when coming out with strategies demonstrated.</p> <p>1.10 Company SOP adhered to.</p> <p>1.11 Good ergonomics practices applied.</p> <p>1.12 Regulations and Acts complied.</p> <p>1.13 Company safety requirements complied.</p> <p>1.14 Reduce, Reuse and Recycle (3R) practice applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Event marketing tools. <p>1.8 Digital marketing improvement solution evaluation criteria;</p> <ul style="list-style-type: none"> • Event marketing data insight. • Event marketing solution adjustment. <p>1.9 Approaches to sustainability of digitalisation:</p> <ul style="list-style-type: none"> • Green by IT. • Greening IT. 			

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
2. Analyse digital marketing testing data.	2.1 Introduction to A/B testing; <ul style="list-style-type: none"> • Definition of A/B testing. • A/B testing tools. • A/B testing strategy. • Result analysis. 2.2 Digital marketing testing data sources requirements; <ul style="list-style-type: none"> • A/B testing. • Market feedback form. • Customer survey. • Market simulation. 2.3 Digital marketing testing data analysis output;	2.1 Identify digital marketing testing data sources. 2.2 Assess digital marketing testing data. 2.3 Select digital marketing improvement solution. 2.4 Coordinate digital marketing improvement solution implementation. 2.5 Evaluate digital marketing improvement solution implementation.	<u>ATTITUDE</u> 2.1 Demonstrate objectivity in evaluating staff/channel/marketing performance. 2.2 Evaluate strategic management implementation thoroughly. 2.3 Prepare thorough content schedule. 2.4 Apply creativity in idea generation. 2.5 Demonstrate objectivity when coming out with strategies. 2.6 Give attention to details when preparing the master plan. <u>SAFETY</u> 2.1 Adhere to company SOP. 2.2 Apply good ergonomics practices.	<u>COGNITIVE DOMAIN</u> 2.1 Introduction to A/B testing explained. 2.2 Digital marketing testing data sources defined. 2.3 Digital marketing testing data interpreted. 2.4 Digital marketing improvement solution clarified. 2.5 Digital marketing improvement solution to be implemented defined. 2.6 Digital marketing improvement solution to be implemented described. <u>PSYCHOMOTOR DOMAIN</u> 2.1 Marketing testing data sources assembled. 2.2 Marketing testing data assessed. 2.3 Improvement solution devised. 2.4 Improvement solution implementation coordinated. 2.5 Improvement solution implementation evaluated.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Data Insight. • Trend analysis. • Pattern analysis. <p>2.4 Digital marketing improvement solutions evaluation criteria;</p> <ul style="list-style-type: none"> • Review insight compilation. • Event performance adjustment. 		<p>2.3 Comply to Regulations and Acts.</p> <p>2.4 Comply with company safety requirements.</p> <p><u>ENVIRONMENT</u></p> <p>2.1 Apply 3R practice.</p>	<p><u>AFFECTIVE DOMAIN</u></p> <p>2.1 Objectivity in evaluating staff/channel/marketing performance demonstrated.</p> <p>2.2 Thorough strategic management implementation demonstrated.</p> <p>2.3 Prepare content schedule thoroughly evaluated.</p> <p>2.4 Creativity in idea generation applied.</p> <p>2.5 Objectivity when coming out with strategies applied.</p> <p>2.6 Attention to details when preparing the master plan given.</p> <p>2.7 Company SOP adhered to.</p> <p>2.8 Good ergonomics practices applied.</p> <p>2.9 Regulations and Acts complied.</p> <p>2.10 Company safety requirements complied.</p> <p>2.11 3R practice applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
3. Analyse digital marketing user behaviour data.	<p>3.1 Introduction to user behaviour data;</p> <ul style="list-style-type: none"> • Definition of user behaviour. • Tools to capture user behaviour. <p>3.2 Digital marketing user behaviour data sources;</p> <ul style="list-style-type: none"> • User experience. • Content performance. • Conversion rate. • Accessibility. • Engagement. • External data. <p>3.3 Digital marketing user behaviour data analysis output;</p>	<p>3.1 Identify digital marketing user behaviour sources.</p> <p>3.2 Assess digital marketing user behaviour data.</p> <p>3.3 Select digital marketing improvement solution.</p> <p>3.4 Coordinate digital marketing improvement solution implementation.</p> <p>3.5 Evaluate digital marketing improvement solution implementation.</p>	<p><u>ATTITUDE</u></p> <p>3.1 Demonstrate objectivity in evaluating staff/channel/marketing performance.</p> <p>3.2 Evaluate strategic management implementation thoroughly.</p> <p>3.3 Prepare thorough content schedule.</p> <p>3.4 Apply creativity in idea generation.</p> <p>3.5 Demonstrate objectivity when coming out with strategies.</p> <p>3.6 Give attention to details when preparing the master plan.</p> <p><u>SAFETY</u></p> <p>3.1 Adhere to company SOP.</p> <p>3.2 Apply good ergonomics practices.</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>3.1 Introduction to user behaviour data explained.</p> <p>3.2 Digital marketing user behaviour data sources defined.</p> <p>3.3 Digital marketing user behaviour data analysis output explained.</p> <p>3.4 Digital marketing improvement solutions evaluation criteria described.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>3.1 User behaviour data sources assembled</p> <p>3.2 User behaviour data assessed.</p> <p>3.3 Improvement solution devised.</p> <p>3.4 Improvement solution implementation coordinated.</p> <p>3.5 Improvement solution implementation operated.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>3.1 Objectivity in evaluating staff/channel/marketing performance demonstrated.</p> <p>3.2 Thorough strategic management implementation demonstrated.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Data Insight. • Trend analysis. • Pattern analysis. <p>3.4 Digital marketing improvement solutions evaluation criteria;</p> <ul style="list-style-type: none"> • Review insight compilation. • Event performance adjustment. 		<p>3.3 Comply to Regulations and Acts.</p> <p>3.4 Comply with company safety requirements.</p> <p><u>ENVIRONMENT</u></p> <p>3.1 Apply 3R practice.</p>	<p>3.3 Prepare content schedule thoroughly evaluated.</p> <p>3.4 Creativity in idea generation applied.</p> <p>3.5 Objectivity when coming out with strategies applied.</p> <p>3.6 Attention to details when preparing the master plan given.</p> <p>3.7 Company SOP adhered to.</p> <p>3.8 Good ergonomics practices applied.</p> <p>3.9 Regulations and Acts complied.</p> <p>3.10 Company safety requirements complied.</p> <p>3.11 3R practice applied.</p>

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.

References for Learning Material Development

- 1 Chaffey, D., & Ellis-Chadwick, F. (2020). Digital marketing. Pearson. Seventh edition. ISBN: 978-129224157
- 2 Department of Skills Development (DSD). (2015). Z-009-5:2015 NCS-Core Abilities. Putrajaya: Department of Skills Development (DSD)
- 3 Kapoor, A. (2021). Marketing in the digital world. Business Expert Press. First edition. ISBN: 978-1948580052
- 4 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. Design digital disruption strategies.

SECTION	(M) Professional, Scientific and Technical Activities		
GROUP	(731) Advertising		
AREA	Digital Marketing		
NOSS TITLE	Digital Marketing Management		
COMPETENCY UNIT TITLE	Design digital disruption strategies.		
LEARNING OUTCOMES	<p>The learning outcomes of this competency are to enable the trainees to strategise campaigns by analysing current and future trends according to business outcomes.</p> <p>Upon completion of this competency unit, trainees should be able to:</p> <ol style="list-style-type: none"> 1. Initiate digital marketing automation strategies. 2. Initiate Artificial Intelligence (AI) digital marketing strategies. 3. Initiate Virtual Reality (VR) digital marketing strategies. 4. Initiate Augmented Reality (AR) digital marketing strategies. 		
TRAINING PREREQUISITE (SPECIFIC)	Not Available.		
CU CODE	M731-001-5:2021-C04	NOSS LEVEL	Five (5)

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
1. Initiate digital marketing automation strategies.	1.1 Introduction to digital marketing automation; <ul style="list-style-type: none"> • Principle of digital marketing automation. 	1.1 Analyse existing strategies. 1.2 Identify digital marketing automation channel. 1.3 Match conventional digital marketing with	<u>ATTITUDE</u> 1.1 Apply analytical skills during performing digital marketing gap analysis. 1.2 Be resourceful when looking for information.	<u>COGNITIVE DOMAIN</u> 1.1 Introduction to digital marketing automation explained. 1.2 Digital marketing gap defined. 1.3 Digital marketing automation tools listed.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Objective and goal. • Current state. • Current implementation in digital marketing. <p>1.2 Digital marketing gap analysis;</p> <ul style="list-style-type: none"> • Area of focus. • Goals. • Current state of thing. • Future state of things. • Gap between current and future state. <p>1.3 Digital marketing automation tools;</p> <ul style="list-style-type: none"> • Email automation. • Chatbot. • Customer Relations 	<p>digital marketing automation channel.</p> <p>1.4 Prepare digital marketing automation strategy proposal.</p> <p>1.5 Submit digital marketing automation strategy proposal for approval.</p>	<p>1.3 Give attention to detail when carrying out digital marketing gap analysis.</p> <p>1.4 Demonstrate objectivity in evaluating digital marketing and marketing automation current state.</p> <p>1.5 Demonstrate objectivity in evaluating digital marketing automation tool.</p> <p><u>SAFETY</u></p> <p>1.1 Adhere to company SOP.</p> <p>1.2 Comply to Regulations and Acts.</p> <p>1.3 Comply with company safety requirements.</p> <p><u>ENVIRONMENT</u></p> <p>Not Available.</p>	<p>1.4 Digital marketing automation strategies described.</p> <p>1.5 Digital marketing automation proposal content details explained.</p> <p>1.6 Approaches to sustainability of digitalisation described.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>1.1 Existing digital marketing gap diagnosed.</p> <p>1.2 Digital marketing automation channel selected.</p> <p>1.3 Digital marketing gap with digital marketing automation channel matched.</p> <p>1.4 Digital marketing automation strategy proposal prepared.</p> <p>1.5 Digital marketing automation strategy proposal submitted according to requirements and timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>1.1 Analytical skills during performing gap analysis applied.</p> <p>1.2 Resourceful when looking for information.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>Management (CRM).</p> <p>1.4 Digital marketing automation strategies;</p> <ul style="list-style-type: none"> • Goal and aim. • Tools selected. • Budget allocation. • Implementation plan. • Resources allocation. • Estimation outcome. • Estimated risk. <p>1.5 Digital marketing automation proposal presentation;</p> <ul style="list-style-type: none"> • Proposal format. • Proposal Presentation. 			<p>1.3 Attention to detail when carrying out digital marketing gap analysis given.</p> <p>1.4 Demonstrate objectivity in evaluating digital marketing automation current state.</p> <p>1.5 Demonstrate objectivity in evaluating digital marketing automation tool.</p> <p>1.6 Company SOP adhered to.</p> <p>1.7 Regulations and Acts complied.</p> <p>1.8 Company safety requirements complied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	1.6 Approaches to sustainability of digitalisation: <ul style="list-style-type: none"> • Green by IT. • Greening IT. 			
2. Initiate Artificial Intelligence (AI) digital marketing strategies.	2.1 Introduction to Artificial Intelligence (AI); <ul style="list-style-type: none"> • Principle of Artificial Intelligence. • Objective and goal. • Current state. • Current implementation in digital marketing. 2.2 Digital marketing gap analysis; <ul style="list-style-type: none"> • Area of focus. • Goals. 	2.1 Analyse existing strategies. 2.2 Identify AI capability for digital marketing. 2.3 Match conventional digital marketing with AI capability. 2.4 Prepare AI digital marketing strategy proposal. 2.5 Submit AI digital marketing strategy proposal for approval.	<u>ATTITUDE</u> 2.1 Apply analytical skills during performing digital marketing gap analysis. 2.2 Be resourceful when looking for information. 2.3 Give attention to detail when carrying out digital marketing gap analysis. 2.4 Demonstrate objectivity in evaluating digital marketing and AI current state. 2.5 Demonstrate objectivity in evaluating AI use case.	<u>COGNITIVE DOMAIN</u> 2.1 Introduction to Artificial Intelligence (AI) explained. 2.2 Digital marketing gap analysed. 2.3 Recommended AI use case in digital marketing differentiated. 2.4 Digital marketing AI strategies crafted. 2.5 Digital marketing AI proposal content details specified. <u>PSYCHOMOTOR DOMAIN</u> 2.1 Existing digital marketing gap diagnosed. 2.2 AI capability for digital marketing diagnosed. 2.3 Digital Marketing gap with AI channel matched.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Current state of thing. • Future state of things. • Gap between current and future state. <p>2.3 Recommended AI use case in digital marketing;</p> <ul style="list-style-type: none"> • Data analytics. • AI recommendation. • Chatbot and conversational AI experience. • Dynamic pricing. • Programmatic media buying. <p>2.4 Digital marketing AI strategies;</p> <ul style="list-style-type: none"> • Goal and aim. 		<p><u>SAFETY</u></p> <p>2.1 Adhere to company SOP.</p> <p>2.2 Comply to Regulations and Acts.</p> <p>2.3 Comply with company safety requirements.</p> <p><u>ENVIRONMENT</u></p> <p>Not Available.</p>	<p>2.4 AI digital marketing strategy proposal prepared.</p> <p>2.5 AI digital marketing strategy proposal submitted according to requirements and timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>2.1 Analytical skills during performing digital marketing gap analysis applied.</p> <p>2.2 Resourcefulness demonstrated when looking for information.</p> <p>2.3 Attention to detail when carrying out digital marketing gap analysis given demonstrated.</p> <p>2.4 Objectivity demonstrated in evaluating current state.</p> <p>2.5 Objectivity demonstrated in evaluating digital marketing and AI use case.</p> <p>2.6 Company SOP adhered to.</p> <p>2.7 Regulations and Acts complied.</p> <p>2.8 Company safety requirements complied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Tools selected. • Budget allocation. • Implementation plan. • Resources allocation. • Estimation outcome. • Estimated risk. 2.5 Digital marketing AI proposal presentation; <ul style="list-style-type: none"> • Proposal format. • Proposal presentation. 			
3. Initiate Virtual Reality (VR) digital marketing strategies.	3.1 Introduction to Virtual Reality (VR); <ul style="list-style-type: none"> • Principle of VR. • VR devices. • Objective and goal. 	3.1 Analyse existing strategies. 3.2 Identify VR capability for digital marketing. 3.3 Match conventional digital marketing with VR capability.	<u>ATTITUDE</u> 3.1 Analytical during performing digital marketing gap analysis. 3.2 Apply analytical skills during performing	<u>COGNITIVE DOMAIN</u> 3.1 Introduction to Virtual Reality (VR) explained. 3.2 Digital marketing gap analysed. 3.3 Recommended VR use case in digital marketing differentiated.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Current state of use. • Current implementation in digital marketing. <p>3.2 Digital marketing gap analysis</p> <ul style="list-style-type: none"> • Area of focus. • Goals. • Current state of thing. • Future state of things. • Gap between current and future state. <p>3.3 Recommended VR use case in digital marketing;</p> <ul style="list-style-type: none"> • Product discovery. • Advertisement. • Storytelling. 	<p>3.4 Prepare VR digital marketing strategy proposal.</p> <p>3.5 Submit VR digital marketing strategy proposal for approval.</p>	<p>digital marketing gap analysis.</p> <p>3.3 Be resourceful when looking for information.</p> <p>3.4 Give attention to detail when carrying out digital marketing gap analysis.</p> <p>3.5 Demonstrate objectivity in evaluating digital marketing and VR current state.</p> <p>3.6 Demonstrate objectivity in evaluating VR use case.</p> <p><u>SAFETY</u></p> <p>3.1 Adhere to company SOP.</p> <p>3.2 Comply to Regulations and Acts.</p> <p>3.3 Comply with company safety requirements.</p>	<p>3.4 Digital marketing VR strategies crafted.</p> <p>3.5 Digital marketing VR Proposal content details specified.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>3.1 Existing digital marketing gap diagnosed.</p> <p>3.2 VR capability for digital marketing diagnosed.</p> <p>3.3 Digital marketing gap with VR channel matched.</p> <p>3.4 VR digital marketing strategy proposal prepared.</p> <p>3.5 VR digital marketing strategy proposal submitted according to requirements and timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>3.1 Analytical skills during performing digital marketing gap analysis applied.</p> <p>3.2 Resourcefulness demonstrated when looking for information.</p> <p>3.3 Attention to detail when carrying out gap analysis given.</p> <p>3.4 Objectivity demonstrated in evaluating current state.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> • Experience creation. <p>3.4 Digital marketing VR strategies;</p> <ul style="list-style-type: none"> • Goal and aim. • Tools selected. • Budget allocation. • Implementation plan. • Resources allocation. • Estimation outcome. • Estimated risk. <p>3.5 Digital marketing VR proposal presentation;</p> <ul style="list-style-type: none"> • Proposal format. • Proposal presentation. 		<p><u>ENVIRONMENT</u> Not Available.</p>	<p>3.5 Objectivity demonstrated in evaluating AI use case.</p> <p>3.6 Company SOP adhered to.</p> <p>3.7 Regulations and Acts complied.</p> <p>3.8 Company safety requirements complied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
4. Initiate Augmented Reality (AR) digital marketing strategies.	<p>4.1 Introduction to Augmented Reality (AR)</p> <ul style="list-style-type: none"> • Principle of AR. • Objective and goal. • Current state. • Current implementation in digital marketing. <p>4.2 Digital marketing gap analysis;</p> <ul style="list-style-type: none"> • Area of focus. • Goals. • Current state of thing. • Future state of things. • Gap between current and future state. <p>4.3 Recommended AR use case in digital marketing;</p>	<p>4.1 Analyse existing strategies.</p> <p>4.2 Identify AR capability for digital marketing.</p> <p>4.3 Match conventional digital marketing with AR capability.</p> <p>4.4 Prepare AR digital marketing strategy proposal.</p> <p>4.5 Submit AR digital marketing strategy proposal for approval.</p>	<p><u>ATTITUDE</u></p> <p>4.1 Analytical during performing digital marketing gap analysis.</p> <p>4.2 Apply analytical skills during performing digital marketing gap analysis.</p> <p>4.3 Be resourceful when looking for information.</p> <p>4.4 Give attention to detail when carrying out digital marketing gap analysis.</p> <p>4.5 Demonstrate objectivity in evaluating digital marketing and AR current state.</p> <p>4.6 Demonstrate objectivity in evaluating AR use case.</p> <p><u>SAFETY</u></p> <p>4.1 Adhere to company SOP.</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>4.1 Introduction to Augmented Reality (AR) explained.</p> <p>4.2 Digital marketing gap analysed.</p> <p>4.3 Recommended AR use case in digital marketing differentiated.</p> <p>4.4 Digital marketing AR strategies crafted.</p> <p>4.5 Digital marketing AR proposal content details specified.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>4.1 Existing digital marketing gap diagnosed.</p> <p>4.2 AR capability for digital marketing diagnosed.</p> <p>4.3 Digital marketing gap with AR channel matched.</p> <p>4.4 AR digital marketing strategy proposal prepared.</p> <p>4.5 AR digital marketing strategy proposal submitted according to requirements and timeline.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> ● Product discovery. ● Advertisement. ● Storytelling. ● Experience creation. ● Product buzz. <p>4.4 Digital marketing AR strategies;</p> <ul style="list-style-type: none"> ● Goal and aim. ● Tools selected. ● Budget allocation. ● Implementation plan. ● Resources allocation. ● Estimation outcome. ● Estimated risk. <p>4.5 Digital marketing AR</p>		<p>4.2 Comply to Regulations and Acts.</p> <p>4.3 Comply with company safety requirements.</p> <p><u>ENVIRONMENT</u> Not Available.</p>	<p><u>AFFECTIVE DOMAIN</u></p> <p>4.1 Analytical skills during performing digital marketing gap analysis applied.</p> <p>4.2 Resourceful when looking for information.</p> <p>4.3 Attention to detail when carrying out digital marketing gap analysis given.</p> <p>4.4 Objectivity demonstrated in evaluating current state.</p> <p>4.5 Objectivity demonstrated in evaluating AI use case.</p> <p>4.6 Company SOP adhered to.</p> <p>4.7 Regulations and Acts complied.</p> <p>4.8 Company safety requirements complied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	proposal presentation; • Proposal format. • Proposal presentation.			

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 Department of Skills Development (DSD). (2015). Z-009-5:2015 NCS-Core Abilities. Putrajaya: Department of Skills Development (DSD)
- 2 Hackl. C., Wolfe. Samantha G. (2017). Marketing New Realities: An Introduction to Virtual Reality & Augmented Reality Marketing, Branding, & Communications. First edition. Paperback Publisher. ASIN B076ZWM9RK
- 3 Kotler. P. (2021). Marketing 5.0: Technology for Humanity. First edition. Wiley Publisher. ISBN: 978-1119668510
- 4 Magnotta. E. (2019). Digital Disruption in Marketing and Communications: A Strategic and Organizational Approach (Routledge Studies in Marketing). First edition. Roulledge Publisher. ISBN: 978-1032087917
- 5 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.

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 MANAGEMENT**LEVEL 5**

CU	CU CODE	COMPETENCY UNIT TITLE
C01	M731-001-5:2021-C01	Perform digital marketing project management.
C02	M731-001-5:2021-C02	Design digital marketing campaign strategies.
C03	M731-001-5:2021-C03	Manage digital marketing analytics.
C04	M731-001-5:2021-C04	Design digital disruption strategies.

* 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
A. Tools					
1	Multimedia software.	1:1	1:1	1:1	1:1
2	Social media application / platform.	1:1	1:1	1:1	1:1
3	E-commerce platform.	1:1	1:1	1:1	1:1
4	SEO tools.	1:1	1:1	1:1	1:1
5	SEM tools.	1:1	1:1	1:1	1:1
6	Project management tools.	1:1	1:1	1:1	1:1
7	Analytical tools.	1:1	1:1	1:1	1:1
8	Competition analysis tools.	1:1	1:1	1:1	1:1
9	Graphic software.	1:1	1:1	1:1	1:1
10	Marketing automation tools.			1:1	
11	Event marketing tools.			1:1	

NO.	ITEM*	RATIO (TEM : Trainees or AR = As Required)			
		C01	C02	C03	C04
B. Equipment					
1	Computer / laptop and accessories with compatible specifications.	1:2	1:2	1:2	1:2
2	Virtual Reality (VR)				1:25
3	Augmented Reality (AR)				1:25
C. Materials					
1	Internet connection.	AR	AR	AR	AR
2	Samples of digital marketing management plan	1:1			
3	Samples of digital marketing strategy plan.		1:1		
4	Samples of marketing analytics plan.			1:1	
5	Samples of digital disruption plan.				1:1
6	Samples of campaign plan	1:1	1:1	1:1	1:1
7	Samples of budget resources plan	1:1	1:1	1:1	1:1
8	Samples of KRA	1:1			
9	Samples of KPI	1:1			
10	Samples of digital gap analysis.	1:1	1:1	1:1	1:1
11	Samples of campaign report.	1:1	1:1	1:1	1:1
12	Samples of audience persona.	1:1	1:1	1:1	1:1
13	Samples of A/B testing.			1:1	

18. Competency Weightage

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

DIGITAL MARKETING MANAGEMENT

LEVEL 5

CU CODE	COMPETENCY UNIT TITLE	COMPETENCY UNIT WEIGHTAGE	WORK ACTIVITIES	WORK ACTIVITIES WEIGHTAGE
M731-001-5:2021-C01	Perform digital marketing project management.	35%	1. Prepare digital marketing master plan.	30%
			2. Allocate digital marketing project resources.	20%
			3. Set digital marketing Key Performance Index (KPI).	20%
			4. Evaluate digital marketing project performance.	30%
M731-001-5:2021-C02	Design digital marketing campaign strategies.	25%	1. Strategise digital marketing awareness campaign.	35%
			2. Strategise digital marketing consideration campaign.	35%
			3. Strategise digital marketing conversion campaign.	30%
M731-001-5:2021-C03	Manage digital marketing analytics.	20%	1. Analyse digital marketing event performances.	40%
			2. Analyse digital marketing testing data.	30%
			3. Analyse digital marketing user behaviour data.	30%
M731-001-5:2021-C04	Design digital disruption strategies.	20%	1. Initiate digital marketing automation strategies.	25%

CU CODE	COMPETENCY UNIT TITLE	COMPETENCY UNIT WEIGHTAGE	WORK ACTIVITIES	WORK ACTIVITIES WEIGHTAGE
			2. Initiate Artificial Intelligence (AI) digital marketing strategies.	25%
			3. Initiate Virtual Reality (VR) digital marketing strategies.	25%
			4. Initiate Augmented Reality (AR) digital marketing strategies.	25%
TOTAL PERCENTAGE (CORE COMPETENCY)		100%		

APPENDICES
NATIONAL OCCUPATIONAL SKILLS STANDARD (NOSS) FOR:
DIGITAL MARKETING MANAGEMENT
LEVEL 5

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 MANAGEMENT		
NOSS LEVEL	FIVE (5)	NOSS CODE	M731-001-5:2021

CU CODE	CU TITLE	CU _{PdP} TITLE For Teaching & Learning
M731-001-5:2021-C01	PERFORM DIGITAL MARKETING PROJECT MANAGEMENT	DIGITAL MARKETING PROJECT MANAGEMENT
M731-001-5:2021-C02	DESIGN DIGITAL MARKETING CAMPAIGN STRATEGIES	DIGITAL MARKETING CAMPAIGN STRATEGIES DESIGN
M731-001-5:2021-C03	MANAGE DIGITAL MARKETING ANALYTICS	DIGITAL MARKETING ANALYTICS MANAGEMENT
M731-001-5:2021-C04	DESIGN DIGITAL DISRUPTION STRATEGIES	DIGITAL DISRUPTION DESIGN STRATEGIES

i. 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 MANAGEMENT		
NOSS LEVEL	FIVE (5)	NOSS CODE	M731-001-5:2021

←COMPETENCY UNIT→		←WORK ACTIVITIES→			
CORE	DIGITAL MARKETING PROJECT MANAGEMENT	PREPARE DIGITAL MARKETING MASTER PLAN	ALLOCATE DIGITAL MARKETING PROJECT RESOURCES	SET DIGITAL MARKETING KEY PERFORMANCE INDEX (KPI)	EVALUATE DIGITAL MARKETING PROJECT PERFORMANCE
	M731-001-5:2021-C01	M731-001-5:2021-C01-W01	M731-001-5:2021-C01-W02	M731-001-5:2021-C01-W03	M731-001-5:2021-C01-W04
	DIGITAL MARKETING CAMPAIGN STRATEGIES DESIGN	STRATEGISE DIGITAL MARKETING AWARENESS CAMPAIGN	STRATEGISE DIGITAL MARKETING CONSIDERATION CAMPAIGN	STRATEGISE DIGITAL MARKETING CONVERSION CAMPAIGN	
	M731-001-5:2021-C02	M731-001-5:2021-C02-W01	M731-001-5:2021-C02-W02	M731-001-5:2021-C02-W03	

←COMPETENCY UNIT→		←WORK ACTIVITIES→				
CORE	DIGITAL MARKETING ANALYTICS MANAGEMENT	ANALYSE DIGITAL MARKETING EVENT PERFORMANCES	ANALYSE DIGITAL MARKETING TESTING DATA	ANALYSE DIGITAL MARKETING USER BEHAVIOUR DATA		
	M731-001-5:2021- C03	M731-001-5:2021- C03-W01	M731-001-5:2021- C03-W02	M731-001-5:2021- C03-W03		
	DIGITAL DISRUPTION DESIGN STRATEGIES	INITIATE DIGITAL MARKETING AUTOMATION STRATEGIES	INITIATE ARTIFICIAL INTELLIGENCE (AI) DIGITAL MARKETING STRATEGIES	INITIATE VIRTUAL REALITY (VR) DIGITAL MARKETING STRATEGIES	INITIATE AUGMENTED REALITY (AR) DIGITAL MARKETING STRATEGIES	
	M731-001-5:2021- C04	M731-001-5:2021- C04-W01	M731-001-5:2021- C04-W02	M731-001-5:2021- C04-W03	M731-001-5:2021- C04-W04	

Notes:

CPC_{PdP} is meant to be used in Teaching and 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 MANAGEMENT LEVEL 5

CU CODE	CU TITLE	ELEMENT CONTENT WEIGHTAGE				NOTES
		OSH	SD	M&A	IT	
M731-001-5:2021-C01	Perform digital marketing project management.	25%	25%	40%	20%	<i>All the CUs of this NOSS consist of the element of occupational safety and health, sustainable development, management and administration and industry technological advances. These elements appear in the following CP on pages 16-24 and CoCU on pages 26-76.</i>
M731-001-5:2021-C02	Design digital marketing campaign strategies.	25%	25%	20%	20%	
M731-001-5:2021-C03	Manage digital marketing analytics.	25%	25%	20%	20%	
M731-001-5:2021-C04	Design digital disruption strategies.	25%	25%	20%	40%	
	Total Weightage	100/100	100/100	100/100	100/100	