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Kementerian Sumber Manusia, Malaysia

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

M731-001-4:2021

DIGITAL MARKETING PLANNING &  
IMPLEMENTATION

*PERANCANGAN & PELAKSANAAN PEMASARAN  
DIGITAL*

LEVEL 4

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

NATIONAL OCCUPATIONAL SKILLS STANDARD

**DIGITAL MARKETING PLANNING & IMPLEMENTATION**

***PERANCANGAN & PELAKSANAAN PEMASARAN DIGITAL***

**LEVEL 4**

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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	App	Application
4	BoFU	Bottom of the funnel
5	CLV	Customer Lifetime Value
6	CPA	Cost per Action
7	CPA	Cost Per Acquisition
8	CPC	Cost Per Click
9	CU	Competency Unit
10	KPI	Key Performance Index
11	KPI	Key Performance Indicator
12	MoFU	Middle of the Funnel
13	PDPA	Personal Data Protection Act
14	QR	Quick Response
15	ROAS	Return on Ad Spend
16	SEM	Search Engine Marketing
17	SEO	Search Engine Optimisation
18	SEO	Search Engine Optimisation
19	SMS	Short Message Services
20	SOP	Standard Operating Procedure
21	TEM	Tools, Equipment and Material
22	ToFU	Top of the Funnel
23	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 practicess.
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.

### **List of Figure**

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

### **List of Appendix**

1. Appendix A Competency Profile Chart (CPC<sub>PdP</sub>) For Teaching & Learning.
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 PLANNING & IMPLEMENTATION**  
**LEVEL 4**

## 1. Introduction

### 1.1 Occupation Overview

Digital marketing is the component of marketing that utilises 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 customers are reached using campaigns which are strategized according to defined objectives. Campaigns implementation involved planning, strategising, and monitoring as well as adjusting strategies to optimise market reach according to budget allocation.

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%.<sup>1</sup> 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. Digital professionals are yet to reach the expected level of digital skillsets. Currently digital marketing courses are conducted at various institutes based on curricula

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

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 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 planning and implementation level show that most of the activities carried out require them to be 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. Responsible for the work of others with delegation of tasks and allocation of resources are often present. The standard development committee decide that the Level 4 personnel will be merely involved in planning and implementing the strategized campaign, which include allocating resources, coordinating, and monitoring. They are also involved in strategizing campaign activities to optimise performance to achieve set objectives.

### **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; and
- c) Relevant digital and social media skills.

### **1.6 General Training Prerequisite for Malaysian Skills Certification System**

The minimum requirements to register for Digital Marketing Planning & Implementation Level 4 at accredited training centres is the NOSS Digital Marketing Operation Level 3 and having an equivalent qualification to Level 3 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 Diploma (MSD); or
- b) Statement of Achievement.

## **6. Occupational Competencies**

The Digital Marketing Planning & Implementation Level 4 personnel is competent in performing the following core competencies:

- a) Implement social media marketing campaign plan;
- b) Implement Search Engine Optimisation (SEO) plan;
- c) Implement Search Engine Marketing (SEM) plan;
- d) Implement E-commerce marketing plan;
- e) Implement mobile marketing plan;
- f) Implement Email marketing plan; and
- g) Manage online reputation.

## **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 workstations 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 marketing, e-commerce and mobile 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 for

executive level is RM2900, with an average salary of RM3100<sup>2</sup>. The salary is also depending on market supply and demand, companies' requirements as well as the nature of business nature.

The level four (4) digital marketing personnel may have a bright career path in the following designation;

- a) Assistant Chief Digital Marketing Officer;
- b) Digital Campaign Assistant Manager;
- c) Digital Marketing Assistant Director;
- d) Digital Marketing Assistant Manager;
- e) Content Marketing Assistant Manager; or
- f) Social Media Assistant 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 4 Digital Marketing Planning & Implementation personnel may upgrade themselves by pursuing the Digital Marketing Management Level 5 diploma programme. Level 4 personnel may undertake vendor – specific certification programme such as Google Certification and/or Facebook Blueprint Certification. Professional certifications 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.

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

## 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](mailto: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: [cllc@mdec.com.my](mailto:cllc@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](mailto: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](mailto: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
<b>CHAIRMAN</b>		
1	Sukri Bin Awang	Principal Assistant Director Department of Skills Development (DSD)
<b>EVALUATION PANEL</b>		
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
<b>SECRETARIAT</b>		
1	Norliah Binti Samah	Assistant Director Department of Skills Development (DSD)

**12. Standard Development Committee****DIGITAL MARKETING PLANNING & IMPLEMENTATION****LEVEL 4**

NO	NAME	POSITION & ORGANISATION
<b>DEVELOPMENT PANEL</b>		
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
<b>FACILITATOR</b>		
1	Raihan Binti Tahir	CIAST/PPL/FDS-0124/2013 Exzellent Profis Sdn Bhd



**STANDARD CONTENT**

**NATIONAL OCCUPATIONAL SKILLS STANDARD (NOSS) FOR:**

**DIGITAL MARKETING PLANNING & IMPLEMENTATION**

**LEVEL 4**

### 13. Competency Profile Chart (CPC)

SECTION	(M) PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES		
GROUP	(731) ADVERTISING		
AREA	DIGITAL MARKETING		
NOSS TITLE	DIGITAL MARKETING PLANNING & IMPLEMENTATION		
NOSS LEVEL	FOUR (4)	NOSS CODE	M731-001-4:2021

←COMPETENCY UNIT→		←WORK ACTIVITIES→			
CORE	IMPLEMENT SOCIAL MEDIA MARKETING CAMPAIGN PLAN	DETERMINE SOCIAL MEDIA CHANNEL	PLAN SOCIAL MEDIA MARKETING CAMPAIGN CONTENT CALENDAR	PREPARE SOCIAL MEDIA MARKETING CAMPAIGN PLAN	COORDINATE SOCIAL MEDIA MARKETING CAMPAIGN IMPLEMENTATION
	M731-001-4:2021- C01	M731-001-4:2021- C01-W01	M731-001-4:2021- C01-W02	M731-001-4:2021- C01-W03	M731-001-4:2021- C01-W04
		PREPARE SOCIAL MEDIA PAID ADVERTISEMENT CAMPAIGN PROPOSAL	OPTIMISE SOCIAL MEDIA MARKETING CAMPAIGN PERFORMANCES		
		M731-001-4:2021- C01-W05	M731-001-4:2021- C01-W06		

←COMPETENCY UNIT→		←WORK ACTIVITIES→			
CORE	IMPLEMENT SEARCH ENGINE OPTIMISATION (SEO) PLAN M731-001-4:2021-C02	ANALYSE SEARCH ENGINE OPTIMISATION (SEO) CHANNEL PERFORMANCE M731-001-4:2021-C02-W01	PREPARE SEARCH ENGINE OPTIMISATION (SEO) CAMPAIGN PLAN M731-001-4:2021-C02-W02	PREPARE SEARCH ENGINE OPTIMISATION (SEO) IMPROVEMENT PLAN M731-001-4:2021-C02-W03	COORDINATE SEARCH ENGINE OPTIMISATION (SEO) CAMPAIGN IMPLEMENTATION M731-001-4:2021-C02-W04
	IMPLEMENT SEARCH ENGINE MARKETING (SEM) PLAN M731-001-4:2021-C03	PREPARE SEARCH ENGINE MARKETING (SEM) CAMPAIGN PLAN M731-001-4:2021-C03-W01	IMPLEMENT SEARCH ENGINE MARKETING (SEM) CAMPAIGN PLAN M731-001-4:2021-C03-W02	OPTIMISE SEARCH ENGINE MARKETING (SEM) CAMPAIGN PERFORMANCE M731-001-4:2021-C03-W03	
	IMPLEMENT E-COMMERCE MARKETING PLAN M731-001-4:2021-C04	DETERMINE E-COMMERCE CHANNEL M731-001-4:2021-C04-W01	PLAN E-COMMERCE MARKETING CAMPAIGN CONTENT CALENDAR M731-001-4:2021-C04-W02	PREPARE E-COMMERCE MARKETING CAMPAIGN PLAN M731-001-4:2021-C04-W03	COORDINATE E-COMMERCE MARKETING CAMPAIGN IMPLEMENTATION M731-001-4:2021-C04-W04

←COMPETENCY UNIT→		←WORK ACTIVITIES→			
CORE		PREPARE E-COMMERCE PAID ADVERTISEMENT CAMPAIGN PROPOSAL M731-001-4:2021-C04-W05	OPTIMISE E-COMMERCE MARKETING CAMPAIGN PERFORMANCE M731-001-4:2021-C04-W06		
	IMPLEMENT MOBILE MARKETING PLAN M731-001-4:2021-C05	DETERMINE MOBILE MARKETING CHANNEL M731-001-4:2021-C05-W01	PLAN MOBILE MARKETING CAMPAIGN CONTENT CALENDAR M731-001-4:2021-C05-W02	PREPARE MOBILE MARKETING CAMPAIGN PLAN M731-001-4:2021-C05-W03	COORDINATE MOBILE MARKETING CAMPAIGN IMPLEMENTATION M731-001-4:2021-C05-W04
		PREPARE MOBILE APPLICATION (APP) MARKETING CAMPAIGN PROPOSAL M731-001-4:2021-C05-W05	OPTIMISE MOBILE MARKETING CAMPAIGN PERFORMANCE M731-001-4:2021-C05-W06		

←COMPETENCY UNIT→		←WORK ACTIVITIES→			
CORE	IMPLEMENT EMAIL MARKETING PLAN	PREPARE EMAIL MARKETING CUSTOMER LIST	PLAN EMAIL MARKETING CAMPAIGN CONTENT CALENDAR	PREPARE EMAIL MARKETING CAMPAIGN PLAN	COORDINATE EMAIL MARKETING CAMPAIGN IMPLEMENTATION
	M731-001-4:2021- C06	M731-001-4:2021- C06-W01	M731-001-4:2021- C06-W02	M731-001-4:2021- C06-W03	M731-001-4:2021- C06-W04
		PREPARE EMAIL PAID ADVERTISEMENT CAMPAIGN PROPOSAL	OPTIMISE EMAIL MARKETING CAMPAIGN PERFORMANCES		
		M731-001-4:2021- C06-W05	M731-001-4:2021- C06-W06		
	MANAGE ONLINE REPUTATION	HANDLE ONLINE CUSTOMER COMPLAINT	HANDLE ONLINE CUSTOMER COMPLIMENT	HANDLE ONLINE COMMUNITY	
	M731-001-4:2021- C07	M731-001-4:2021- C07-W01	M731-001-4:2021- C07-W02	M731-001-4:2021- C07-W03	

#### 14. Competency Profile (CP)

SECTION	(M) Professional, Scientific and Technical Activities		
GROUP	(731) Advertising		
AREA	Digital Marketing		
NOSS TITLE	Digital Marketing Planning & Implementation		
NOSS LEVEL	Four (4)	NOSS CODE	M731-001-4:2021

CU TITLE & CU CODE	Implement social media marketing campaign plan. M731-001-4:2021-C01
CU DESCRIPTOR	<p>Implement social media marketing campaign plan describes the activities involved to create the awareness, consideration and conversion using social media platform based on defined campaign and paid advertisement strategies.</p> <p>The person who is competent in this CU should be able to determine social media channel, plan social media marketing campaign content calendar, prepare social media marketing campaign plan, coordinate social media marketing campaign implementation, prepare social media paid advertisement campaign proposal and optimise social media marketing campaign performances.</p> <p>The outcome of this CU is execution of social media marketing plan within the project scope according to timeline and budget.</p>

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
1. Determine social media channel.	1.1 Interpret social media marketing project brief requirements. 1.2 Identify audience persona. 1.3 Select social media channel. 1.4 Analyse traffic data insight.	1.1 Objectives, project budget, timeline and type of persona interpreted according to social media channel requirements. 1.2 Audience demographics, interest, and behaviour identified according to audience persona. 1.3 Specific social media channel selected according to types of social media channel identified.

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
	1.5 Prepare social media channel setup proposal. 1.6 Submit social media channel setup proposal for approval.	1.4 Traffic pattern analysed from selected social media channel traffic data insight analysis. 1.5 Problem statement, objective, project budget, timeline and results produced according to social media setup proposal requirements. 1.6 Social media channel setup proposal according to format submitted and presented for approval within set time frame.
2. Plan social media marketing campaign content calendar.	2.1 Identify social media channel requirements. 2.2 Conduct social media content competitive analysis. 2.3 Strategise social media content development. 2.4 Coordinate social media content development. 2.5 Prepare social media content calendar proposal. 2.6 Submit social media content calendar proposal for approval.	2.1 Types of content format and content identified according to approved social media setup proposal. 2.2 Content created according to market trends, direct competitor content and competitive analysis results. 2.3 Strategies for awareness, educational, viral or promotion proposed according to content competitive analysis results. 2.4 Storyboard prepared according to approved social media channel setup proposal and social media content development. 2.5 Posting schedule and content format produced according to social media content proposal requirements. 2.6 Social media content calendar proposal submitted for approval within set time frame.
3. Prepare social media marketing campaign plan.	3.1 Determine social media marketing campaign objectives. 3.2 Determine social media resources allocation. 3.3 Create social media marketing campaign plan proposal. 3.4 Submit social media marketing campaign plan proposal for approval.	3.1 Objectives for awareness, consideration, or conversion campaign set according to types of social media campaign and approved social media content calendar proposal. 3.2 Manpower, budget, software application and timeline determined according to social media resources allocation requirements. 3.3 Posting schedule and content format created according to media campaign objectives and marketing campaign plan proposal created 3.4 Social media marketing campaign plan proposal submitted for approval within set time frame.

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
4. Coordinate social media marketing campaign implementation.	4.1 Interpret social media marketing campaign plan. 4.2 Delegate social media marketing campaign task. 4.3 Monitor social media marketing work progress. 4.4 Improve social media marketing campaign performance. 4.5 Compile social media marketing task implementation report 4.6 Prepare social media marketing task implementation summary report.	4.1 Campaign objectives, target and work scope interpreted according to campaign plan requirements. 4.2 Timeline, types of skills set, resources availability identified according to delegation of task to implement campaign plan. 4.3 Rate of completion and timeline monitored according to work progress and campaign plan schedule. 4.4 Improved amount of completed tasks and progress rate measured according to campaign performance. 4.5 Tasks and timeline compiled according to campaign plan. 4.6 Social media marketing task implementation summary report produced according to compiled task implementation data.
5. Prepare social media paid advertisement campaign proposal.	5.1 Determine social media paid advertisement campaign budget allocation. 5.2 Determine social media paid advertisement campaign target requirements. 5.3 Select social media paid advertisement channel. 5.4 Match social media paid advertisement budget, target and advertisement channel. 5.5 Create social media paid advertisement campaign proposal.	5.1 Budget allocated for social media channel determined according to approved campaign budget allocation. 5.2 Number of leads, likes, view and clicks determined according to campaign target requirements and campaign deliverables. 5.3 Specific advertisement channel selected according to campaign plan and budget. 5.4 Social media paid advertisement budget, target and advertisement channel matched to align with project deliverables. 5.5 Advertisement channel, advertisement campaign content calendar, content format, campaign duration created according to campaign proposal prepared. 5.6 Social media paid advertisement campaign proposal submitted for approval within set time frame.



WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
	5.6 Submit social media paid advertisement campaign proposal for approval.	
6. Optimise social media marketing campaign performances.	6.1 Assess social media marketing campaign performance effectiveness. 6.2 Propose social media marketing campaign optimisation strategies. 6.3 Design social media marketing campaign monitoring checklist. 6.4 Coordinate social media marketing campaign optimisation strategies. 6.5 Monitor social media marketing campaign optimisation strategies plan execution.	6.1 Click through rates, numbers reach, target of reach and cost per result for campaign performance effectiveness assessed according to campaign target. 6.2 Campaign adjustment, channel selection, budget tweaking, and content relevancy proposed as social media optimisation strategies. 6.3 Optimisation campaign optimisation strategies schedule proposed according to campaign effectiveness evaluation result. 6.4 Monitoring checklist used and completed according to campaign target, campaign performance metrics and optimisation strategies. 6.5 Social media marketing campaign progress and effectiveness coordinated according to approved optimisation strategies plan. 6.6 Social media marketing campaign optimisation strategies plan execution monitored according to approved optimisation strategies plan.

<b>CU TITLE &amp; CU CODE</b>	Implement Search Engine Optimisation (SEO) plan. M731-001-4:2021-C02
<b>CU DESCRIPTOR</b>	<p>Implement Search Engine Optimisation (SEO) plan describes the activities involved to create the consideration and conversion using SEO based on defined campaign strategies.</p> <p>The person who is competent in this CU should be able to analyse Search Engine Optimisation (SEO) channel performance, prepare Search Engine Optimisation (SEO) campaign plan, prepare Search Engine Optimisation (SEO) improvement plan and coordinate Search Engine Optimisation (SEO) campaign implementation.</p> <p>The outcome of this CU is execution of SEO campaign plan within the project scope according to timeline and budget.</p>

<b>WORK ACTIVITIES</b>	<b>WORK STEPS</b>	<b>PERFORMANCE CRITERIA</b>
1. Analyse Search Engine Optimisation (SEO) channel performance.	1.1 Identify SEO channel requirements. 1.2 Assess SEO channel current performance. 1.3 List SEO targeted keywords. 1.4 Determine SEO improvement areas.	1.1 SEO channel and policy identified according to client's or company's digital marketing goal. 1.2 Ranking, keyword, title, tags, product description, copywriting and article writing assessed according to identified channel requirements. 1.3 Buyer keywords listed according to channel assessment. 1.4 SEO performance on websites, social media and marketplace determined according to channel requirements.
2. Prepare Search Engine Optimisation (SEO) campaign plan.	2.1 Determine SEO campaign objective. 2.2 Determine SEO campaign allocation. 2.3 Determine SEO campaign keywords. 2.4 Create SEO campaign plan proposal.	2.1 SEO ranking objective determined according to approved SEO campaign proposal. 2.2 Man hour estimation, software and time allocated according to campaign objectives. 2.3 SEO tools, competition analysis and search volume determined according to SEO campaign keywords. 2.4 Posting schedule and content format created according to campaign objectives.

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
	2.5 Submit SEO campaign plan proposal for approval.	2.5 SEO campaign plan proposal submitted for approval within the set timeframe.
3. Prepare Search Engine Optimisation (SEO) improvement plan.	3.1 Identify SEO performance gaps. 3.2 Plan SEO improvement strategy. 3.3 Create SEO improvement proposal. 3.4 Submit SEO improvement proposal for approval.	3.1 Current ranking and quality of content identified according to SEO campaign ranking. 3.2 Loading speed, coding, graphic sizes and content quality planned to bridge performances gaps. 3.3 Hashtag, images, videos and copywriting created according to campaign objectives. 3.4 Posting schedule, content format, existing competitor status and proposed new keywords submitted for approval within the set timeframe.
4. Coordinate Search Engine Optimisation (SEO) campaign implementation.	4.1 Interpret SEO campaign plan. 4.2 Delegate SEO campaign task. 4.3 Monitor SEO campaign work progress. 4.4 Improve SEO campaign performance. 4.5 Compile SEO campaign task implementation report. 4.6 Prepare SEO campaign task implementation summary report.	4.1 Timeline and scope of work interpreted based on SEO campaign requirements. 4.2 SEO campaign task delegated according to campaign interpretation plan. 4.3 Rate of completion, task and expected deadline monitored according to task delegation. 4.4 SEO ranking identified according to approved SEO campaign improvement plan. 4.5 SEO campaign task implementation report compiled according to task delegated. 4.6 SEO campaign implementation strategies and performance produced according to task delegated and campaign plan and report.

<b>CU TITLE &amp; CU CODE</b>	Implement Search Engine Marketing (SEM) plan. M731-001-4:2021-C03
<b>CU DESCRIPTOR</b>	<p>Implement Search Engine Marketing (SEM) plan describes the activities involved to create the awareness, consideration and conversion using SEM based on defined campaign and paid advertisement strategies.</p> <p>The person who is competent in this CU should be able to prepare Search Engine Marketing (SEM) campaign plan, implement Search Engine Marketing (SEM) campaign plan and optimise Search Engine Marketing (SEM) campaign performance.</p> <p>The outcome of this CU is execution of SEM campaign plan within the project scope according to timeline and budget.</p>

<b>WORK ACTIVITIES</b>	<b>WORK STEPS</b>	<b>PERFORMANCE CRITERIA</b>
1. Prepare Search Engine Marketing (SEM) campaign plan.	1.1 Determine SEM campaign objectives. 1.2 Determine SEM resources allocation. 1.3 Prepare SEM campaign plan proposal. 1.4 Submit SEM campaign plan proposal for approval.	1.1 Awareness, consideration conversion objective determined according to project brief. 1.2 Manpower competencies, duration, budget estimation and SEM software determined, according to campaign objectives. 1.3 Objectives, KPI, keywords list, timeline, SEM content type and direction, strategies & mechanism, results, and budget proposed according to campaign objective. 1.4 Posting schedule and content format submitted for approval according to timeline.
2. Implement Search Engine Marketing (SEM) campaign plan.	2.1 Interpret approved SEM campaign plan. 2.2 Delegate SEM content preparation. 2.3 Monitor SEM campaign plan implementation. 2.4 Check SEM campaign setup.	2.1 Campaign requirements identified according to approved SEM campaign plan interpreted. 2.2 Copywriting, images and video delegated according to campaign plan. 2.3 SEM campaign plan implementation progress monitored according to SEM campaign plan. 2.4 Keyword research, advertisement content and bidding strategies confirmed according to campaign plan.

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
3. Optimise Search Engine Marketing (SEM) campaign performance.	3.1 Assess existing SEM campaign performance. 3.2 Propose SEM optimisation strategies. 3.3 Delegate SEM content preparation. 3.4 Monitor SEM optimisation plan implementation.	3.1 Conversion, target cost per action, return on advertisement spent, number of clicks and target impression share assessed according to campaign objectives. 3.2 Strategies to maintain, increase or revised SEM proposed according to campaign performances. 3.3 Rate of completion completed task and expected deadline monitored according to campaign plan and task delegated. 3.4 Campaign performance after SEM optimisation plan implementation monitored according to checklist.

<b>CU TITLE &amp; CU CODE</b>	Implement E-commerce marketing plan. M731-001-4:2021-C04
<b>CU DESCRIPTOR</b>	<p>Implement E-commerce marketing plan describes the activities involved to create the consideration and conversion using E-commerce platform based on defined campaign and paid advertisement strategies.</p> <p>The person who is competent in this CU should be able to determine E-commerce channel, plan E-commerce marketing campaign content calendar, prepare E-commerce marketing campaign plan, coordinate E-commerce marketing campaign implementation, prepare E-commerce paid advertisement campaign proposal and optimise E-commerce marketing campaign performance.</p> <p>The outcome of this CU is execution of E-commerce marketing plan within the project scope according to timeline and budget.</p>

<b>WORK ACTIVITIES</b>	<b>WORK STEPS</b>	<b>PERFORMANCE CRITERIA</b>
1. Determine E-commerce channel.	1.1 Interpret E-commerce marketing project brief requirements. 1.2 Identify audience persona. 1.3 Select E-commerce channel. 1.4 Analyse traffic data insight. 1.5 Prepare E-commerce channel setup proposal. 1.6 Submit E-commerce channel setup proposal for approval.	1.1 Online goods and services, retail services, and marketplace services interpreted to obtain E-commerce channel requirements. 1.2 Demographic details, interests, and behavioural traits selected according to E-commerce marketing project brief requirements. 1.3 Business-to-Business (B2B), Business-to-Consumer (B2C), Consumer-to-Consumer (C2C) and Consumer-to-Business (C2B) identified according to audience persona and project brief. 1.4 Visitor statistics, website referral sources, visitor flow patterns and real-time visitor behaviour analytics analysed from selected E-commerce channel. 1.5 Insourcing, buy a packaged application or outsourcing setup proposal prepared according to project brief requirements. 1.6 E-commerce channel setup proposal submitted for approval within the set time frame.

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
2. Plan E-commerce marketing campaign content calendar.	2.1 Identify E-commerce channel requirements. 2.2 Conduct E-commerce content competitive analysis. 2.3 Strategise E-commerce content development. 2.4 Coordinate E-commerce content development. 2.5 Prepare E-commerce content calendar proposal. 2.6 Submit E-commerce content calendar proposal for approval.	2.1 Business-to-Business (B2B), Business-to-Consumer (B2C), Consumer-to-Consumer (C2C) and Consumer-to-Business (C2B) identified according to approved E-commerce setup proposal. 2.2 Psychographics, market research, usability testing, user and customer feedback conducted according to market trends and direct competitor content. 2.3 Target buyer persona, create audience content and publish content identified according to content competitive analysis. 2.4 Storyboard and resources coordinated according to approved E-commerce channel setup proposal. 2.5 Posting schedule and content format prepared according to content development requirements. 2.6 E-commerce content calendar proposal submitted for approval within the set time frame.
3. Prepare E-commerce marketing campaign plan.	3.1 Determine E-commerce marketing campaign objectives. 3.2 Determine E-commerce resources allocation. 3.3 Create E-commerce marketing campaign proposal. 3.4 Submit E-commerce marketing campaign proposal for approval.	3.1 Faster buying process, store and product listing creation, cost reduction and affordable advertising determined according to approved E-commerce content calendar proposal. 3.2 Customers, sellers, products and services, infrastructure, front end, back end, business partner and support services determined according to approved E-commerce content calendar proposal. 3.3 Sales, product booking and /or add to wishlist created according to campaign objectives. 3.4 E-commerce marketing campaign proposal submitted for approval within the set time frame.
4. Coordinate E-commerce marketing	4.1 Interpret E-commerce marketing campaign plan. 4.2 Delegate E-commerce marketing campaign task.	4.1 Relationship marketing (One-to-One relationship) interpreted to obtain campaign plan requirements. 4.2 Product, place, price and promotion task delegated according to campaign plan.

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
campaign implementation.	<p>4.3 Monitor E-commerce marketing work progress.</p> <p>4.4 Improve E-commerce marketing campaign performance.</p> <p>4.5 Compile E-commerce marketing task implementation report.</p> <p>4.6 Prepare E-commerce marketing task implementation summary report.</p>	<p>4.3 Information, system and services quality monitored according to campaign checklist.</p> <p>4.4 Competency, reliability, consumer protection, security and privacy improved according to campaign plan.</p> <p>4.5 Campaign strategies and performance reported according to report format.</p> <p>4.6 E-commerce task implementation summary report prepared according to compiled task implementation data.</p>
5. Prepare E-commerce paid advertisement campaign proposal.	<p>5.1 Determine E-commerce paid advertisement budget allocation.</p> <p>5.2 Determine E-commerce paid advertisement campaign target requirements.</p> <p>5.3 Select E-commerce paid advertisement channel.</p> <p>5.4 Match E-commerce budget, target and advertisement channel.</p> <p>5.5 Create E-commerce paid advertisement campaign proposal.</p> <p>5.6 Submit E-commerce paid advertisement campaign proposal for approval.</p>	<p>5.1 Online partnerships, website takeovers and paid content budget allocation determined according to approved campaign budget.</p> <p>5.2 Dynamic product, conversion tracking pixel and retargeting campaigns selected to align with project deliverables.</p> <p>5.3 E-commerce paid advertisement channel selected according to campaign plan and budget.</p> <p>5.4 E-commerce paid advertisement budget, target and advertisement channel matched to align with project deliverables.</p> <p>5.5 Advertisement channel, campaign content calendar and content format created based on campaign budget and target reported according to report format.</p> <p>5.6 E-commerce paid advertisement campaign proposal submitted for approval within the set time frame.</p>



WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
6. Optimise E-commerce marketing campaign performance.	6.1 Assess existing E-commerce marketing campaign performance. 6.2 Propose E-commerce marketing optimisation strategies. 6.3 Design E-commerce marketing campaign monitoring checklist. 6.4 Coordinate E-commerce marketing campaign optimisation strategies. 6.5 Monitor E-commerce marketing campaign optimisation strategies plan execution.	6.1 Impression, reach, engagement, email click through rate and cost per acquisition, organic traffic acquisition, subscription rate, e-churn rate and repeat customer assessed according to E-commerce campaign target. 6.2 Adjustment, channel selection, budget tweaking, content relevancy and schedule optimisation recommended according to campaign effectiveness evaluation result. 6.3 Campaign target, campaign performance metrics and optimisation strategies assessed according to E-commerce marketing campaign. 6.4 Resources allocated according to approved optimisation strategies plan. 6.5 E-commerce marketing campaign optimisation strategies performance monitored according to approved optimisation strategies plan.

<b>CU TITLE &amp; CU CODE</b>	Implement mobile marketing plan. M731-001-4:2021-C05
<b>CU DESCRIPTOR</b>	<p>Implement mobile marketing plan describes the activities involved to create the awareness, consideration and conversion using mobile marketing media platform based on defined campaign and paid advertisement strategies.</p> <p>The person who is competent in this CU should be able to determine mobile marketing channel, plan mobile marketing campaign content calendar, prepare mobile marketing campaign plan, coordinate mobile marketing campaign implementation, prepare mobile application (app) marketing campaign proposal and optimise mobile marketing campaign performance.</p> <p>The outcome of this CU is execution of mobile marketing plan within the project scope according to timeline and budget.</p>

<b>WORK ACTIVITIES</b>	<b>WORK STEPS</b>	<b>PERFORMANCE CRITERIA</b>
1 Determine mobile marketing channel.	1.1 Interpret mobile marketing project brief requirements. 1.2 Identify audience persona. 1.3 Select mobile marketing channel. 1.4 Prepare mobile marketing channel setup proposal. 1.5 Submit mobile marketing proposal for approval.	1.1 Objectives, project budget, timeline and type of persona interpreted according to mobile marketing channel requirements. 1.2 Audience demographics, interest, and behaviour identified according to audience persona. 1.3 SMS, proximity marketing, responsive landing page, mobile application social media responsive email selected according to types of mobile marketing channel identified. 1.4 Problem statement, objective, project budget, timeline, results and recommendations prepared according to mobile marketing setup proposal requirements. 1.5 Mobile marketing channel setup proposal prepared according to format submitted and presented for approval within set time frame.
2 Plan mobile marketing campaign	2.1 Identify mobile marketing channel requirements.	2.1 Types of content format, images, videos, quick response code (QR) and call to actions identified according to approved mobile marketing setup proposal.

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
content calendar.	2.2 Conduct mobile marketing content competitive analysis. 2.3 Strategise mobile marketing content development. 2.4 Coordinate mobile marketing content development. 2.5 Prepare mobile marketing content calendar. 2.6 Submit mobile marketing content calendar for approval.	2.2 Content created according to market trends, direct competitor content and competitive analysis results. 2.3 Strategies for awareness, interest, desire or actions proposed according to content competitive analysis results. 2.4 Posting schedule and content format created according to mobile marketing content proposal requirements. 2.5 Mobile marketing content calendar proposal prepared according to format submitted and presented for approval within set time frame.
3 Prepare mobile marketing campaign plan.	3.1 Determine mobile marketing campaign objectives. 3.2 Determine mobile marketing resources allocation. 3.3 Create mobile marketing campaign plan proposal. 3.4 Submit mobile marketing campaign proposal for approval.	3.1 Objectives for awareness, consideration, or conversion campaign set according to types of mobile marketing campaign and approved mobile marketing content calendar proposal. 3.2 Manpower, budget, software application and timeline determined according to mobile marketing resources allocation requirements. 3.3 Posting schedule and content format created according to media campaign objectives and marketing campaign plan proposal created. 3.4 Mobile marketing campaign plan proposal prepared according to format submitted and presented for approval within set time frame.
4 Coordinate mobile marketing campaign implementation.	4.1 Interpret mobile marketing campaign plan. 4.2 Delegate mobile marketing campaign task. 4.3 Monitor mobile marketing work progress. 4.4 Improve mobile marketing campaign performance.	4.1 Campaign objectives, target and work scope interpreted according to campaign plan requirements. 4.2 Timeline, types of skills set, resources availability delegated of task to implement campaign plan. 4.3 Rate of completion and timeline monitored according to work progress and campaign plan schedule. 4.4 Tasks and timeline compiled according to campaign plan. 4.5 Mobile marketing task implementation summary report prepared according to compiled task implementation data.

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
	4.5 Compile mobile marketing task implementation report. 4.6 Prepare mobile marketing task implementation summary report.	
5 Prepare mobile application (app) marketing campaign proposal.	5.1 Determine mobile app marketing budget allocation. 5.2 Determine mobile app marketing campaign target requirements. 5.3 Select mobile app marketing paid advertisement channel. 5.4 Match mobile app marketing budget, target and advertisement channel. 5.5 Create mobile app marketing campaign proposal. 5.6 Submit mobile app marketing campaign proposal for approval.	5.1 Budget allocated for mobile marketing channel determined according to approved campaign budget allocation. 5.2 Acquisition, retention and revenue determined according to campaign target requirements and campaign deliverables. 5.3 Specific advertisement channel selected according to campaign plan and budget. 5.4 Mobile marketing paid advertisement budget, target and advertisement channel matched to align with project deliverables. 5.5 Advertisement channel, advertisement campaign content calendar, content format campaign duration created according to campaign proposal prepared. 5.6 Mobile marketing paid advertisement campaign proposal submitted for approval within set time frame.
6 Optimise mobile marketing campaign performance.	6.1 Assess mobile marketing campaign performance. 6.2 Propose mobile marketing optimisation strategies. 6.3 Design mobile marketing monitoring checklist.	6.1 Click through rates, numbers reach, target of reach and cost per result for campaign performance effectiveness assessed according to campaign target. 6.2 Campaign adjustment, channel selection, budget tweaking, and content relevancy proposed as mobile marketing optimisation strategies. 6.3 Optimisation campaign optimization strategies schedule proposed according to campaign effectiveness evaluation result.

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
	<p>6.4 Coordinate mobile marketing campaign optimisation strategies.</p> <p>6.5 Monitor mobile marketing optimisation plan execution.</p>	<p>6.4 Monitoring checklist used and completed according to campaign target, campaign performance metrics and optimization strategies.</p> <p>6.5 Mobile marketing campaign progress and effectiveness coordinated according to approved optimisation strategies plan.</p> <p>6.6 Mobile marketing campaign optimisation strategies effectiveness monitored according to approved optimisation strategies plan.</p>

<b>CU TITLE &amp; CU CODE</b>	Implement Email marketing plan. M731-001-4:2021-C06
<b>CU DESCRIPTOR</b>	<p>Implement Email marketing plan describes the activities involved to create campaigns that meet transactional, relational, and promotional campaign objectives.</p> <p>The person who is competent in this CU should be able to prepare Email marketing customer list, plan Email marketing campaign content calendar, prepare Email marketing campaign plan, coordinate Email marketing campaign implementation, prepare Email paid advertisement campaign proposal and optimise Email marketing campaign performances.</p> <p>The outcome of this CU is execution of Email marketing plan to achieve campaign objectives within the project scope according to timeline and budget.</p>

<b>WORK ACTIVITIES</b>	<b>WORK STEPS</b>	<b>PERFORMANCE CRITERIA</b>
1 Prepare Email marketing customer list.	1.1 Interpret Email marketing campaign objective. 1.2 Collect Email marketing potential customer details. 1.3 Create Email marketing potential customer list. 1.4 Submit Email marketing customer list for approval.	1.1 Transactional, relational, or promotional marketing campaign interpreted according to Email marketing objectives. 1.2 Potential, new or loyal customer details collected according to Email marketing campaign objective. 1.3 Customer profile created according to potential customer Email marketing database. 1.4 Listed customer profile database submitted for approval within set time frame.
2 Plan Email marketing campaign content calendar.	2.1 Identify Email marketing campaign requirements. 2.2 Conduct Email marketing content competitive analysis. 2.3 Strategise Email marketing content development strategies.	2.1 Types of content format and content identified according to approved Email marketing channel setup proposal. 2.2 Subject title, top performing content, opened and bounced rate identified according to market trends and direct competitor content. 2.3 Goals, audience and type of content use strategised according to content competitive analysis.

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
	2.4 Coordinate Email marketing content development. 2.5 Prepare Email marketing content calendar. 2.6 Submit Email marketing content calendar for approval.	2.4 Storyboard coordinated according to Email marketing channel setup proposal. 2.5 Posting schedule and content format created according to content development requirements. 2.6 Storyboard, posting schedule and content format submitted for approval within set time frame.
3 Prepare Email marketing campaign plan.	3.1 Determine Email marketing campaign objectives. 3.2 Determine Email marketing resources allocation. 3.3 Create Email marketing campaign plan proposal. 3.4 Submit Email marketing campaign proposal for approval.	3.1 Transactional, relational or promotional objectives determined according to project brief. 3.2 Manpower, tools and budget allocation determined according to approved Email content calendar proposal. 3.3 Posting schedule and content format created according to campaign objectives. 3.4 Storyboard, posting schedule and content format submitted for approval within set time frame.
4 Coordinate Email marketing campaign implementation.	4.1 Interpret Email marketing campaign plan. 4.2 Delegate Email marketing campaign task. 4.3 Monitor Email marketing work progress. 4.4 Improves Email marketing campaign performances. 4.5 Compile Email marketing task implementation report. 4.6 Prepare Email marketing task implementation summary report.	4.1 Campaign objectives, target and work scope interpreted according to campaign plan. 4.2 Timeline, types of skills set, resources delegated according to campaign plan. 4.3 Rate of completion, task to be completed and expected deadline monitored according to campaign plan schedule. 4.4 Improved amount of completed tasks and progress rate measured according to campaign performance. 4.5 Tasks and timeline compiled according to campaign plan. 4.6 Email marketing task implementation summary report prepared according to compiled task implementation data.

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
5 Prepare Email paid advertisement campaign proposal.	5.1 Determine Email paid advertisement campaign plan. 5.2 Determine Email paid advertisement campaign target requirements. 5.3 Select Email paid advertisement channel. 5.4 Match Email paid advertisement budget, target and advertisement channel. 5.5 Create Email paid advertisement campaign proposal. 5.6 Submit Email paid advertisement campaign proposal for approval.	5.1 Budget allocated for social media channel determined according to approved campaign budget allocation. 5.2 Number of leads, likes, views and clicks determined based on campaign deliverables. 5.3 Advertisement channel, advertisement campaign content calendar, content format and campaign duration selected according to campaign plan. 5.4 Email paid advertisement budget, target and advertisement channel matched to align with project deliverables. 5.5 Advertisement channel, advertisement campaign content calendar, content format and campaign duration for campaign proposal created according to campaign budget and target. 5.6 Email paid advertisement campaign proposal prepared submitted for approval within set time frame.
6 Optimise Email marketing campaign performances.	6.1 Assess Email marketing campaign performance effectiveness. 6.2 Propose Email marketing campaign optimisation strategies. 6.3 Design Email marketing campaign monitoring checklist. 6.4 Coordinate Email marketing campaign optimisation strategies.	6.1 Email open rates, number of link clicks, number of purchases, number of unsubscribe, number of complaints, and number of forwards for assessed according to campaign target. 6.2 Strategies in subject line, delivery time, segment users, copywriting and devices used proposed according to campaign effectiveness evaluation result. 6.3 Campaign target, campaign performance metrics and optimisation strategies monitored according to Email marketing campaign monitoring checklist designed. 6.4 Resources allocated coordinated according to approved optimisation strategies plan. 6.5 Campaign optimisation effectiveness monitored according to approved optimisation strategies plan.



WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
	6.5 Monitor Email marketing campaign optimisation strategies execution.	

<b>CU TITLE &amp; CU CODE</b>	Manage online reputation. M731-001-4:2021-C07
<b>CU DESCRIPTOR</b>	<p>Manage online reputation describes the activities involved in dealing with customers feedbacks by using online platform.</p> <p>The person who is competent in this CU should be able to handle customer complaint, handle customer compliment and handle online community.</p> <p>The outcome of this CU is managing of customer expectation and leverage customer feedbacks and testimonial to grow the business.</p>

<b>WORK ACTIVITIES</b>	<b>WORK STEPS</b>	<b>PERFORMANCE CRITERIA</b>
1 Handle online customer complaint.	1.1 Identify complaint received. 1.2 Assess complaint received. 1.3 Identify action to be taken. 1.4 Act on complaint. 1.5 Assess action effectiveness. 1.6 Prepare customer complaint report. 1.7 Submit customer complaint report.	1.1 Types and sources of complaint identified according to complaint received. 1.2 Complaint severity level assessed according to online reputation. 1.3 Relevant complaint procedure identified according to action to be taken and complaint level. 1.4 Action taken according to complain handling procedure. 1.5 Respond time and complaint ticket identified according to action taken. 1.6 Complaint details prepared according to action taken and effectiveness. 1.7 Customer complaint report submitted to superior within set time frame.
2 Handle online customer compliment.	2.1 Identify online compliment. 2.2 Monitor online compliment. 2.3 Compile online compliment 2.4 Use customer compliment. 2.5 Schedule implementation timeline. 2.6 Assign implementation tasks. 2.7 Assess action effectiveness.	2.1 Compliment channel identified according to compliments. 2.2 Purpose and types of online compliment monitored according to channel. 2.3 Evidence from various channels compiled according to monitored online compliments. 2.4 Compliment content repurposed according to various channel. 2.5 Timeline and repurpose scheduled according to campaign plan. 2.6 Rate of completion of task assigned implemented according to timeline.

WORK ACTIVITIES	WORK STEPS	PERFORMANCE CRITERIA
	2.8 Prepare customer compliment report. 2.9 Submit customer compliment report.	2.7 Compliment content repurposed assessed according to implementation tasks. 2.8 Compliment content, images and reposting details documented in report according to customer compliment report format. 2.9 Customer compliment report submitted to superior within set time frame.
3 Handle online community.	3.1 Identify category of online community marketing direction. 3.2 Identify online community communication channel. 3.3 Prepare online community communication strategies plan. 3.4 Schedule implementation plan. 3.5 Assign implementation tasks. 3.6 Monitor implementation plan. 3.7 Assess implementation plan. 3.8 Prepare online community communication strategies plan report. 3.9 Submit online community communication strategies plan report.	3.1 Followers, likers, and subscribers identified according to online community category and marketing direction. 3.2 Streaming, social media and podcast group identified according to community communication channel. 3.3 Optimisation and enriched strategies plan prepared according to community channel. 3.4 Work scope and timeline scheduled according to strategies plan. 3.5 Work to be carried out assigned according to online community communication strategies plan. 3.6 Timeline monitored according to assigned task. 3.7 Plan effectiveness assessed according to plan implementation. 3.8 Report content and format prepared according to assessed plan effectiveness. 3.9 Online community communication strategies plan report submitted to superior within set time frame.

**CURRICULUM OF COMPETENCY UNIT**  
**NATIONAL OCCUPATIONAL SKILLS STANDARD (NOSS) FOR:**  
**DIGITAL MARKETING PLANNING & IMPLEMENTATION**  
**LEVEL 4**

## 15. Curriculum of Competency Unit

### 15.1. Implement social media marketing campaign plan.

SECTION	(M) Professional, Scientific and Technical Activities		
GROUP	(731) Advertising		
AREA	Digital Marketing		
NOSS TITLE	Digital Marketing Planning & Implementation		
COMPETENCY UNIT TITLE	Implement social media marketing campaign plan.		
LEARNING OUTCOMES	<p>The learning outcomes of this competency are to enable the trainees to prepare, coordinate and optimise social media and advertisement campaigns through selected channel by using social media marketing campaign calendar according to social media marketing project brief requirements.</p> <p>Upon completion of this competency unit, trainees should be able to:</p> <ol style="list-style-type: none"> <li>1. Determine social media channel.</li> <li>2. Plan social media marketing campaign content calendar.</li> <li>3. Prepare social media marketing campaign plan.</li> <li>4. Coordinate social media marketing campaign implementation.</li> <li>5. Prepare social media paid advertisement campaign proposal.</li> <li>6. Optimise social media marketing campaign performances.</li> </ol>		
TRAINING PREREQUISITE (SPECIFIC)	Not Available.		
CU CODE	M731-001-4:2021-C01	NOSS LEVEL	Four (4)

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
1. Determine social media channel.	1.1 Social media marketing project brief requirements;	1.1 Interpret social media marketing project brief requirements.	<u>ATTITUDE</u> 1.1 Apply analytical skills during activities carried out.	<u>COGNITIVE DOMAIN</u> 1.1 Social media marketing objectives, project budget, timeline and target identified.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> <li>Objectives (Awareness, consideration and conversion).</li> <li>Project budget.</li> <li>Timeline.</li> <li>Target (types of persona).</li> </ul> <p>1.2 Audience persona profile;</p> <ul style="list-style-type: none"> <li>Demographics (location, age, race, relationship status, job titles).</li> <li>Interest (pages they like, people that follow, things they search for).</li> <li>Behaviour (5W- what, when, who, why, where).</li> </ul>	<p>1.2 Identify audience persona.</p> <p>1.3 Select social media channel.</p> <p>1.4 Analyse social media channel traffic data insight.</p> <p>1.5 Prepare social media channel setup proposal.</p> <p>1.6 Submit social media channel setup proposal for approval.</p>	<p>1.2 Be resourceful in looking for information.</p> <p>1.3 Comply with Personal Data Protection Act (PDPA).</p> <p><u>SAFETY</u></p> <p>1.1 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 Audience persona profile determined.</p> <p>1.3 Audience demographics, interest and behaviour specified.</p> <p>1.4 Social media channel listed.</p> <p>1.5 Types of traffic data insight described.</p> <p>1.6 Social media channel setup proposal requirements explained.</p> <p>1.7 Social media proposal submission requirements described.</p> <p>1.8 Factors contributing to sustainability of digitalisation approaches differentiated.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>1.1 Social media marketing project brief requirements interpreted.</p> <p>1.2 Audience persona constructed.</p> <p>1.3 Social media channel selected.</p> <p>1.4 Social media channel traffic data insight analysed.</p> <p>1.5 Social media channel setup proposal prepared.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>1.3 Social media channel;</p> <ul style="list-style-type: none"> <li>• Youtube.</li> <li>• Facebook.</li> <li>• Instagram.</li> <li>• TikTok.</li> <li>• Twitter.</li> <li>• WhatsApp.</li> <li>• Telegram.</li> </ul> <p>1.4 Types of traffic data insight;</p> <ul style="list-style-type: none"> <li>• Source of traffic.</li> <li>• Pattern (timing, content type (images, videos, blogs).</li> </ul> <p>1.5 Social media channel setup proposal requirements;</p> <ul style="list-style-type: none"> <li>• Problem statement.</li> <li>• Objectives.</li> <li>• Project budget.</li> </ul>			<p>1.6 Social media channel setup proposal submitted according to requirements and timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>1.1 Analytical skills during activities carried out applied.</p> <p>1.2 Resourceful in looking for information.</p> <p>1.3 PDPA complied.</p> <p>1.4 Company safety requirements complied.</p> <p>1.5 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"> <li>• Timeline.</li> <li>• Estimated results.</li> <li>• Recommendation.</li> </ul> <p>1.6 Social media proposal submission requirements;</p> <ul style="list-style-type: none"> <li>• Format of report.</li> <li>• Presentation skills.</li> </ul> <p>1.7 Factors contributing to sustainability of digitalisation:</p> <ul style="list-style-type: none"> <li>• Economics.</li> <li>• Social.</li> <li>• Environmental.</li> </ul>			
2. Plan social media marketing campaign content calendar.	<p>2.1 Social media channel requirements;</p> <ul style="list-style-type: none"> <li>• Types of content format</li> </ul>	<p>2.1 Identify social media channel requirements.</p> <p>2.2 Conduct social media content competitive analysis.</p>	<p><u>ATTITUDE</u></p> <p>2.1 Apply analytical skills during activities carried out.</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>2.1 Social media channel requirements listed.</p> <p>2.2 Purpose of social media content creation justified.</p>



WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>(Images, videos, copywriting).</p> <ul style="list-style-type: none"> <li>Types of content (Paid, organic).</li> </ul> <p>2.2 Purpose of social media content creation;</p> <ul style="list-style-type: none"> <li>Awareness.</li> <li>Educational.</li> <li>Viral.</li> <li>Promotion.</li> </ul> <p>2.3 Social media competitive analysis strategies;</p> <ul style="list-style-type: none"> <li>Market research.</li> <li>Content research.</li> <li>Competitor analysis.</li> <li>Competitive analysis tools</li> </ul>	<p>2.3 Strategise social media content development.</p> <p>2.4 Coordinate social media content development.</p> <p>2.5 Prepare social media content calendar proposal.</p> <p>2.6 Submit social media content calendar proposal for approval.</p>	<p>2.2 Be resourceful in looking for information.</p> <p><u>SAFETY</u></p> <p>2.1 Comply with company safety requirements.</p> <p><u>ENVIRONMENT</u></p> <p>2.1 Apply 3R practice.</p>	<p>2.3 Social media content competitive analysis strategies reviewed.</p> <p>2.4 Social media content development strategies distinguished.</p> <p>2.5 Social media content development coordination strategised.</p> <p>2.6 Social media content calendar proposal submission requirements defined.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>2.1 Social media channel requirements fulfilled.</p> <p>2.2 Social media content competitive analysis constructed.</p> <p>2.3 Social media content development method diagnosed.</p> <p>2.4 Social media content development constructed.</p> <p>2.5 Social media content calendar proposal prepared.</p> <p>2.6 Social media content calendar proposal submitted according to requirements and timeline.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>(Social listening, hashtag strategies, ads performance tools).</p> <p>2.4 Social media content development strategies;</p> <ul style="list-style-type: none"> <li>• Determine audience.</li> <li>• Setting goal.</li> <li>• Measure performance.</li> <li>• Perform competition analysis.</li> <li>• Reporting.</li> </ul> <p>2.5 Coordination social media content development;</p> <ul style="list-style-type: none"> <li>• Storyboard.</li> <li>• Timeline.</li> <li>• Resources.</li> <li>• Skills set.</li> </ul>			<p><u>AFFECTIVE DOMAIN</u></p> <p>2.1 Analytical skills during activities carried out applied.</p> <p>2.2 Resourceful in looking for information.</p> <p>2.3 Company safety requirements complied.</p> <p>2.4 3R practice applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> <li>• Project management tools.</li> <li>• Content development tools.</li> </ul> <p>2.6 Social media content calendar proposal submission requirements;</p> <ul style="list-style-type: none"> <li>• Posting schedule.</li> <li>• Content format.</li> </ul>			
3. Prepare social media marketing campaign plan.	<p>3.1 Types of social media campaign objectives;</p> <ul style="list-style-type: none"> <li>• Awareness.</li> <li>• Consideration.</li> <li>• Conversion.</li> </ul> <p>3.2 Social media awareness campaign objectives;</p> <ul style="list-style-type: none"> <li>• Reach.</li> </ul>	<p>3.1 Determine social media marketing campaign objectives.</p> <p>3.2 Determine social media marketing campaign resources allocation.</p> <p>3.3 Create social media marketing campaign plan proposal.</p> <p>3.4 Submit social media marketing campaign</p>	<p><u>ATTITUDE</u></p> <p>3.1 Give attention to details when preparing the social media marketing campaign plan.</p> <p>3.2 Be resourceful in trying to look for information.</p> <p>3.3 Apply creativity on idea generation.</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>3.1 Types of social media marketing campaign objectives differentiated.</p> <p>3.2 Social media awareness campaign objectives explained using examples.</p> <p>3.3 Social media consideration campaign objectives explained using examples.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> <li>• Impression.</li> <li>• Promotion.</li> </ul> <p>3.3 Social media consideration campaign objectives;</p> <ul style="list-style-type: none"> <li>• Traffic.</li> <li>• Advertisement.</li> <li>• Engagement.</li> <li>• Lead generation.</li> </ul> <p>3.4 Social media conversion campaign objectives;</p> <ul style="list-style-type: none"> <li>• Sales.</li> <li>• Downloads.</li> </ul> <p>3.5 Types of resources and availability;</p> <ul style="list-style-type: none"> <li>• Manpower (skills set).</li> <li>• Budget.</li> <li>• Software application.</li> <li>• Timeline (content</li> </ul>	plan proposal for approval.	<p><u>SAFETY</u></p> <p>3.1 Adhere to company Standard Operating Procedure (SOP).</p> <p>3.2 Apply recommended ergonomics practices.</p> <p><u>ENVIRONMENT</u></p> <p>3.1 Apply 3R practice.</p>	<p>3.4 Social media conversion campaign objectives explained using examples.</p> <p>3.5 Types of resources and availability listed.</p> <p>3.6 Social media marketing campaign plan proposal submission requirements described.</p> <p>3.7 Social media marketing campaign proposal submission requirements described.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>3.1 Social media marketing campaign objectives reviewed.</p> <p>3.2 Resources allocated according to social media marketing campaign plan requirements.</p> <p>3.3 Social media marketing campaign plan proposal created.</p> <p>3.4 Social media marketing campaign plan proposal submitted according to requirements and timeline.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>calendar, Gantt chart).</p> <p>3.6 Social media marketing campaign plan proposal submission requirements;</p> <ul style="list-style-type: none"> <li>• Posting schedule.</li> <li>• Content format.</li> </ul> <p>3.7 Social media marketing campaign proposal submission requirements;</p> <ul style="list-style-type: none"> <li>• Format of report.</li> <li>• Presentation skills.</li> </ul>			<p><u>AFFECTIVE DOMAIN</u></p> <p>3.1 Attention to details given when preparing the social media marketing campaign plan.</p> <p>3.2 Resourceful in looking for information.</p> <p>3.3 Creativity on idea generation applied.</p> <p>3.4 Company SOP adhered to.</p> <p>3.5 Recommended ergonomics practice applied.</p> <p>3.6 3R practice applied.</p>
4. Coordinate social media marketing campaign	<p>4.1 Factor for task delegation;</p> <ul style="list-style-type: none"> <li>• Timeline.</li> <li>• Types of skills set.</li> </ul>	4.1 Interpret social media marketing campaign plan requirements.	<p><u>ATTITUDE</u></p> <p>4.1 Be thorough in monitoring social media marketing campaign task</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>4.1 Factor for social media marketing campaign task delegation defined.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
implementation.	<ul style="list-style-type: none"> <li>• Availability of resources.</li> <li>• Scope of work.</li> </ul> <p>4.2 Social media marketing campaign progress monitoring checklist;</p> <ul style="list-style-type: none"> <li>• Rate of completion.</li> <li>• Task to be completed.</li> <li>• Expected deadline.</li> </ul> <p>4.3 Record and reports management.</p>	<p>4.2 Delegate social media marketing campaign task.</p> <p>4.3 Monitor social media marketing campaign work progress.</p> <p>4.4 Improve social media marketing campaign performance.</p> <p>4.5 Compile social media marketing campaign task implementation report.</p> <p>4.6 Prepare social media marketing campaign task implementation summary report.</p>	<p>implementation progress.</p> <p>4.2 Be meticulous in preparing social media marketing campaign task implementation summary report.</p> <p><u>SAFETY</u></p> <p>4.1 Apply recommended ergonomics practices.</p> <p><u>ENVIRONMENT</u></p> <p>4.1 Apply 3R practice.</p>	<p>4.2 Social media marketing campaign progress monitoring checklist distinguished.</p> <p>4.3 Record and reports management mechanism described.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>4.1 Social media marketing campaign plan requirements listed.</p> <p>4.2 Social media marketing campaign task delegation organised.</p> <p>4.3 Social media marketing campaign work progress monitored according to checklist.</p> <p>4.4 Social media marketing campaign performance improved.</p> <p>4.5 Social media marketing campaign task implementation report compiled.</p> <p>4.6 Social media marketing campaign task implementation summary report developed.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
				<u>AFFECTIVE DOMAIN</u> 4.1 Thorough in monitoring social media marketing campaign task implementation progress demonstrated. 4.2 Meticulous in preparing social media marketing campaign task implementation summary report. 4.3 Apply recommended ergonomics practices. 4.4 Apply 3R practice.
5. Prepare social media paid advertisement campaign proposal.	5.1 Factors for social media paid advertisement campaign; <ul style="list-style-type: none"> <li>• Allocated budget.</li> <li>• Target.</li> <li>• Social media paid advertisement channel.</li> <li>• Content.</li> </ul> 5.2 Social media paid	5.1 Determine social media paid advertisement campaign budget allocation. 5.2 Determine social media paid advertisement campaign target requirements. 5.3 Select social media paid advertisement channel. 5.4 Match social media paid advertisement campaign budget,	<u>ATTITUDE</u> 5.1 Give attention to detail in preparing social media paid advertisement campaign target. 5.2 Be thorough in preparing social media paid advertisement campaign proposal.  <u>SAFETY</u> 5.1 Adhere to company SOP.	<u>COGNITIVE DOMAIN</u> 5.1 Factors for social media paid advertisement campaign defined. 5.2 Social media paid advertisement campaign target justified. 5.3 Social media paid advertisement campaign proposal requirements described. 5.4 Social media paid advertisement campaign proposal submission requirements described.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	advertisement campaign target; • Number of leads. • Number of likes. • Number of views. • Number of clicks. 5.3 Social media paid advertisement campaign proposal requirements; • Advertisement channel. • Advertisement campaign content calendar. • Content format. • Campaign duration.	target and social media advertisement channel. 5.5 Create social media paid advertisement campaign proposal. 5.6 Submit social media paid advertisement campaign proposal for approval.	<u>ENVIRONMENT</u> 5.1 Apply 3R practice.	<u>PSYCHOMOTOR DOMAIN</u> 5.1 Social media paid advertisement campaign budget allocation identified. 5.2 Social media paid advertisement campaign plan complied. 5.3 Social media paid advertisement channel selected. 5.4 Social media paid advertisement campaign Budget, target and social media advertisement channel matching performed. 5.5 Social media paid advertisement campaign proposal prepared. 5.6 Social media paid advertisement campaign proposal submitted according to requirements and timeline.  <u>AFFECTIVE DOMAIN</u> 5.1 Attention to detail in preparing social media paid advertisement campaign target given.



WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	5.4 Social media paid advertisement campaign proposal submission requirements; <ul style="list-style-type: none"> <li>• Format of report.</li> <li>• Presentation skills.</li> </ul>			5.2 Social media paid advertisement campaign proposal checked thoroughly. 5.3 Company SOP adhered to. 5.4 3R practices applied.
6. Optimise social media marketing campaign performances.	6.1 Social media marketing campaign performance general criteria; <ul style="list-style-type: none"> <li>• Click through rates.</li> <li>• Numbers reach.</li> <li>• Target of reach.</li> <li>• Cost per result.</li> </ul> 6.2 Social media marketing	6.1 Assess social media marketing campaign performance effectiveness. 6.2 Propose social media marketing campaign optimisation strategies. 6.3 Design social media marketing campaign monitoring checklist. 6.4 Coordinate social media marketing campaign optimisation strategies.	<u>ATTITUDE</u> 6.1 Apply effective communication skills while carrying out social media marketing activities. 6.2 Apply analytical skills during assessing social media marketing performances.  <u>SAFETY</u> 6.1 Adhere to company SOP.	<u>COGNITIVE DOMAIN</u> 6.1 Social media marketing campaign performance general criteria explained. 6.2 Social media marketing campaign optimisation strategies justified.  <u>PSYCHOMOTOR DOMAIN</u> 6.1 Social media marketing campaign performance effectiveness assessment performed. 6.2 Social media marketing campaign optimisation strategies recommended.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	campaign optimisation strategies; • Campaign adjustment. • Channel selection. • Budget tweaking. • Content relevancy. • Schedule optimisation.	6.5 Monitor social media marketing campaign optimisation plan execution.	<u>ENVIRONMENT</u> 6.1 Apply 3R practice.	6.3 Social media marketing campaign monitoring checklist designed. 6.4 Social media marketing campaign optimisation strategies coordinated. 6.5 Social media marketing campaign optimisation plan execution monitored.  <u>AFFECTIVE DOMAIN</u> 6.1 Effective communication skills while carrying out social media marketing activities applied. 6.2 Analytical skills during assessing social media marketing performances applied. 6.3 Company SOP adhered to. 6.4 3R practice applied.

## Employability Skills

### Core Abilities

- Please refer NCS- Core Abilities latest edition.

### Social Values & Social Skills

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

## References for Learning Material Development

- 1 Bennet, A. (2015). Social media: global perspectives, applications, benefits, and dangers. Nova Science Publ. 1<sup>st</sup> edition. ISBN: 978-634631754
- 2 Chaffey, D., & Ellis-Chadwick, F. (2020). Digital marketing. Pearson. Seventh edition. ISBN: 978-129224157
- 3 Department of Skills Development (DSD). 2015. Z-009-4:2015 NCS-Core Abilities. Putrajaya: Department of Skills Development (DSD)
- 4 Gil. C. (2019). The End of Marketing: Humanizing Your Brand in the Age of Social Media and AI. Kogan Page. ISBN: 978-0749497576
- 5 Kapoor, A. (2021). Marketing in the digital world. Business Expert Press. First edition. ISBN: 978-1948580052
- 6 Rahim M. Sail et al. 2007. Handbook on Social Skills and Social Values in Technical Education and Vocational Training. Serdang. Department of Skills Development (DSD). ISBN 978-967-5026-21-8

**15.2. Implement Search Engine Optimisation (SEO) plan.**

SECTION	(M) Professional, Scientific and Technical Activities		
GROUP	(731) Advertising		
AREA	Digital Marketing		
NOSS TITLE	Digital Marketing Planning & Implementation		
COMPETENCY UNIT TITLE	Implement Search Engine Optimisation (SEO) plan.		
LEARNING OUTCOMES	<p>The learning outcomes of this competency are to enable the trainees to prepare and coordinate campaign implementation based on SEO channel performance requirements.</p> <p>Upon completion of this competency unit, trainees should be able to:</p> <ol style="list-style-type: none"> <li>1. Analyse Search Engine Optimisation (SEO) channel performance.</li> <li>2. Prepare Search Engine Optimisation (SEO) campaign plan.</li> <li>3. Prepare Search Engine Optimisation (SEO) improvement plan.</li> <li>4. Coordinate Search Engine Optimisation (SEO) campaign implementation.</li> </ol>		
TRAINING PREREQUISITE (SPECIFIC)	Not Available.		
CU CODE	M731-001-4:2021-C02	NOSS LEVEL	Four (4)

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
1. Analyse Search Engine Optimisation (SEO) channel performance.	1.1 SEO channel requirements; • Type of channels (Social media, website, marketplace).	1.1 Identify SEO channel requirements. 1.2 Assess SEO channel current performance. 1.3 List SEO targeted keywords. 1.4 Determine SEO improvement areas.	<u>ATTITUDE</u> 1.1 Give attention to details when analysing SEO channel requirements and performance.	<u>COGNITIVE DOMAIN</u> 1.1 SEO channel requirements identified. 1.2 SEO current channel performance criteria defined. 1.3 SEO targeted keywords listed.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> <li>Platform policy (title, meta tag, hashtag, description).</li> </ul> <p>1.2 SEO current channel performance criteria;</p> <ul style="list-style-type: none"> <li>Ranking factors (according to requirements such as backlinks, content).</li> <li>Keyword used.</li> <li>Title.</li> <li>Meta tag.</li> <li>Hashtag.</li> <li>Product description (marketplace).</li> <li>Copywriting (social media).</li> </ul>		<p>1.2 Be meticulous in finding SEO targeted keywords.</p> <p><u>SAFETY</u></p> <p>1.1 Comply with work safety requirements.</p> <p>1.2 Apply with recommended ergonomics practice.</p> <p><u>ENVIRONMENT</u></p> <p>1.1 Apply Reduce, Reuse and Recycle (3R) practice.</p>	<p>1.4 SEO improvement areas for marketplace, website and social media clarified.</p> <p>1.5 Factors contributing to sustainability of digitalisation approaches differentiated.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>1.1 SEO channel requirements evaluated.</p> <p>1.2 SEO current channel performance diagnosed.</p> <p>1.3 SEO targeted keywords categories constructed.</p> <p>1.4 SEO improvement areas organised.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>1.1 Attention to details demonstrated when analysing SEO channel requirements and performance.</p> <p>1.2 Meticulous in finding SEO targeted keywords demonstrated.</p> <p>1.3 Work safety requirements complied.</p> <p>1.4 Recommended ergonomics practiced applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> <li>Article writing (website).</li> </ul> <p>1.3 SEO targeted keywords categories;</p> <ul style="list-style-type: none"> <li>Keywords Intent (buyer keywords).</li> <li>Monthly search volume.</li> </ul> <p>1.4 SEO performance area for marketplace;</p> <ul style="list-style-type: none"> <li>Title.</li> <li>Images.</li> <li>Copywriting.</li> <li>Review.</li> <li>Rating.</li> </ul> <p>1.5 SEO performance area for website;</p> <ul style="list-style-type: none"> <li>Content (images, video, article writing).</li> </ul>			1.5 Reduce, Reuse and Recycle (3R) practice applied.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> <li>• Title.</li> <li>• Meta description.</li> <li>• Backlink.</li> </ul> <p>1.6 SEO performance area for social media;</p> <ul style="list-style-type: none"> <li>• Content (images, video, article writing).</li> <li>• Title.</li> <li>• Meta description.</li> <li>• Hashtag.</li> <li>• Backlink.</li> </ul> <p>1.7 Factors contributing to sustainability of digitalisation:</p> <ul style="list-style-type: none"> <li>• Economics.</li> <li>• Social.</li> <li>• Environmental.</li> </ul>			

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
2. Prepare Search Engine Optimisation (SEO) campaign plan.	<p>2.1 Objectives of SEO campaign - ranking.</p> <p>2.2 SEO resources allocation;</p> <ul style="list-style-type: none"> <li>• Resource estimation.</li> <li>• SEO software.</li> <li>• Duration estimation (Start and end dates, workdays, schedule).</li> <li>• Manpower (Skillsets, job roles, availability).</li> <li>• Budget (Rates - backlinks, content production).</li> </ul> <p>2.3 SEO keywords optimisation;</p> <ul style="list-style-type: none"> <li>• SEO tools.</li> </ul>	<p>2.1 Determine SEO campaign objective.</p> <p>2.2 Determine SEO resources allocation.</p> <p>2.3 Determine SEO campaign keywords.</p> <p>2.4 Create SEO campaign plan proposal.</p> <p>2.5 Submit SEO campaign plan proposal for approval.</p>	<p><u>ATTITUDE</u></p> <p>2.1 Apply creativity in creating SEO campaign keyword.</p> <p>2.2 Be resourceful in looking for information.</p> <p>2.3 Give attention to details when preparing SEO campaign plan proposal.</p> <p><u>SAFETY</u></p> <p>2.1 Comply with company safety requirements.</p> <p>2.2 Apply recommended ergonomic practices.</p> <p><u>ENVIRONMENT</u></p> <p>2.1 Apply 3R practices.</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>2.1 SEO campaign objective specified.</p> <p>2.2 SEO resources allocation calculated.</p> <p>2.3 SEO keywords optimisation listed.</p> <p>2.4 SEO campaign plan proposal explained.</p> <p>2.5 SEO campaign plan proposal requirements defined.</p> <p>2.6 SEO campaign proposal submission requirements listed.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>2.1 SEO campaign objective formulated.</p> <p>2.2 SEO resource allocation arranged.</p> <p>2.3 SEO campaign keywords constructed.</p> <p>2.4 SEO campaign plan proposal generated.</p> <p>2.5 SEO campaign plan 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"> <li>• Competition analysis.</li> <li>• Search volume.</li> </ul> <p>2.4 SEO campaign plan proposal;</p> <ul style="list-style-type: none"> <li>• Objectives &amp; KPI.</li> <li>• Keywords ranking.</li> <li>• Timeline.</li> <li>• SEO direction, strategies &amp; mechanism.</li> <li>• Content type, deliverables &amp; posting schedule.</li> <li>• Budget allocation.</li> <li>• Estimated results.</li> <li>• Risk analysis &amp; recommended solutions.</li> </ul>			<p><u>AFFECTIVE DOMAIN</u></p> <p>2.1 Creativity in creating SEO campaign keyword applied.</p> <p>2.2 Resourceful in looking for information.</p> <p>2.3 Attention to details demonstrated when preparing SEO campaign plan proposal given.</p> <p>2.4 Company safety requirements complied.</p> <p>2.5 Recommended ergonomic practices applied.</p> <p>2.6 3R practices applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	2.5 SEO campaign plan proposal requirements; <ul style="list-style-type: none"> <li>• Posting schedule.</li> <li>• Content format.</li> </ul> 2.6 SEO campaign proposal submission requirements; <ul style="list-style-type: none"> <li>• Format of report.</li> <li>• Presentation skills.</li> </ul>			
3. Prepare Search Engine Optimisation (SEO) improvement plan.	3.1 Marketplace SEO improvement areas; <ul style="list-style-type: none"> <li>• Quality of content (copywriting, images, video).</li> </ul> 3.2 Website SEO improvement areas;	3.1 Identify SEO performance gaps. 3.2 Plan SEO improvement strategy. 3.3 Create SEO improvement proposal. 3.4 Submit SEO improvement proposal for approval.	<u>ATTITUDE</u> 3.1 Apply analytical skills during activities carried out. 3.2 Be resourceful in trying to look for information. 3.3 Be thorough in preparing SEO improvement strategy.	<u>COGNITIVE DOMAIN</u> 3.1 Marketplace SEO improvement areas defined. 3.2 Website SEO improvement areas defined. 3.3 SEO improvement areas defined. 3.4 SEO improvement strategies explained. 3.5 SEO improvement plan proposal submission requirements listed.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> <li>Loading speed.</li> <li>Coding.</li> <li>Graphic sizes.</li> <li>Quality of content.</li> </ul> <p>3.3 SEO improvement areas;</p> <ul style="list-style-type: none"> <li>Hashtag.</li> <li>Images.</li> <li>Video.</li> <li>Copywriting.</li> </ul> <p>3.4 SEO improvement strategies;</p> <ul style="list-style-type: none"> <li>Competition analysis. (titles, backlink, content type, social signals).</li> <li>Content type (length, quality, relevancy).</li> </ul>		<p><u>SAFETY</u></p> <p>3.1 Apply recommended ergonomic practices.</p> <p><u>ENVIRONMENT</u></p> <p>3.1 Apply 3R practices.</p>	<p><u>PSYCHOMOTOR DOMAIN</u></p> <p>3.1 SEO performance areas gaps diagnosed.</p> <p>3.2 SEO improvement strategy planned.</p> <p>3.3 SEO improvement proposal generated.</p> <p>3.4 SEO improvement proposal submitted for approval according to requirements and timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>3.1 Analytical skills during activities carried out applied.</p> <p>3.2 Resourceful in looking for information.</p> <p>3.3 Thorough in preparing SEO improvement strategy demonstrated.</p> <p>3.4 Recommended ergonomic practices applied.</p> <p>3.5 3R practices applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	3.5 SEO improvement plan proposal submission requirements; <ul style="list-style-type: none"> <li>• Posting schedule.</li> <li>• Content format.</li> <li>• Existing competitor status.</li> <li>• Proposed new keywords.</li> </ul>			
4. Coordinate Search Engine Optimisation (SEO) campaign implementation.	4.1 Factor for task delegation; <ul style="list-style-type: none"> <li>• Timeline.</li> <li>• Types of skills set.</li> <li>• Availability of resources.</li> <li>• Scope of work.</li> </ul> 4.2 SEO work progress	4.1 Interpret campaign plan. SEO 4.2 Delegate campaign task. SEO 4.3 Monitor campaign progress. SEO work 4.4 Improve campaign performance. SEO 4.5 Compile campaign task. SEO	<u>ATTITUDE</u> 4.1 Apply effective communication skills when carrying out activities. 4.2 Apply critical skills in carrying out job analysis/workload analysis.	<u>COGNITIVE DOMAIN</u> 4.1 Factor for task delegation defined. 4.2 SEO work progress monitoring checklist items defined. 4.3 Record and reports management mechanism described.  <u>PSYCHOMOTOR DOMAIN</u> 4.1 SEO campaign plan requirements fulfilled.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>monitoring checklist;</p> <ul style="list-style-type: none"> <li>• Rate of completion.</li> <li>• Task to be completed.</li> <li>• Expected deadline.</li> </ul> <p>4.3 Record and reports management.</p>	<p>implementation report.</p> <p>4.6 Prepare SEO campaign implementation summary report.</p>	<p><u>SAFETY</u></p> <p>4.1 Apply recommended ergonomic practices.</p> <p><u>ENVIRONMENT</u></p> <p>4.1 Apply 3R practices.</p>	<p>4.2 SEO campaign task delegation organised.</p> <p>4.3 SEO campaign work progress monitored.</p> <p>4.4 SEO campaign performance improved.</p> <p>4.5 Record and reports management developed.</p> <p>4.6 SEO campaign task implementation summary report developed.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>4.1 Effective communication skills when carrying out activities applied.</p> <p>4.2 Critical skills in carrying out job analysis/workload analysis applied.</p> <p>4.3 Recommended ergonomic practices applied.</p> <p>4.4 3R practices applied.</p>

## Employability Skills

### Core Abilities

- Please refer NCS- Core Abilities latest edition.

### Social Values & Social Skills

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

### References for Learning Material Development

- 1 Chaffey, D., & Ellis-Chadwick, F. (2020). Digital marketing. Pearson. Seventh edition. ISBN: 978-129224157
- 2 Department of Skills Development (DSD). 2015. Z-009-4:2015 NCS-Core Abilities. Putrajaya: Department of Skills Development (DSD)
- 3 Hatfield, E. (2018). Search engine optimization. Mujo Learning Systems Inc. First edition. ISBN: 978-1988940373
- 4 Kapoor, A. (2021). Marketing in the digital world. Business Expert Press. First edition. ISBN: 978-1948580052
- 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

**15.3. Implement Search Engine Marketing (SEM) plan.**

SECTION	(M) Professional, Scientific and Technical Activities		
GROUP	(731) Advertising		
AREA	Digital Marketing		
NOSS TITLE	Digital Marketing Planning & Implementation		
COMPETENCY UNIT TITLE	Implement Search Engine Marketing (SEM) plan.		
LEARNING OUTCOMES	<p>The learning outcomes of this competency are to enable the trainees to prepare, implement, and optimise paid channel performance according to SEM campaign objectives.</p> <p>Upon completion of this competency unit, trainees should be able to:</p> <ol style="list-style-type: none"> <li>1. Prepare Search Engine Marketing (SEM) campaign plan.</li> <li>2. Implement Search Engine Marketing (SEM) campaign plan.</li> <li>3. Optimise Search Engine Marketing (SEM) campaign performance.</li> </ol>		
TRAINING PREREQUISITE (SPECIFIC)	Not Available.		
CU CODE	M731-001-4:2021-C03	NOSS LEVEL	Four (4)

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
1. Prepare Search Engine Marketing (SEM) campaign plan.	1.1 Introduction to SEM; <ul style="list-style-type: none"> <li>• Search advertisement.</li> <li>• Display advertisement.</li> </ul> 1.2 SEM campaign objectives; <ul style="list-style-type: none"> <li>• Awareness.</li> </ul>	1.1 Determine SEM campaign objectives. 1.2 Determine SEM resources allocation. 1.3 Create SEM campaign plan proposal.	<u>ATTITUDE</u> 1.1 Apply analytical during activities carried out. 1.2 Be resourceful in trying to look for information.	<u>COGNITIVE DOMAIN</u> 1.1 Search advertisement and display advertisement for SEM differentiated. 1.2 SEM campaign objectives described. 1.3 SEM resources allocation calculated.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> <li>• Consideration.</li> <li>• Conversion.</li> </ul> <p>1.3 SEM resources allocation;</p> <ul style="list-style-type: none"> <li>• Resource estimation.</li> <li>• Search Engine Management (SEM) software.</li> <li>• Duration estimation (Start and end dates, workdays, schedule).</li> <li>• Manpower (Skillsets, job roles, availability).</li> <li>• Budget (Rates -backlinks, content production).</li> </ul> <p>1.4 SEM campaign plan proposal;</p> <ul style="list-style-type: none"> <li>• Objectives &amp; Key</li> </ul>	<p>1.4 Submit SEM campaign plan proposal for approval.</p>	<p><u>SAFETY</u></p> <p>1.1 Adhere to company SOP.</p> <p>1.2 Apply recommended ergonomics practices.</p> <p><u>ENVIRONMENT</u></p> <p>1.1 Apply Reduce, Reuse and Recycle (3R) practice.</p>	<p>1.4 SEM campaign plan proposal explained.</p> <p>1.5 SEM campaign plan proposal requirements defined.</p> <p>1.6 SEM proposal submission requirements listed.</p> <p>1.7 Factors contributing to sustainability of digitalisation approaches differentiated.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>1.1 SEM campaign objective formulated.</p> <p>1.2 SEM resources allocation arranged.</p> <p>1.3 SEM campaign plan proposal generated.</p> <p>1.4 SEM campaign plan proposal submitted according to requirements and timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>1.1 Analytical during activities carried out applied.</p> <p>1.2 Resourceful in looking for information.</p> <p>1.3 Company SOP adhered to.</p> <p>1.4 Recommended ergonomic practices applied.</p>



WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>Performance Index (KPI).</p> <ul style="list-style-type: none"> <li>Keywords list.</li> <li>Timeline.</li> <li>SEM direction, strategies &amp; mechanism SEM content type (copywriting, images, video), deliverables &amp; posting schedule).</li> <li>Budget allocation.</li> <li>Estimated results.</li> <li>Risk analysis &amp; recommended solutions.</li> </ul> <p>1.5 SEM campaign plan proposal requirements;</p> <ul style="list-style-type: none"> <li>Posting schedule.</li> </ul>			1.5 Reduce, Reuse and Recycle (3R) practices applied.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> <li>Content format.</li> </ul> <p>1.6 SEM proposal submission requirements;</p> <ul style="list-style-type: none"> <li>Format of report.</li> <li>Presentation skills.</li> </ul> <p>1.7 Factors contributing to sustainability of digitalisation:</p> <ul style="list-style-type: none"> <li>Economics.</li> <li>Social.</li> <li>Environmental.</li> </ul>			
2. Implement Search Engine Marketing (SEM) campaign plan.	<p>2.1 Approved SEM campaign plan requirements.</p> <p>2.2 SEM campaign content;</p> <ul style="list-style-type: none"> <li>Copywriting.</li> <li>Images.</li> <li>Video.</li> </ul>	<p>2.1 Interpret approved SEM campaign plan.</p> <p>2.2 Delegate SEM content preparation.</p> <p>2.3 Monitor SEM campaign plan implementation.</p> <p>2.4 Check SEM campaign setup.</p>	<p><u>ATTITUDE</u></p> <p>2.1 Be resourceful in trying to look for information.</p> <p>2.2 Give attention to detail in interpreting requirements.</p> <p>2.3 Apply effective communication</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>2.1 Approved SEM campaign plan requirements explained.</p> <p>2.2 SEM campaign content listed.</p> <p>2.3 SEM content monitoring checklist defined.</p> <p>2.4 SEM resources allocation calculated.</p> <p>2.5 SEM campaign setup requirements defined.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>2.3 SEM content monitoring checklist.</p> <p>2.4 SEM resources allocation.</p> <p>2.5 SEM campaign setup requirements;</p> <ul style="list-style-type: none"> <li>• Keyword research (types of keyword).</li> <li>• Advertisement content (copywriting, images, and video).</li> <li>• Types of bidding strategies.</li> </ul> <p>2.6 SEM goal and bidding strategies;</p> <ul style="list-style-type: none"> <li>• More sites visits (maximise clicks).</li> <li>• More</li> </ul>		<p>skills when carrying out activities.</p> <p><u>SAFETY</u></p> <p>2.1 Apply recommended ergonomics practices.</p> <p>2.2 Comply to Regulations and Acts.</p> <p><u>ENVIRONMENT</u></p> <p>2.1 Apply 3R practices.</p>	<p>2.6 SEM goal and bidding strategies justified.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>2.1 Approved SEM campaign plan requirements analysed.</p> <p>2.2 SEM content preparation organised.</p> <p>2.3 SEM content progress monitored according to monitoring checklist.</p> <p>2.4 SEM campaign setup confirmed.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>2.1 Resourceful during information gathering applied.</p> <p>2.2 Attention to detail in interpreting requirements given.</p> <p>2.3 Effective communication skills when carrying out activities applied.</p> <p>2.4 Recommended ergonomic practices applied.</p> <p>2.5 Regulations and Acts complied.</p> <p>2.6 3R practices applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>Advertisement visibility (target search page location).</p> <ul style="list-style-type: none"> <li>• More conversion at target Cost per Action (CPA) (target CPA).</li> <li>• More conversions (enhanced Cost Per Click (CPC)).</li> <li>• More return on Advertisement spend (target Return on Ad Spend (ROAS)).</li> </ul>			

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
3. Optimise Search Engine Marketing (SEM) campaign performance.	<p>3.1 SEM campaign performance criteria;</p> <ul style="list-style-type: none"> <li>• Conversion tracking.</li> <li>• Target Cost per Action (CPA).</li> <li>• Return on Ad Spend (ROAS).</li> <li>• Number of clicks.</li> <li>• Number of conversions (form submissions, phone calls).</li> <li>• Target impression share (for brand awareness).</li> </ul> <p>3.2 SEM campaign optimisation strategies;</p> <ul style="list-style-type: none"> <li>• Maintain, remove or add keyword.</li> </ul>	<p>3.1 Assess existing SEM campaign performance.</p> <p>3.2 Propose SEM optimisation strategies.</p> <p>3.3 Delegate SEM content preparation.</p> <p>3.4 Design SEM monitoring checklist.</p> <p>3.5 Monitor SEM optimisation plan implementation.</p>	<p><u>ATTITUDE</u></p> <p>3.1 Apply effective communication skills when carrying out activities.</p> <p>3.2 Apply analytical skills during assessing performances.</p> <p><u>SAFETY</u></p> <p>3.1 Comply to regulation and Acts.</p> <p>3.2 Apply recommended ergonomics.</p> <p><u>ENVIRONMENT</u></p> <p>3.1 Apply 3R practices.</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>3.1 SEM campaign performance criteria defined.</p> <p>3.2 SEM campaign optimisation strategies justified.</p> <p>3.3 SEM progress monitoring criteria listed.</p> <p>3.4 Record and reports management mechanism described.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>3.1 SEM campaign performance assessed.</p> <p>3.2 SEM optimisation strategies deployed.</p> <p>3.3 SEM content preparation organised.</p> <p>3.4 SEM monitoring checklist designed.</p> <p>3.5 SEM optimisation plan implementation monitoring performed.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>3.1 Effective communication skills when carrying out activities applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> <li>• Increase or reduce cost.</li> <li>• Increase or reduce time/days.</li> <li>• Revise advertisement placement (devices, website, graphics sizes).</li> </ul> <p>3.3 SEM progress monitoring checklist;</p> <ul style="list-style-type: none"> <li>• Rate of completion.</li> <li>• Task to be completed.</li> <li>• Expected deadline.</li> </ul> <p>3.4 Record and reports management.</p>			<p>3.2 Analytical skills during assessing performances applied.</p> <p>3.3 Recommended ergonomic practices applied.</p> <p>3.4 Regulations and Acts complied.</p> <p>3.5 3R practices applied.</p>

## Employability Skills

### Core Abilities

- Please refer NCS- Core Abilities latest edition.

### Social Values & Social Skills

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

## References for Learning Material Development

- 1 Chaffey, D., & Ellis-Chadwick, F. (2020). Digital marketing. Pearson. Seventh edition. ISBN: 978-129224157
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- 4 Moran, M., & Hunt, B. (2015). Search engine marketing, Inc: driving search traffic to your company's web site. IBM Press/Pearson. 1<sup>st</sup> edition. ISBN: 978-0131852921
- 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

**15.4. Implement E-commerce marketing plan.**

SECTION	(M) Professional, Scientific and Technical Activities		
GROUP	(731) Advertising		
AREA	Digital Marketing		
NOSS TITLE	Digital Marketing Planning & Implementation		
COMPETENCY UNIT TITLE	Implement E-commerce marketing plan.		
LEARNING OUTCOMES	<p>The learning outcomes of this competency are to enable the trainees to prepare, coordinate and optimise E-commerce campaigns through selected channel by using E-commerce marketing campaign calendar according to E-commerce marketing project brief requirements.</p> <p>Upon completion of this competency unit, trainees should be able to:</p> <ol style="list-style-type: none"> <li>1. Determine E-commerce channel.</li> <li>2. Plan E-commerce marketing campaign content calendar.</li> <li>3. Prepare E-commerce marketing campaign plan.</li> <li>4. Coordinate E-commerce marketing campaign implementation.</li> <li>5. Prepare E-commerce paid advertisement campaign proposal.</li> <li>6. Optimise E-commerce marketing campaign performance.</li> </ol>		
TRAINING PREREQUISITE (SPECIFIC)	Not Available.		
CU CODE	M731-001-4:2021-C04	NOSS LEVEL	Four (4)

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
1. Determine E-commerce channel.	1.1 E-commerce marketing project brief requirements; • Objectives	1.1 Interpret E-commerce marketing project brief requirements. 1.2 Identify audience persona.	<u>ATTITUDE</u> 1.1 Apply analytical skills during activities carried out.	<u>COGNITIVE DOMAIN</u> 1.1 E-commerce marketing objectives, project budget, timeline and target clarified.



WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>(Awareness, consideration and conversion).</p> <ul style="list-style-type: none"> <li>• Project budget.</li> <li>• Timeline.</li> <li>• Target (types of persona).</li> </ul> <p>1.2 Audience persona;</p> <ul style="list-style-type: none"> <li>• Demographics (location, age, race, relationship status, job titles).</li> <li>• Interest (pages they like, people that follow, things they search for).</li> <li>• Behaviour (5W- what, when, who, why, where).</li> </ul>	<p>1.3 Select E-commerce channel.</p> <p>1.4 Analyse E-commerce channel website traffic.</p> <p>1.5 Prepare E-commerce channel setup proposal.</p> <p>1.6 Submit E-commerce channel setup proposal for approval.</p>	<p>1.2 Be resourceful in looking for information.</p> <p><u>SAFETY</u></p> <p>1.1 Adhere to company SOP.</p> <p>1.2 Apply recommended 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>1.2 Audience persona profile explained.</p> <p>1.3 E-commerce channel listed.</p> <p>1.4 Types of E-commerce website traffic described.</p> <p>1.5 E-commerce channel setup proposal requirements explained.</p> <p>1.6 E-Commerce proposal submission requirements described.</p> <p>1.7 Factors contributing to sustainability of digitalisation differentiated.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>1.1 E-commerce brief requirements interpreted.</p> <p>1.2 Audience persona constructed.</p> <p>1.3 E-Commerce channel selected.</p> <p>1.4 E-commerce channel website traffic analysed.</p> <p>1.5 E-commerce channel setup proposed.</p> <p>1.6 E-commerce channel setup proposal submitted according to requirements and timeline.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>1.3 E-Commerce channel;</p> <ul style="list-style-type: none"> <li>• Search engine.</li> <li>• Online marketplaces.</li> <li>• Comparison shopping engines.</li> <li>• Retargeting networks engine.</li> <li>• Affiliate networks.</li> </ul> <p>1.4 Types of E-commerce website traffic;</p> <ul style="list-style-type: none"> <li>• Source of traffic.</li> <li>• Pattern (timing, content type (images, videos, blogs).</li> </ul>			<p><u>AFFECTIVE DOMAIN</u></p> <p>1.1 Analytical skills during activities demonstrated.</p> <p>1.2 Resourceful in looking for information.</p> <p>1.3 Company SOP adhered to.</p> <p>1.4 Recommended ergonomics practice applied.</p> <p>1.5 Regulations and Acts complied.</p> <p>1.6 Reduce, Reuse and Recycle (3R) practice applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>1.5 E-Commerce channel setup proposal requirements;</p> <ul style="list-style-type: none"> <li>• Problem statement.</li> <li>• Objectives.</li> <li>• Project budget.</li> <li>• Timeline.</li> <li>• Estimated result.</li> <li>• Recommendation.</li> </ul> <p>1.6 E-Commerce proposal submission requirements;</p> <ul style="list-style-type: none"> <li>• Format of report.</li> <li>• Presentation skills.</li> </ul> <p>1.7 Factors contributing to sustainability of digitalisation:</p> <ul style="list-style-type: none"> <li>• Economics.</li> <li>• Social.</li> </ul>			

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> <li>Environmental.</li> </ul>			
2. Plan E-commerce marketing campaign content calendar.	2.1 E-commerce channel requirements; <ul style="list-style-type: none"> <li>Types of E-commerce content format (Images, videos, website copywriting, content topics, keywords).</li> <li>Types of E-commerce content (Paid Advertisement, organic, Top of the Funnel (ToFU), Middle of the funnel (MoFU), Bottom of</li> </ul>	2.1 Identify E-commerce channel requirements. 2.2 Conduct E-commerce content competitive analysis. 2.3 Strategise E-commerce content development. 2.4 Coordinate E-commerce content development. 2.5 Prepare E-commerce content calendar proposal. 2.6 Submit E-commerce content calendar proposal for approval.	<u>ATTITUDE</u> 2.1 Apply analytical skills during activities carried out. 2.2 Be resourceful in trying to look for information. 2.3 Apply effective communication skills while carrying out activities.  <u>SAFETY</u> 2.1 Comply with company safety requirements.  <u>ENVIRONMENT</u> 2.1 Apply 3R practices.	<u>COGNITIVE DOMAIN</u> 2.1 E-commerce channel requirements listed. 2.2 Purpose of E-commerce content creation justified. 2.3 E-commerce content analysis strategic reviewed. 2.4 E-commerce content development strategies distinguished. 2.5 E-commerce content development coordination described. 2.6 E-commerce content calendar proposal submission requirements defined.  <u>PSYCHOMOTOR DOMAIN</u> 2.1 E-commerce channel requirements fulfilled. 2.2 E-commerce content competitive analysis constructed. 2.3 E-commerce content development method diagnosed.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>the funnel (BoFU)).</p> <p>2.2 Purpose of E-commerce content creation;</p> <ul style="list-style-type: none"> <li>• Awareness.</li> <li>• Interest.</li> <li>• Desire.</li> <li>• Action.</li> </ul> <p>2.3 E-commerce content creation purpose;</p> <ul style="list-style-type: none"> <li>• Educational.</li> <li>• Viral.</li> <li>• Promotion.</li> </ul> <p>2.4 E-commerce competitive analysis strategies;</p> <ul style="list-style-type: none"> <li>• Market research.</li> <li>• Content research.</li> <li>• Competitor analysis.</li> <li>• Competitive analysis tools</li> </ul>			<p>2.4 E-commerce content creation developed.</p> <p>2.5 E-commerce content calendar proposal prepared.</p> <p>2.6 E-commerce content calendar proposal submitted according to requirements and timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>2.1 Analytical skills during activities carried out applied.</p> <p>2.2 Resourceful in looking for information.</p> <p>2.3 Effective communication skills while carrying out activities applied.</p> <p>2.4 Company safety requirements complied.</p> <p>2.5 3R practices applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>(Keywords, site appearance, organic visitors, top performing content).</p> <p>2.5 E-commerce content development strategies;</p> <ul style="list-style-type: none"> <li>• Determine audience.</li> <li>• Setting goal.</li> <li>• Measure performance.</li> <li>• Perform competition analysis.</li> <li>• Reporting.</li> </ul> <p>2.6 Coordination E-commerce content development;</p> <ul style="list-style-type: none"> <li>• Storyboard.</li> <li>• Timeline.</li> <li>• Resources.</li> <li>• Skills set.</li> </ul>			

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> <li>• Project management tools.</li> <li>• Content development tools.</li> </ul> <p>2.7 E-commerce content calendar proposal submission requirements;</p> <ul style="list-style-type: none"> <li>• Posting schedule.</li> <li>• Content format.</li> </ul>			
3. Prepare E-commerce marketing campaign plan.	<p>3.1 Types of E-commerce campaign objectives;</p> <ul style="list-style-type: none"> <li>• Awareness.</li> <li>• Consideration.</li> <li>• Conversion.</li> </ul> <p>3.2 E-commerce awareness objectives;</p> <ul style="list-style-type: none"> <li>• Reach.</li> </ul>	<p>3.1 Determine E-commerce marketing campaign objectives.</p> <p>3.2 Determine E-commerce marketing campaign resources allocation.</p> <p>3.3 Prepare E-commerce marketing campaign proposal.</p>	<p><u>ATTITUDE</u></p> <p>3.1 Apply creativity in planning and strategising E-commerce marketing content calendar.</p> <p>3.2 Be resourceful in trying to look for information.</p> <p>3.3 Give attention to detail when preparing proposal.</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>3.1 Types E-commerce of campaign marketing objectives differentiated.</p> <p>3.2 E-Commerce awareness campaign objectives explained using examples.</p> <p>3.3 E-Commerce consideration campaign objectives explained using examples.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> <li>• Impression.</li> <li>• Promotion.</li> </ul> <p>3.3 E-commerce of consideration objectives;</p> <ul style="list-style-type: none"> <li>• Traffic.</li> <li>• Advertisement.</li> <li>• Engagement.</li> <li>• Lead generation.</li> </ul> <p>3.4 E-commerce conversion objectives;</p> <ul style="list-style-type: none"> <li>• Sales.</li> <li>• Product Booking.</li> <li>• Add to Wishlist.</li> </ul> <p>3.5 Types of E-commerce resources and availability;</p> <ul style="list-style-type: none"> <li>• Manpower (skills set).</li> <li>• Budget.</li> <li>• Software application.</li> </ul>	3.4 Submit E-commerce marketing campaign proposal for approval.	<p><u>SAFETY</u></p> <p>3.1 Comply with company safety requirements.</p> <p><u>ENVIRONMENT</u></p> <p>3.1 Apply 3R practices</p>	<p>3.4 E-Commerce conversion campaign objectives explained using examples.</p> <p>3.5 Type of resources and availability listed.</p> <p>3.6 E-commerce marketing campaign plan proposal requirements described.</p> <p>3.7 E-commerce marketing campaign proposal submission requirements described.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>3.1 E-commerce marketing campaign objectives reviewed.</p> <p>3.2 Resources allocated according to E-commerce marketing campaign plan requirement.</p> <p>3.3 E-commerce marketing campaign plan proposal prepared.</p> <p>3.4 E-commerce marketing campaign plan 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"> <li>• Timeline (E-commerce content calendar, Gantt chart).</li> </ul> <p>3.6 E-commerce marketing campaign plan proposal requirements;</p> <ul style="list-style-type: none"> <li>• Posting schedule.</li> <li>• Content format.</li> </ul> <p>3.7 E-commerce marketing proposal submission requirements;</p> <ul style="list-style-type: none"> <li>• Format of report.</li> <li>• Presentation skills.</li> </ul>			<p><u>AFFECTIVE DOMAIN</u></p> <p>3.1 Creativity in planning and strategising content calendar applied.</p> <p>3.2 Resourceful in looking for information.</p> <p>3.3 Attention to detail demonstrated when preparing proposal given.</p> <p>3.4 Company safety requirements complied.</p> <p>3.5 3R practices applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
4. Coordinate E-commerce marketing campaign implementation.	<p>4.1 Factor for task delegation;</p> <ul style="list-style-type: none"> <li>• Timeline.</li> <li>• Types of skills set.</li> <li>• Availability of resources.</li> <li>• Scope of work.</li> </ul> <p>4.2 E-commerce marketing campaign progress monitoring checklist;</p> <ul style="list-style-type: none"> <li>• Rate of completion.</li> <li>• Task to be completed.</li> <li>• Expected deadline.</li> </ul> <p>4.3 Record and reports management.</p>	<p>4.1 Interpret E-commerce marketing campaign plan.</p> <p>4.2 Delegate E-commerce marketing campaign task.</p> <p>4.3 Monitor E-commerce marketing campaign work progress.</p> <p>4.4 Improve E-commerce marketing campaign performance.</p> <p>4.5 Compile E-commerce marketing campaign task implementation report.</p> <p>4.6 Prepare E-commerce marketing task implementation summary report.</p>	<p><u>ATTITUDE</u></p> <p>4.1 Be resourceful in trying to look for information.</p> <p>4.2 Give attention to detail in interpreting E-commerce campaign plan.</p> <p>4.3 Apply effective communication skills while carrying out activities.</p> <p><u>SAFETY</u></p> <p>4.1 Comply with company safety requirements.</p> <p><u>ENVIRONMENT</u></p> <p>4.1 Apply 3R practices.</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>4.1 Factor for E-commerce marketing task delegation defined.</p> <p>4.2 E-commerce marketing progress monitoring checklist distinguished.</p> <p>4.3 Record and reports management mechanism described.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>4.1 E-commerce marketing campaign plan requirements listed.</p> <p>4.2 E-commerce marketing campaign task delegation organised.</p> <p>4.3 E-commerce marketing campaign work progress monitored according to checklist.</p> <p>4.4 E-commerce marketing campaign performance improved.</p> <p>4.5 E-commerce marketing campaign performance compiled.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
				<p>4.6 E-commerce marketing campaign task implementation summary report developed.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>4.1 Resourceful in looking for information.</p> <p>4.2 Attention to detail demonstrated in interpreting E-commerce marketing campaign plan given.</p> <p>4.3 Effective communication skills while carrying out E-commerce marketing activities applied.</p> <p>4.4 Company safety requirements complied.</p> <p>4.5 3R practices applied.</p>
5. Prepare E-commerce paid advertisement campaign proposal.	<p>5.1 Factors for E-commerce paid advertisement campaign;</p> <ul style="list-style-type: none"> <li>• Allocated budget.</li> <li>• Target.</li> <li>• E-commerce paid</li> </ul>	<p>5.1 Determine E-commerce paid advertisement budget allocation.</p> <p>5.2 Determine E-commerce paid advertisement target requirements.</p>	<p><u>ATTITUDE</u></p> <p>5.1 Apply critical skills in carrying out E-commerce paid advertisement work requirements.</p> <p>5.2 Apply creativity in planning and strategising E-commerce paid</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>5.1 Factors for E-commerce paid advertisement campaign defined.</p> <p>5.2 E-commerce paid advertisement campaign target justified.</p> <p>5.3 E-Commerce paid advertisement campaign plan</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>advertisement channel.</p> <ul style="list-style-type: none"> <li>Content.</li> </ul> <p>5.2 E-commerce paid advertisement campaign target;</p> <ul style="list-style-type: none"> <li>Number of leads.</li> <li>Number of likes.</li> <li>Number of views.</li> <li>Number of clicks.</li> </ul> <p>5.3 E-commerce paid advertisement campaign plan proposal requirements;</p> <ul style="list-style-type: none"> <li>Advertisement channel.</li> <li>Advertisement campaign content calendar.</li> </ul>	<p>5.3 Select E-commerce paid advertisement channel.</p> <p>5.4 Match E-commerce paid advertisement budget, target and advertisement channel.</p> <p>5.5 Create E-commerce paid advertisement campaign proposal.</p> <p>5.6 Submit E-commerce paid advertisement campaign proposal for approval.</p>	<p>advertisement content calendar.</p> <p>5.3 Be resourceful in looking for information.</p> <p>5.4 Give attention to detail when determining E-commerce paid advertisement campaign requirements.</p> <p><u>SAFETY</u></p> <p>5.1 Comply with company safety requirements.</p> <p><u>ENVIRONMENT</u></p> <p>5.1 Apply 3R practices.</p>	<p>proposal requirements described.</p> <p>5.4 E-Commerce paid advertisement proposal submission requirements described.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>5.1 E-commerce paid advertisement budget allocation identified.</p> <p>5.2 E-commerce paid advertisement campaign plan complied.</p> <p>5.3 E-commerce paid advertisement channel selected.</p> <p>5.4 E-commerce paid advertisement budget, target and advertisement channel matching performed.</p> <p>5.5 E-commerce paid advertisement campaign proposal created.</p> <p>5.6 E-commerce paid advertisement campaign 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"> <li>Content format.</li> <li>Campaign duration.</li> </ul> 5.4 E-commerce paid advertisement proposal submission requirements; <ul style="list-style-type: none"> <li>Format of report.</li> <li>Presentation skills.</li> </ul>			<u>AFFECTIVE DOMAIN</u> 5.1 Critical skills in carrying out E-commerce paid advertisement work requirements applied. 5.2 Creativity in planning and strategising E-commerce paid advertisement content calendar applied. 5.3 Resourceful in looking for information. 5.4 Attention to detail demonstrated when determining E-commerce paid advertisement campaign requirements given. 5.5 Company safety requirements complied. 5.6 3R practice applied.
6. Optimise E-commerce marketing campaign performance.	6.1 E-Commerce marketing campaign performance criteria; <ul style="list-style-type: none"> <li>Impressions.</li> <li>Reach.</li> <li>Engagement.</li> </ul>	6.1 Assess existing E-commerce campaign performance. 6.2 Propose E-commerce marketing optimisation strategies. 6.3 Design E-commerce marketing campaign monitoring checklist.	<u>ATTITUDE</u> 6.1 Apply effective communication skills while carrying out activities. 6.2 Apply analytical skills during assessing performances.	<u>COGNITIVE DOMAIN</u> 6.1 E-Commerce marketing campaign performance criteria explained. 6.2 E-commerce marketing campaign optimisation strategies justified.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> <li>Email click-through-rate.</li> <li>Cost per acquisition (CPA).</li> <li>Organic acquisition traffic.</li> <li>Social media engagement.</li> <li>Subscription rate.</li> <li>E-commerce churn rate.</li> <li>Repeat customer rate.</li> </ul> <p>6.2 E-commerce marketing campaign optimisation strategies;</p> <ul style="list-style-type: none"> <li>Campaign adjustment.</li> <li>Channel selection.</li> <li>Budget tweaking.</li> </ul>	<p>6.4 Coordinate E-commerce marketing campaign optimisation strategies.</p> <p>6.5 Monitor E-commerce marketing campaign optimisation strategies plan execution.</p>	<p><u>SAFETY</u></p> <p>6.1 Comply to regulation and Acts.</p> <p>6.2 Apply recommended ergonomics practices.</p> <p><u>ENVIRONMENT</u></p> <p>6.1 Apply 3R practices.</p>	<p><u>PSYCHOMOTOR DOMAIN</u></p> <p>6.1 Existing E-Commerce campaign performance assessed.</p> <p>6.2 E-commerce marketing campaign optimisation strategies recommended.</p> <p>6.3 E-commerce marketing campaign monitoring checklist designed.</p> <p>6.4 E-commerce marketing campaign optimisation strategies coordinated.</p> <p>6.5 E-commerce marketing campaign progress monitored according to checklist.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>6.1 Effective communication skills while carrying out E-commerce marketing activities applied.</p> <p>6.2 Analytical skills during assessing performances applied.</p> <p>6.3 Regulation and Acts complied.</p> <p>6.4 Recommended ergonomic practices applied.</p> <p>6.5 3R practices applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"><li>• Content relevancy.</li><li>• Schedule optimisation.</li></ul>			

## 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-009-4:2015 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 Laudon, K. C., & Traver. C. G. (2021). E-commerce: business, technology, society. Pearson. Sixteen edition. ISBN: 978-1292343167
- 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



**15.5. Implement mobile marketing plan.**

SECTION	(M) Professional, Scientific and Technical Activities		
GROUP	(731) Advertising		
AREA	Digital Marketing		
NOSS TITLE	Digital Marketing Planning & Implementation		
COMPETENCY UNIT TITLE	Implement mobile marketing plan.		
LEARNING OUTCOMES	<p>The learning outcomes of this competency are to enable the trainees to prepare, coordinate and optimise mobile marketing campaigns through selected channel by using mobile marketing campaign calendar according to mobile marketing project brief requirements.</p> <p>Upon completion of this competency unit, trainees should be able to:</p> <ol style="list-style-type: none"> <li>1. Determine mobile marketing channel.</li> <li>2. Plan mobile marketing campaign content calendar.</li> <li>3. Prepare mobile marketing campaign plan.</li> <li>4. Coordinate mobile marketing campaign implementation.</li> <li>5. Prepare mobile application (app) marketing campaign proposal.</li> <li>6. Optimise mobile marketing campaign performance.</li> </ol>		
TRAINING PREREQUISITE (SPECIFIC)	Not Available.		
CU CODE	M731-001-4:2021-C05	NOSS LEVEL	Four (4)

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
1. Determine mobile marketing channel.	1.1 Mobile marketing project brief requirements; • Objectives	1.1 Interpret mobile marketing project brief requirements. 1.2 Identify audience persona.	<u>ATTITUDE</u> 1.1 Apply analytical skills during activities carried out.	<u>COGNITIVE DOMAIN</u> 1.1 Mobile marketing objective project budget, timeline and target clarified.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>(Awareness, consideration and conversion).</p> <ul style="list-style-type: none"> <li>• Project budget.</li> <li>• Timeline.</li> <li>• Target (types of persona).</li> </ul> <p>1.2 Audience persona;</p> <ul style="list-style-type: none"> <li>• Demographics (location, age, race, relationship status, job titles).</li> <li>• Interest (information they subscribed to, previous history).</li> <li>• Behaviour (5W- what, when, who, why, where).</li> </ul>	<p>1.3 Select mobile marketing channel.</p> <p>1.4 Prepare mobile marketing channel setup proposal.</p> <p>1.5 Submit mobile marketing proposal for approval.</p>	<p>1.2 Be resourceful in looking for information.</p> <p><u>SAFETY</u></p> <p>1.1 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 Audience persona profile explained.</p> <p>1.3 Audience demographics, interest and behaviour specified.</p> <p>1.4 Common mobile marketing channel differentiated.</p> <p>1.5 Mobile marketing setup proposal requirements explained.</p> <p>1.6 Mobile marketing proposal submission requirements described.</p> <p>1.7 Factors contributing to sustainability of digitalisation approaches differentiated.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>1.1 Mobile marketing project brief requirements interpreted.</p> <p>1.2 Audience persona constructed.</p> <p>1.3 Mobile marketing channel selected.</p> <p>1.4 Mobile marketing channel setup proposed.</p> <p>1.5 Mobile marketing proposal submitted according to requirements and timeline.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>1.3 Mobile marketing channel;</p> <ul style="list-style-type: none"> <li>• Short Message Services (SMS).</li> <li>• Proximity Marketing.</li> <li>• Responsive landing page.</li> <li>• Mobile application social media.</li> <li>• Responsive email.</li> </ul> <p>1.4 Mobile marketing channel tools;</p> <ul style="list-style-type: none"> <li>• SMS marketing tool.</li> <li>• Proximity marketing tool.</li> <li>• Responsive website tool.</li> </ul>			<p><u>AFFECTIVE DOMAIN</u></p> <p>1.1 Analytical skills during activities carried out applied.</p> <p>1.2 Resourceful in looking for information.</p> <p>1.3 Company safety requirements complied.</p> <p>1.4 Reduce, Reuse and Recycle (3R) practice applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>1.5 Mobile marketing channel setup proposal requirements;</p> <ul style="list-style-type: none"> <li>• Problem statement.</li> <li>• Objectives.</li> <li>• Project budget.</li> <li>• Timeline.</li> <li>• Estimated results.</li> <li>• Recommendation.</li> </ul> <p>1.6 Mobile marketing proposal submission requirements;</p> <ul style="list-style-type: none"> <li>• Format of report.</li> <li>• Presentation skills.</li> </ul> <p>1.7 Factors contributing to sustainability of digitalisation:</p>			

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> <li>• Economics.</li> <li>• Social.</li> <li>• Environmental.</li> </ul>			
2. Plan mobile marketing campaign content calendar.	<p>2.1 Mobile marketing channel requirements (Types of content format - images, videos, copywriting, Quick Response (QR) codes, Call to Action).</p> <p>2.2 Purpose of mobile marketing content creation;</p> <ul style="list-style-type: none"> <li>• Awareness.</li> <li>• Interest.</li> <li>• Desire.</li> <li>• Action.</li> </ul> <p>2.3 Mobile marketing</p>	<p>2.1 Identify mobile marketing channel requirements.</p> <p>2.2 Conduct mobile marketing content competitive analysis.</p> <p>2.3 Propose mobile marketing content development strategies.</p> <p>2.4 Create mobile marketing content schedule.</p> <p>2.5 Submit mobile marketing content schedule for approval.</p>	<p><u>ATTITUDE</u></p> <p>2.1 Apply analytical skills during activities carried out.</p> <p>2.2 Demonstrate creativity in planning and strategising content calendar.</p> <p>2.3 Be resourceful in trying to look for information.</p> <p><u>SAFETY</u></p> <p>2.1 Comply with company safety requirements.</p> <p><u>ENVIRONMENT</u></p> <p>2.1 Apply 3R practices.</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>2.1 Mobile marketing channel requirements explained.</p> <p>2.2 Mobile marketing competitive analysis strategies described.</p> <p>2.3 Mobile marketing content development method strategies distinguished.</p> <p>2.4 Coordination of mobile marketing content development areas explained.</p> <p>2.5 Mobile marketing content calendar proposal submission requirements defined.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>2.1 Mobile marketing channel requirements fulfilled.</p> <p>2.2 Mobile marketing content competitive analysis constructed.</p> <p>2.3 Mobile marketing content development method diagnosed.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>content creation;</p> <ul style="list-style-type: none"> <li>• Opt in message.</li> <li>• Reminder.</li> <li>• Promotion.</li> </ul> <p>2.4 Mobile marketing competitive analysis strategies;</p> <ul style="list-style-type: none"> <li>• Market research.</li> <li>• Content research.</li> <li>• Competitor analysis.</li> </ul> <p>2.5 Mobile marketing content development method strategies;</p> <ul style="list-style-type: none"> <li>• Determine audience.</li> <li>• Setting goal.</li> <li>• Measure performance.</li> </ul>			<p>2.4 Mobile marketing content creation developed.</p> <p>2.5 Mobile marketing content calendar proposal prepared.</p> <p>2.6 Mobile marketing proposal submitted according to requirements and timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>2.1 Analytical skills during activities carried out applied.</p> <p>2.2 Creativity in planning and strategising content calendar demonstrated.</p> <p>2.3 Resourceful in looking for information.</p> <p>2.4 Company safety requirements complied.</p> <p>2.5 3R practices applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> <li>• Perform competition analysis.</li> <li>• Reporting.</li> </ul> <p>2.6 Mobile marketing coordination content development;</p> <ul style="list-style-type: none"> <li>• Storyboard.</li> <li>• Timeline.</li> <li>• Resources.</li> <li>• Skills set.</li> <li>• Project management tools.</li> <li>• Content development tools.</li> </ul> <p>2.7 Mobile marketing content calendar proposal submission requirements;</p> <ul style="list-style-type: none"> <li>• Posting schedule.</li> </ul>			

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> <li>Content format.</li> </ul>			
3. Prepare mobile marketing campaign plan.	<p>3.1 Types of mobile marketing campaign objectives;</p> <ul style="list-style-type: none"> <li>Awareness.</li> <li>Consideration.</li> <li>Conversion.</li> </ul> <p>3.2 Mobile marketing awareness campaign objectives;</p> <ul style="list-style-type: none"> <li>Reach.</li> <li>Tips and Advice.</li> <li>Reminder.</li> </ul> <p>3.3 Mobile marketing consideration campaign objectives;</p> <ul style="list-style-type: none"> <li>Advertisement.</li> <li>Engagement.</li> </ul>	<p>3.1 Determine mobile marketing campaign objectives.</p> <p>3.2 Determine mobile marketing resources allocation.</p> <p>3.3 Create mobile marketing campaign plan proposal.</p> <p>3.4 Submit mobile marketing campaign proposal for approval.</p>	<p><u>ATTITUDE</u></p> <p>3.1 Apply creativity in planning and strategising content calendar.</p> <p>3.2 Be resourceful in trying to look for information.</p> <p>3.3 Give attention to detail when preparing proposal.</p> <p><u>SAFETY</u></p> <p>3.1 Comply with company safety requirements.</p> <p><u>ENVIRONMENT</u></p> <p>3.1 Apply 3R practices.</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>3.1 Type of mobile marketing campaign objectives listed.</p> <p>3.2 Mobile marketing awareness campaign objectives differentiated.</p> <p>3.3 Mobile marketing consideration campaign objectives differentiated.</p> <p>3.4 Mobile marketing conversion campaign objectives differentiated.</p> <p>3.5 Mobile marketing resources and availability explained.</p> <p>3.6 Mobile marketing campaign plan proposal submission requirements described.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>3.1 Mobile marketing campaign objectives reviewed.</p> <p>3.2 Resources allocated according to mobile marketing campaign plan.</p> <p>3.3 Mobile marketing campaign plan proposal created.</p>



WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> <li>• Lead generation.</li> </ul> <p>3.4 Mobile marketing conversion campaign objectives;</p> <ul style="list-style-type: none"> <li>• Sales.</li> <li>• Downloads.</li> </ul> <p>3.5 Mobile marketing types of resources and availability;</p> <ul style="list-style-type: none"> <li>• Manpower (skills set).</li> <li>• Budget.</li> <li>• Software application.</li> <li>• Timeline (content calendar, Gantt chart).</li> </ul> <p>3.6 Mobile marketing campaign plan proposal requirements;</p>			<p>3.4 Mobile marketing campaign proposal submitted according to requirements and timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>3.1 Creativity in planning and strategising content calendar applied.</p> <p>3.2 Resourceful in looking for information.</p> <p>3.3 Attention to detail demonstrated during proposal preparation.</p> <p>3.4 Company safety requirements complied.</p> <p>3.5 3R practices applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> <li>• Posting schedule.</li> <li>• Content format.</li> </ul> 3.7 Mobile marketing proposal submission requirements; <ul style="list-style-type: none"> <li>• Format of report.</li> <li>• Presentation skills.</li> </ul>			
4. Coordinate mobile marketing campaign implementation.	4.1 Factor for task delegation; <ul style="list-style-type: none"> <li>• Timeline.</li> <li>• Types of skills set.</li> <li>• Availability of resources.</li> <li>• Scope of work.</li> </ul> 4.2 Mobile marketing campaign progress	4.1 Interpret mobile marketing campaign plan. 4.2 Delegate mobile marketing campaign task. 4.3 Monitor mobile marketing work progress. 4.4 Compile mobile marketing task implementation report.	<u>ATTITUDE</u> 4.1 Be resourceful in trying to look for information. 4.2 Give attention to detail in interpreting mobile marketing campaign plan. 4.3 Apply effective communication skills while carrying out activities.	<u>COGNITIVE DOMAIN</u> 4.1 Factor for mobile marketing campaign task delegation defined. 4.2 Mobile marketing campaign progress monitoring checklist distinguished. 4.3 Record and reports management mechanism described.  <u>PSYCHOMOTOR DOMAIN</u> 4.1 Mobile marketing campaign plan requirements listed.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>monitoring checklist;</p> <ul style="list-style-type: none"> <li>• Rate of completion.</li> <li>• Task to be completed.</li> <li>• Expected deadline.</li> </ul> <p>4.3 Record and reports management.</p>	<p>4.5 Prepare mobile marketing task implementation summary report.</p>	<p><u>SAFETY</u></p> <p>4.1 Comply with company safety requirements.</p> <p><u>ENVIRONMENT</u></p> <p>4.1 Apply 3R practices.</p>	<p>4.2 Mobile marketing campaign task delegation organised.</p> <p>4.3 Mobile marketing campaign work progress monitored according to checklist.</p> <p>4.4 Mobile marketing task implementation report compiled.</p> <p>4.5 Mobile marketing task implementation summary report developed.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>4.1 Resourceful in looking for information.</p> <p>4.2 Attention to detail in interpreting mobile marketing campaign plan given.</p> <p>4.3 Effective communication skills while carrying out activities applied.</p> <p>4.4 Company safety requirements complied.</p> <p>4.5 3R practices applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
5. Prepare mobile application (app) marketing campaign proposal.	<p>5.1 Mobile app marketing campaign strategy;</p> <ul style="list-style-type: none"> <li>• App store optimisation.</li> <li>• App install ads.</li> <li>• Push notification.</li> <li>• Deeplink.</li> </ul> <p>5.2 Mobile app marketing Key Performance Indicator (KPI);</p> <ul style="list-style-type: none"> <li>• Acquisition.</li> <li>• Retention.</li> <li>• Revenue.</li> </ul> <p>5.3 Mobile app acquisition KPI;</p> <ul style="list-style-type: none"> <li>• Number of download.</li> <li>• Cost Per Acquisition.</li> <li>• Length of customer app retention.</li> </ul>	<p>5.1 Determine mobile app marketing campaign budget allocation.</p> <p>5.2 Determine mobile app marketing campaign target requirements.</p> <p>5.3 Select mobile app marketing paid advertisement channel.</p> <p>5.4 Match mobile marketing paid advertisement budget, KPI and advertisement channel.</p> <p>5.5 Create mobile app marketing campaign proposal.</p> <p>5.6 Submit mobile app marketing campaign proposal for approval.</p>	<p><u>ATTITUDE</u></p> <p>5.1 Apply critical skills in carrying out work requirements.</p> <p>5.2 Be resourceful in look for information.</p> <p>5.3 Be meticulous in fulfilling budget allocated.</p> <p><u>SAFETY</u></p> <p>5.1 Comply with company safety requirements.</p> <p><u>ENVIRONMENT</u></p> <p>5.1 Apply 3R practices.</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>5.1 Mobile app marketing campaign strategy differentiated.</p> <p>5.2 Mobile app marketing Key Performance Indicator (KPI) justified.</p> <p>5.3 Mobile app acquisition KPI described.</p> <p>5.4 Mobile app retention KPI described.</p> <p>5.5 Mobile app conversion KPI described.</p> <p>5.6 Mobile app revenue KPI described.</p> <p>5.7 Mobile marketing campaign proposal requirements explained.</p> <p>5.8 Mobile app marketing campaign proposal submission requirements described.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>5.1 Mobile app marketing budget allocation identified.</p> <p>5.2 Mobile app marketing campaign target requirements confirmed.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>5.4 Mobile app retention KPI;</p> <ul style="list-style-type: none"> <li>• Daily Active User.</li> <li>• Monthly Active User.</li> <li>• Churn Rate.</li> <li>• Cohort Analysis.</li> </ul> <p>5.5 Mobile app conversion KPI;</p> <ul style="list-style-type: none"> <li>• Daily Active User.</li> <li>• Monthly Active User.</li> <li>• Churn Rate.</li> <li>• Cohort Analysis.</li> </ul> <p>5.6 Mobile app revenue KPI;</p> <ul style="list-style-type: none"> <li>• Customer Lifetime Value (CLV).</li> <li>• Abandonment rate.</li> </ul>			<p>5.3 Mobile app marketing paid advertisement channel selected.</p> <p>5.4 Mobile app marketing paid advertisement matched with budget, KPI and advertisement channel.</p> <p>5.5 Mobile app marketing campaign proposal created.</p> <p>5.6 Mobile app marketing campaign proposal submitted according to requirements and timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>5.1 Critical skills in carrying out work requirements applied.</p> <p>5.2 Resourceful in looking for information.</p> <p>5.3 Meticulous in fulfilling budget allocation demonstrated.</p> <p>5.4 Company safety requirements complied.</p> <p>5.5 3R practices applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>5.7 Mobile marketing campaign proposal requirements;</p> <ul style="list-style-type: none"> <li>• Problem statement.</li> <li>• Objectives.</li> <li>• Project budget.</li> <li>• Timeline.</li> <li>• Estimated results.</li> <li>• Recommendation.</li> </ul> <p>5.8 Mobile app marketing campaign proposal submission requirements;</p> <ul style="list-style-type: none"> <li>• Format of report.</li> <li>• Presentation skills.</li> </ul>			

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
6. Optimise mobile marketing campaign performance.	<p>6.1 Mobile marketing performance criteria;</p> <ul style="list-style-type: none"> <li>• Numbers reach.</li> <li>• Open rate.</li> <li>• Click through rate.</li> <li>• Cost per result.</li> </ul> <p>6.2 Mobile marketing campaign optimisation strategies;</p> <ul style="list-style-type: none"> <li>• Campaign adjustment.</li> <li>• Channel selection.</li> <li>• Budget tweaking.</li> <li>• Content relevancy.</li> <li>• Schedule Optimisation</li> </ul>	<p>6.1 Assess mobile marketing campaign performance.</p> <p>6.2 Propose mobile marketing campaign proposal optimisation strategies.</p> <p>6.3 Design mobile marketing campaign proposal monitoring checklist.</p> <p>6.4 Coordinate mobile marketing campaign proposal.</p> <p>6.5 Monitor mobile marketing optimisation plan execution.</p>	<p><u>ATTITUDE</u></p> <p>6.1 Apply effective communication skills while carrying out activities.</p> <p>6.2 Apply analytical skills during assessing performances.</p> <p><u>SAFETY</u></p> <p>6.1 Comply to Regulation and Acts.</p> <p>6.2 Apply recommended ergonomics.</p> <p><u>ENVIRONMENT</u></p> <p>6.1 Apply 3R practices.</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>6.1 Mobile marketing performance criteria explained.</p> <p>6.2 Mobile marketing campaign optimisation strategies justified.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>6.1 Mobile marketing campaign performance criteria developed.</p> <p>6.2 Mobile marketing campaign performance effectiveness assessment performed.</p> <p>6.3 Mobile marketing campaign optimisation strategies recommended.</p> <p>6.4 Mobile marketing campaign monitoring checklist designed.</p> <p>6.5 Mobile marketing campaign optimisation plan execution monitored.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>6.1 Effective communication skills while carrying out activities applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
				6.2 Analytical skills during assessing performances applied. 6.3 Recommended ergonomic practices applied. 6.4 Regulations and Acts complied. 6.5 3R practices applied.



## Employability Skills

### Core Abilities

- Please refer NCS- Core Abilities latest edition.

### Social Values & Social Skills

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

## References for Learning Material Development

- 1 Chaffey, D., & Ellis-Chadwick, F. (2020). Digital marketing. Pearson. Seventh edition. ISBN: 978-129224157
- 2 Daan. M., Kwakyi. G. (2018). The Advanced App Store Optimisation Book: A Complete Guide to ASO. Independently Published. ISBN: 978-171806363.
- 3 Department of Skills Development (DSD). 2015. Z-009-4:2015 NCS-Core Abilities. Putrajaya: Department of Skills Development (DSD)
- 4 Kapoor, A. (2021). Marketing in the digital world. Business Expert Press. First edition. ISBN: 978-1948580052
- 5 KINGS, P. A. U. L. D. (2017). Email Marketing: list building and campaigns. CREATESPACE INDEPENDENT P. 1st edition. ISBN: 978-1545092576
- 6 Rahim M. Sail et al. 2007. Handbook on Social Skills and Social Values in Technical Education and Vocational Training. Serdang. Department of Skills Development (DSD). ISBN 978-967-5026-21-8
- 7 Rowles. D. (2017). Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics, Tools and Measurement. Second edition. Kogan Page. ISBN: 978-0749481698

**15.6. Implement Email marketing plan.**

SECTION	(M) Professional, Scientific and Technical Activities		
GROUP	(731) Advertising		
AREA	Digital Marketing		
NOSS TITLE	Digital Marketing Planning & Implementation		
COMPETENCY UNIT TITLE	Implement Email marketing plan.		
LEARNING OUTCOMES	<p>The learning outcomes of this competency are to enable the trainees to prepare, implement and optimise email marketing performance.</p> <p>Upon completion of this competency unit, trainees should be able to:</p> <ol style="list-style-type: none"> <li>1. Prepare Email marketing customer list.</li> <li>2. Plan Email marketing campaign content calendar.</li> <li>3. Prepare Email marketing campaign plan.</li> <li>4. Coordinate Email marketing campaign implementation.</li> <li>5. Prepare Email paid advertisement campaign proposal.</li> <li>6. Optimise Email marketing campaign performances.</li> </ol>		
TRAINING PREREQUISITE (SPECIFIC)	Not Available.		
CU CODE	M731-001-4:2021-C06	NOSS LEVEL	Four (4)

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
1. Prepare Email marketing customer list.	1.1 Fundamentals of Email marketing. 1.2 Email campaign Objectives;	1.1 Interpret Email marketing campaign objective. 1.2 Collect potential customer details.	<u>ATTITUDE</u> 1.1 Apply analytical skills during activities carried out.	<u>COGNITIVE DOMAIN</u> 1.1 Fundamentals of Email marketing explained. 1.2 Email campaign objectives differentiated.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> <li>• Transactional.</li> <li>• Relational.</li> <li>• Promotional.</li> </ul> <p>1.3 Types of customers;</p> <ul style="list-style-type: none"> <li>• Potential.</li> <li>• New.</li> <li>• Loyal.</li> </ul> <p>1.4 Customer persona/profile;</p> <ul style="list-style-type: none"> <li>• Demographics (location, age, race, relationship status, job titles).</li> <li>• Interest (pages they like, people that follow, things they search for).</li> <li>• Behaviour (5W- what, when, who, why, where).</li> </ul>	<p>1.3 Prepare potential customer list.</p> <p>1.4 Submit customer list for approval.</p>	<p>1.2 Be resourceful in looking for information.</p> <p>1.3 Comply with Personal Data Protection Act (PDPA).</p> <p><u>SAFETY</u></p> <p>1.1 Comply with company safety requirements.</p> <p><u>ENVIRONMENT</u></p> <p>1.1 Apply Reduce, Reuse and Recycle (3R) best practices.</p>	<p>1.3 Types of customers differentiated.</p> <p>1.4 Customer persona / profile explained.</p> <p>1.5 Email marketing proposal submission requirements described.</p> <p>1.6 Factors contributing to sustainability of digitalisation approaches differentiated.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>1.1 Email marketing campaign objective interpreted.</p> <p>1.2 Potential customer details compiled into database.</p> <p>1.3 Potential customer list prepared.</p> <p>1.4 Customer list prepared submitted according to requirements and timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>1.1 Analytical skills during activities carried out applied.</p> <p>1.2 Resourceful in looking for information.</p> <p>1.3 PDPA complied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>1.5 Email marketing proposal submission requirements;</p> <ul style="list-style-type: none"> <li>• Size of database.</li> <li>• Format of report.</li> <li>• Presentation skills.</li> </ul> <p>1.6 Factors contributing to sustainability of digitalisation:</p> <ul style="list-style-type: none"> <li>• Economics.</li> <li>• Social.</li> <li>• Environmental.</li> </ul>			<p>1.4 Company safety requirements complied.</p> <p>1.5 Reduce, Reuse and Recycle (3R) best practices applied.</p>
2. Plan Email marketing campaign content calendar.	<p>2.1 Email marketing channel requirements;</p> <ul style="list-style-type: none"> <li>• Types of content format (Images,</li> </ul>	<p>2.1 Identify Email marketing requirements.</p> <p>2.2 Conduct Email marketing content competitive analysis.</p> <p>2.3 Strategise Email marketing content</p>	<p><u>ATTITUDE</u></p> <p>2.1 Apply analytical skills during activities carried out.</p> <p>2.2 Be resourceful in looking for information.</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>2.1 Email marketing channel requirements explained.</p> <p>2.2 Purpose of Email marketing content creation justified.</p> <p>2.3 Email marketing competitive analysis strategies explained.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>videos, copywriting).</p> <ul style="list-style-type: none"> <li>• Types of content (Paid, organic).</li> </ul> <p>2.2 Purpose of Email marketing;</p> <ul style="list-style-type: none"> <li>• Order confirmation.</li> <li>• Support ticket.</li> <li>• Webinar information.</li> <li>• New subscriber welcome.</li> <li>• Promotional content.</li> <li>• Event announcement.</li> </ul> <p>2.3 Email marketing competitive analysis strategies;</p>	<p>development strategies.</p> <p>2.4 Coordinate Email marketing content development.</p> <p>2.5 Prepare Email marketing content calendar proposal.</p> <p>2.6 Submit Email marketing content calendar for approval.</p>	<p><u>SAFETY</u></p> <p>2.1 Comply with company safety requirements.</p> <p><u>ENVIRONMENT</u></p> <p>2.1 Apply 3R best practices.</p>	<p>2.4 Email marketing content development strategies distinguished.</p> <p>2.5 Email marketing content development coordination explained.</p> <p>2.6 Email marketing content calendar proposal submission requirements defined.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>2.1 Email marketing requirements fulfilled.</p> <p>2.2 Email marketing content competitive analysis conducted.</p> <p>2.3 Email marketing content development method diagnosed.</p> <p>2.4 Email marketing content development strategies constructed.</p> <p>2.5 Email marketing content calendar created.</p> <p>2.6 Email marketing content calendar submitted for approval according to requirements and timeline.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> <li>• Market research.</li> <li>• Content research.</li> <li>• Competitor analysis.</li> <li>• Competitive analysis tools (Subject title, top performing content, opened rate, bounced rate).</li> </ul> <p>2.4 Email marketing content development method strategies;</p> <ul style="list-style-type: none"> <li>• Determine audience.</li> <li>• Setting goal.</li> <li>• Measure performance.</li> </ul>			<p><u>AFFECTIVE DOMAIN</u></p> <p>2.1 Analytical skills during activities carried out applied.</p> <p>2.2 Resourceful in looking for information.</p> <p>2.3 Company safety requirements complied.</p> <p>2.4 3R best practices applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> <li>• Perform competition analysis.</li> <li>• Reporting.</li> </ul> <p>2.5 Coordination Email marketing content development;</p> <ul style="list-style-type: none"> <li>• Storyboard.</li> <li>• Timeline.</li> <li>• Resources.</li> <li>• Skills set.</li> <li>• Project management tools.</li> <li>• Content development tools.</li> </ul> <p>2.6 Email marketing content calendar proposal submission requirements;</p> <ul style="list-style-type: none"> <li>• Posting schedule.</li> </ul>			

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> <li>Content format.</li> </ul>			
3. Prepare Email marketing campaign plan.	<p>3.1 Type of Email marketing campaign objectives;</p> <ul style="list-style-type: none"> <li>Transactional.</li> <li>Relational.</li> <li>Promotional.</li> </ul> <p>3.2 Email marketing campaign transactional objectives;</p> <ul style="list-style-type: none"> <li>Reach.</li> <li>Impression.</li> <li>Promotion.</li> </ul> <p>3.3 Email marketing campaign relational objectives;</p> <ul style="list-style-type: none"> <li>New subscriber welcome.</li> <li>Webinar</li> </ul>	<p>3.1 Determine Email marketing campaign objectives.</p> <p>3.2 Determine Email marketing resources allocation.</p> <p>3.3 Create Email marketing campaign plan proposal.</p> <p>3.4 Submit Email marketing campaign proposal for approval.</p>	<p><u>ATTITUDE</u></p> <p>3.1 Give attention to details when preparing the Email marketing campaign plan.</p> <p>3.2 Be resourceful in trying to look for information.</p> <p>3.3 Apply creativity on idea generation.</p> <p><u>SAFETY</u></p> <p>3.1 Adhere to company Standard Operating Procedure (SOP).</p> <p>3.2 Apply recommended ergonomics practices.</p> <p><u>ENVIRONMENT</u></p> <p>3.1 Apply 3R practice.</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>3.1 Types of Email marketing campaign objectives differentiated.</p> <p>3.2 Email marketing transactional campaign objectives explained using examples.</p> <p>3.3 Email marketing relational campaign objectives explained using examples.</p> <p>3.4 Email marketing promotional campaign objectives explained using examples.</p> <p>3.5 Types of resources and availability listed.</p> <p>3.6 Email marketing campaign plan proposal requirements described.</p> <p>3.7 Email marketing campaign proposal submission requirements described.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>3.1 Email marketing campaign objectives reviewed.</p>



WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>Confirmation.</p> <ul style="list-style-type: none"> <li>• Lead magnet Delivery.</li> </ul> <p>3.4 Email marketing campaign promotional objectives;</p> <ul style="list-style-type: none"> <li>• New product release.</li> <li>• Discounts offers.</li> <li>• Trial offers.</li> </ul> <p>3.5 Types of resources and availability;</p> <ul style="list-style-type: none"> <li>• Manpower (skills set).</li> <li>• Budget.</li> <li>• Software application.</li> <li>• Timeline (content calendar, Gantt chart).</li> </ul> <p>3.6 Email marketing</p>			<p>3.2 Resources allocated according to Email marketing campaign plan.</p> <p>3.3 Email marketing campaign plan proposal created.</p> <p>3.4 Email marketing campaign proposal submitted according to requirements and timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>3.1 Attention to details given when preparing the Email marketing campaign plan.</p> <p>3.2 Resourceful in looking for information.</p> <p>3.3 Creativity on idea generation applied.</p> <p>3.4 Company SOP adhered to.</p> <p>3.5 Recommended ergonomics practice applied.</p> <p>3.6 3R practice applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	campaign plan proposal requirements; <ul style="list-style-type: none"> <li>• Posting schedule.</li> <li>• Content format.</li> </ul> 3.7 Email marketing campaign proposal submission requirements; <ul style="list-style-type: none"> <li>• Format of report.</li> <li>• Presentation skills.</li> </ul>			
4. Coordinate Email marketing campaign implementation.	4.1 Factor for task delegation; <ul style="list-style-type: none"> <li>• Timeline.</li> <li>• Types of skills set.</li> <li>• Availability of resources.</li> <li>• Scope of work.</li> </ul>	4.1 Interpret Email marketing campaign plan requirements. 4.2 Delegate Email marketing campaign task. 4.3 Monitor Email marketing campaign work progress.	<u>ATTITUDE</u> 4.1 Be thorough in monitoring Email marketing campaign task implementation progress. 4.2 Be meticulous in preparing Email marketing campaign	<u>COGNITIVE DOMAIN</u> 4.1 Factor for Email marketing campaign task delegation defined. 4.2 Email marketing campaign progress monitoring checklist distinguished. 4.3 Record and reports management mechanism described.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>4.2 Email marketing campaign progress monitoring checklist;</p> <ul style="list-style-type: none"> <li>• Rate of completion.</li> <li>• Task to be completed.</li> <li>• Expected deadline.</li> </ul> <p>4.3 Record and reports management.</p>	<p>4.4 Compile Email marketing campaign task implementation report.</p> <p>4.5 Prepare Email marketing campaign task implementation summary report.</p>	<p>task implementation summary report.</p> <p><u>SAFETY</u></p> <p>4.1 Apply recommended ergonomics practices.</p> <p><u>ENVIRONMENT</u></p> <p>4.1 Apply 3R practices.</p>	<p><u>PSYCHOMOTOR DOMAIN</u></p> <p>4.1 Email marketing campaign plan requirements listed.</p> <p>4.2 Email marketing campaign task delegation organised.</p> <p>4.3 Email marketing campaign work progress monitored according to checklist.</p> <p>4.4 Record and reports management developed.</p> <p>4.5 Email marketing campaign task implementation summary report developed.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>4.1 Thorough in monitoring Email marketing campaign task implementation progress demonstrated.</p> <p>4.2 Meticulousness in preparing Email marketing campaign task implementation summary report demonstrated.</p> <p>4.3 Recommended ergonomics practices applied.</p> <p>4.4 3R practices applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
5. Prepare Email paid advertisement campaign proposal	<p>5.1 Factors for Email paid advertisement campaign;</p> <ul style="list-style-type: none"> <li>• Allocated budget.</li> <li>• Target.</li> <li>• Email paid advertisement channel.</li> <li>• Content.</li> </ul> <p>5.2 Email paid advertisement campaign target;</p> <ul style="list-style-type: none"> <li>• Number of leads.</li> <li>• Number of likes.</li> <li>• Number of views.</li> <li>• Number of clicks.</li> </ul> <p>5.3 Email marketing paid advertisement campaign plan</p>	<p>5.1 Determine Email paid advertisement campaign budget allocation.</p> <p>5.2 Determine Email paid advertisement campaign target requirements.</p> <p>5.3 Select Email marketing paid advertisement channel.</p> <p>5.4 Match Email paid advertisement campaign budget, target and Email advertisement channel.</p> <p>5.5 Create Email paid advertisement campaign proposal.</p> <p>5.6 Submit Email paid advertisement campaign proposal for approval.</p>	<p><u>ATTITUDE</u></p> <p>5.1 Give attention to detail in preparing Email paid advertisement campaign target.</p> <p>5.2 Be thorough in preparing Email paid advertisement campaign proposal.</p> <p><u>SAFETY</u></p> <p>5.1 Adhere to company SOP.</p> <p><u>ENVIRONMENT</u></p> <p>5.1 Apply best 3R practice.</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>5.1 Factors for Email paid advertisement campaign defined.</p> <p>5.2 Email paid campaign target justified.</p> <p>5.3 Email paid advertisement campaign plan proposal requirements described.</p> <p>5.4 Email paid advertisement proposal submission requirements described.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>5.1 Email paid advertisement campaign budget allocation identified.</p> <p>5.2 Email paid campaign plan complied.</p> <p>5.3 Email paid advertisement channel selected.</p> <p>5.4 Email paid advertisement campaign budget, target and advertisement channel matching performed.</p> <p>5.5 Email paid advertisement campaign proposal prepared.</p> <p>5.6 Email paid advertisement campaign proposal submitted</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>proposal requirements;</p> <ul style="list-style-type: none"> <li>• Advertisement channel.</li> <li>• Advertisement campaign content calendar.</li> <li>• Content format.</li> <li>• Campaign duration.</li> </ul> <p>5.4 Email marketing paid advertisement proposal submission requirements;</p> <ul style="list-style-type: none"> <li>• Format of report.</li> <li>• Presentation skills.</li> </ul>			<p>according to requirements and timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>5.1 Attention to detail demonstrated in preparing Email paid advertisement campaign target given.</p> <p>5.2 Thorough in preparing Email paid advertisement campaign proposal demonstrated.</p> <p>5.3 Company SOP adhered to.</p> <p>5.4 Best 3R practices applied.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
6. Optimise Email marketing campaign performances	<p>6.1 Email marketing campaign performance criteria;</p> <ul style="list-style-type: none"> <li>• Email open rates.</li> <li>• Number of link clicks.</li> <li>• Number of conversions (purchase).</li> <li>• Number of unsubscribe.</li> <li>• Number of complaints.</li> <li>• Number of forwards.</li> </ul> <p>6.2 Email marketing campaign optimisation strategies;</p> <ul style="list-style-type: none"> <li>• Subject line.</li> <li>• Delivery time.</li> <li>• Segment users.</li> </ul>	<p>6.1 Assess Email marketing campaign performance effectiveness.</p> <p>6.2 Propose Email marketing campaign optimisation strategies.</p> <p>6.3 Design Email marketing campaign monitoring checklist.</p> <p>6.4 Coordinate Email marketing campaign optimisation strategies.</p> <p>6.5 Monitor Email marketing campaign optimisation plan execution.</p>	<p><u>ATTITUDE</u></p> <p>6.1 Be thorough in assessing Email marketing campaign performance effectiveness.</p> <p>6.2 Be proactive in generating ideas.</p> <p><u>SAFETY</u></p> <p>6.1 Adhere to company SOP.</p> <p><u>ENVIRONMENT</u></p> <p>6.1 Apply best 3R practice.</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>6.1 Email marketing campaign performance criteria explained.</p> <p>6.2 Email marketing campaign optimisation strategies justified.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>6.1 Email marketing campaign performance criteria developed.</p> <p>6.2 Email marketing campaign optimisation strategies recommended.</p> <p>6.3 Email marketing campaign monitoring checklist designed.</p> <p>6.4 Email marketing campaign optimisation strategies coordinated.</p> <p>6.5 Email marketing campaign progress monitored according to checklist.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>6.1 Thorough in assessing Email marketing campaign performance effectiveness demonstrated.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> <li>• Copywriting.</li> <li>• Devices (desktop/mobile).</li> </ul>			6.2 Proactive in generating ideas demonstrated. 6.3 Company SOP adhered to. 6.4 Best 3R practice applied.

## Employability Skills

### Core Abilities

- Please refer NCS- Core Abilities latest edition.

### Social Values & Social Skills

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

## References for Learning Material Development

- 1 Chaffey, D., & Ellis-Chadwick, F. (2020). Digital marketing. Pearson. Seventh edition. ISBN: 978-129224157
- 2 Department of Skills Development (DSD). 2015. Z-009-4:2015 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



**15.7. Manage online reputation.**

SECTION	(M) Professional, Scientific and Technical Activities		
GROUP	(731) Advertising		
AREA	Digital Marketing		
NOSS TITLE	Digital Marketing Planning & Implementation		
COMPETENCY UNIT TITLE	Manage online reputation.		
LEARNING OUTCOMES	<p>The learning outcomes of this competency are to enable the trainees to handle and manage customer complaint, compliments, and online community.</p> <p>Upon completion of this competency unit, trainees should be able to:</p> <ol style="list-style-type: none"> <li>1. Handle online customer complaint.</li> <li>2. Handle online customer compliment.</li> <li>3. Handle online community.</li> </ol>		
TRAINING PREREQUISITE (SPECIFIC)	Not Available.		
CU CODE	M731-001-4:2021-C07	NOSS LEVEL	Four (4)

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
1. Handle online customer complaint.	1.1 Types of complaint; <ul style="list-style-type: none"> <li>• Product defect.</li> <li>• Services lacking.</li> </ul> 1.2 Sources of complaint;	1.1 Identify complaint received. 1.2 Assess complaint received. 1.3 Identify action to be taken. 1.4 Act on complaint. 1.5 Assess action effectiveness.	<u>ATTITUDE</u> 1.1 Apply effective communication skills while carrying out activities. 1.2 Promptly engage with stakeholder for any crisis arise.	<u>COGNITIVE DOMAIN</u> 1.1 Types of complaint explained. 1.2 Sources of complaint listed. 1.3 Standard Operating Procedure (SOP) explained. 1.4 Level of complaint justified. 1.5 Assessment criteria to measure action effectiveness explained.

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> <li>Customer feedback form.</li> <li>Personal call.</li> <li>Social media.</li> <li>Email.</li> </ul> <p>1.3 Complaint Handling Standard Operating Procedure (SOP).</p> <p>1.4 Level of complaint;</p> <ul style="list-style-type: none"> <li>Uncertainty.</li> <li>Certainty.</li> <li>Risk.</li> </ul> <p>1.5 Action effectiveness assessment criteria;</p> <ul style="list-style-type: none"> <li>Respond time.</li> <li>Reduce support ticket received.</li> </ul>	<p>1.6 Prepare online complaint report.</p> <p>1.7 Submit online complaint report.</p>	<p>1.3 Maintain information confidentiality.</p> <p><u>SAFETY</u></p> <p>1.1 Adhere to company SOP.</p> <p>1.2 Comply with Regulations and Acts.</p> <p><u>ENVIRONMENT</u></p> <p>1.1 Apply Reduce, Reuse and Recycle (3R) practice.</p>	<p>1.6 Complaint report content requirements listed.</p> <p>1.7 Factors contributing to sustainability of digitalisation approaches differentiated.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>1.1 Types and sources of complaint identified.</p> <p>1.2 Complaint severity level assessed.</p> <p>1.3 Relevant complaint procedure selected.</p> <p>1.4 Complaint action taken on.</p> <p>1.5 Action effectiveness assessed.</p> <p>1.6 Online complaint report prepared.</p> <p>1.7 Online complaint report submitted for approval.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>1.1 Effective communication skills while carrying out activities applied.</p> <p>1.2 Engagement with stakeholder for any crisis arise acted promptly.</p> <p>1.3 Information confidentiality uphold.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>1.6 Complaint report content;</p> <ul style="list-style-type: none"> <li>• Date.</li> <li>• Sources of complaint.</li> <li>• Details of customer.</li> <li>• Complaint issues.</li> <li>• Proposed solution.</li> <li>• Action taken.</li> <li>• Customer satisfaction level.</li> </ul> <p>1.7 Factors contributing to sustainability of digitalisation:</p> <ul style="list-style-type: none"> <li>• Economics.</li> <li>• Social.</li> <li>• Environmental.</li> </ul>			<p>1.4 Company SOP adhered to.</p> <p>1.5 Regulations and Acts complied.</p> <p>1.6 Reduce, Reuse and Recycle (3R) practice applied.</p>
2. Handle online customer compliment.	<p>2.1 Compliment sources;</p> <ul style="list-style-type: none"> <li>• Customer feedback form.</li> </ul>	<p>2.1 Identify online compliment.</p> <p>2.2 Monitor online compliment.</p>	<p><u>ATTITUDE</u></p> <p>2.1 Apply effective communication skills while carrying out activities.</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>2.1 Compliment sources identified.</p> <p>2.2 Purpose of customer compliment monitoring explained.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> <li>Personal call.</li> <li>Social media.</li> <li>Email.</li> </ul> <p>2.2 Purpose of customer compliment monitoring;</p> <ul style="list-style-type: none"> <li>Enhance company credibility.</li> <li>Evidence of proven success story.</li> <li>Accumulate social proof.</li> <li>Staff reward scheme.</li> </ul> <p>2.3 Types of compliment material;</p> <ul style="list-style-type: none"> <li>Screenshot.</li> <li>Video testimonial.</li> <li>Written testimonial.</li> <li>Written review.</li> </ul>	<p>2.3 Compile online compliment.</p> <p>2.4 Use customer compliment.</p> <p>2.5 Schedule implementation timeline.</p> <p>2.6 Assign implementation tasks.</p> <p>2.7 Assess action effectiveness.</p> <p>2.8 Prepare online customer compliment report.</p> <p>2.9 Submit online customer compliment report.</p>	<p>2.2 Promptly engage with stakeholder for any crisis arise.</p> <p>2.3 Maintain information confidentiality.</p> <p><u>SAFETY</u></p> <p>2.1 Adhere to company SOP.</p> <p>2.2 Comply with Regulations and Acts.</p> <p><u>ENVIRONMENT</u></p> <p>2.1 Apply 3R practice.</p>	<p>2.3 Types of compliment compilation mechanism explained.</p> <p>2.4 Repurpose compliment content format identified.</p> <p>2.5 Repurpose compliment implementation steps justified.</p> <p>2.6 Factor for task delegation defined.</p> <p>2.7 Compliment report content listed.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>2.1 Compliment sources selected.</p> <p>2.2 Online customer compliment monitored.</p> <p>2.3 Compliment from various channel managed.</p> <p>2.4 Compliment content organised.</p> <p>2.5 Implementation timeline prepared.</p> <p>2.6 Implementation tasks delegated.</p> <p>2.7 Action effectiveness assessed.</p> <p>2.8 Online customer compliment report prepared.</p> <p>2.9 Online customer compliment report submitted according to timeline.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<p>2.4 Repurpose compliment content into different format;</p> <ul style="list-style-type: none"> <li>• Infographic.</li> <li>• Video.</li> <li>• Social media posting.</li> <li>• Email.</li> <li>• Podcast.</li> <li>• Slideshare.</li> </ul> <p>2.5 Repurpose compliment implementation steps;</p> <ul style="list-style-type: none"> <li>• Prepare schedule.</li> <li>• Select channel.</li> <li>• Review content format.</li> <li>• Allocate resources.</li> </ul> <p>2.6 Factor for task delegation;</p> <ul style="list-style-type: none"> <li>• Timeline.</li> </ul>			<p><u>AFFECTIVE DOMAIN</u></p> <p>2.1 Effective communication skills while carrying out activities applied.</p> <p>2.2 Engagement with stakeholder for any crisis arise acted promptly.</p> <p>2.3 Information confidentiality uphold.</p> <p>2.4 Company SOP adhered to.</p> <p>2.5 Regulations and Acts complied.</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"> <li>• Types of skills set.</li> <li>• Availability of resources.</li> <li>• Scope of work.</li> </ul> <p>2.7 Compliment report content;</p> <ul style="list-style-type: none"> <li>• Date.</li> <li>• Sources of compliment.</li> <li>• Details of customer compliment.</li> <li>• Repurposed compliment content.</li> <li>• Action taken (re-posting images, video compilation, documentation).</li> </ul>			

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
3. Handle online community.	<p>3.1 Category of online community;</p> <ul style="list-style-type: none"> <li>Followers (fans, haters).</li> <li>Likers.</li> <li>Subscriber.</li> </ul> <p>3.2 Online community marketing direction;</p> <ul style="list-style-type: none"> <li>Personal branding.</li> <li>Community engagement.</li> <li>Business expansion.</li> </ul> <p>3.3 Types of online community communication channel;</p> <ul style="list-style-type: none"> <li>Streaming community.</li> <li>Social media group.</li> <li>Podcast group.</li> </ul>	<p>3.1 Identify category of online community marketing direction.</p> <p>3.2 Identify online community communication channel.</p> <p>3.3 Prepare online community communication strategies plan.</p> <p>3.4 Schedule implementation plan.</p> <p>3.5 Assign implementation tasks.</p> <p>3.6 Monitor implementation plan.</p> <p>3.7 Assess implementation plan.</p> <p>3.8 Prepare online community communication strategies plan report.</p> <p>3.9 Submit online community communication strategies plan report.</p>	<p><u>ATTITUDE</u></p> <p>3.1 Apply effective communication skills while carrying out activities.</p> <p>3.2 Promptly engage with stakeholder for any crisis arise.</p> <p>3.3 Maintain information confidentiality.</p> <p><u>SAFETY</u></p> <p>3.1 Adhere to company SOP.</p> <p>3.2 Comply with Regulations and Acts.</p> <p><u>ENVIRONMENT</u></p> <p>3.1 Apply Reduce, Reuse and Recycle (3R) practice.</p>	<p><u>COGNITIVE DOMAIN</u></p> <p>3.1 Category of online community differentiated.</p> <p>3.2 Online community marketing direction identified.</p> <p>3.3 Types of online community communication channel differentiated.</p> <p>3.4 Online community communication strategies plan defined.</p> <p>3.5 Online community management strategies identified.</p> <p>3.6 Factor for task delegation defined.</p> <p>3.7 Online community report content identified.</p> <p><u>PSYCHOMOTOR DOMAIN</u></p> <p>3.1 Online community marketing direction set.</p> <p>3.2 Online community communication channel selected.</p> <p>3.3 Online community communication strategies plan prepared.</p>

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	<ul style="list-style-type: none"> <li>• Online forum.</li> </ul> <p>3.4 Online community communication strategies plan;</p> <ul style="list-style-type: none"> <li>• Optimise online community.</li> <li>• Enrich online community.</li> </ul> <p>3.5 Online community management strategies;</p> <ul style="list-style-type: none"> <li>• Prepare schedule.</li> <li>• Select channel.</li> <li>• Review content format.</li> <li>• Allocate resources.</li> </ul> <p>3.6 Factor for task delegation;</p> <ul style="list-style-type: none"> <li>• Timeline.</li> <li>• Types of skills set.</li> </ul>			<p>3.4 Schedule implementation timeline prepared.</p> <p>3.5 Implementation tasks assigned according to plan.</p> <p>3.6 Implementation plan monitored.</p> <p>3.7 Plan effectiveness assessed.</p> <p>3.8 Online community communication strategies plan report prepared.</p> <p>3.9 Online community communication strategies plan report submitted according to timeline.</p> <p><u>AFFECTIVE DOMAIN</u></p> <p>3.1 Effective communication skills while carrying out activities applied.</p> <p>3.2 Engagement with stakeholder for any crisis arise acted promptly.</p> <p>3.3 Information confidentiality uphold.</p> <p>3.4 Company SOP adhered to.</p> <p>3.5 Regulations and Acts complied.</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"> <li>• Availability of resources.</li> <li>• Scope of work.</li> </ul> <p>3.7 Online community report content;</p> <ul style="list-style-type: none"> <li>• Date.</li> <li>• Sources of complaint and/or compliment.</li> <li>• Details of customer complaint and/or compliment.</li> <li>• Online community content.</li> <li>• Action taken.</li> </ul>			

## 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-009-4:2015 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

## 16. Delivery Mode

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

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

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 PLANNING & IMPLEMENTATION****LEVEL 4**

CU	CU CODE	COMPETENCY UNIT TITLE
C01	M731-001-4:2021-C01	Implement social media marketing campaign plan.
C02	M731-001-4:2021-C02	Implement Search Engine Optimisation (SEO) plan.
C03	M731-001-4:2021-C03	Implement Search Engine Marketing (SEM) plan.
C04	M731-001-4:2021-C04	Implement E-commerce marketing plan.
C05	M731-001-4:2021-C05	Implement mobile marketing plan.
C06	M731-001-4:2021-C06	Implement Email marketing plan.
C07	M731-001-4:2021-C07	Manage online reputation.

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

NO.	ITEM*	RATIO (TEM : Trainees or AR = As Required)						
		C01	C02	C03	C04	C05	C06	C07
A. Tools								
1	Multimedia software.	1:1	1:1	1:1	1:1	1:1	1:1	1:1
2	Social media application / platform.	1:1						
3	E-commerce platform.				1:1			
4	SEO tools.		1:1					
5	SEM tools.			1:1				
6	Analytical tools.	1:1	1:1	1:1	1:1	1:1	1:1	1:1
7	Competition analysis tools.	1:1	1:1	1:1	1:1	1:1	1:1	1:1
8	Graphic software.	1:1	1:1	1:1	1:1	1:1	1:1	1:1

NO.	ITEM*	RATIO (TEM : Trainees or AR = As Required)						
		C01	C02	C03	C04	C05	C06	C07
B. Equipment								
1	Computer / laptop and accessories with compatible specifications.	1:2	1:2	1:2	1:2	1:2	1:2	1:2
C. Materials								
1	Internet connection.	AR	AR	AR	AR	AR	AR	AR
2	Stationery.	AR	AR	AR	AR	AR	AR	AR
3	Samples of content calendar.	1:1	1:1	1:1	1:1	1:1	1:1	1:1
4	Samples of project monitoring checklist.	1:1	1:1	1:1	1:1	1:1	1:1	1:1
5	Samples of policy.	1:1	1:1	1:1	1:1	1:1	1:1	1:1
6	Samples of guidelines.	1:1	1:1	1:1	1:1	1:1	1:1	1:1
7	Examples of report.	1:1	1:1	1:1	1:1	1:1	1:1	1:1
8	Samples of project brief.	1:1	1:1	1:1	1:1	1:1	1:1	1:1
9	Samples of keywords.	1:1	1:1	1:1	1:1	1:1	1:1	1:1
10	Samples of copywriting.	1:1	1:1	1:1	1:1	1:1	1:1	1:1
11	Samples of article writing.	1:1	1:1	1:1	1:1	1:1	1:1	1:1
12	Samples of campaign plan.	1:1	1:1	1:1	1:1	1:1	1:1	1:1
13	Samples of improvement plan.	1:1	1:1	1:1	1:1	1:1	1:1	1:1
14	Samples of content preparation checklist.	1:1	1:1	1:1	1:1	1:1	1:1	1:1
15	Samples of competition checklist.	1:1	1:1	1:1	1:1	1:1	1:1	1:1
16	Samples of master plan.	1:1	1:1	1:1	1:1	1:1	1:1	1:1
17	Samples of optimisation plan.	1:1	1:1	1:1	1:1	1:1	1:1	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 PLANNING & IMPLEMENTATION

#### LEVEL 4

CU CODE	COMPETENCY UNIT TITLE	COMPETENCY UNIT WEIGHTAGE	WORK ACTIVITIES	WORK ACTIVITIES WEIGHTAGE
M731-001-4:2021-C01	Implement social media marketing campaign plan.	25%	1. Determine social media channel.	10%
			2. Plan social media marketing campaign content calendar.	20%
			3. Prepare social media marketing campaign plan.	20%
			4. Coordinate social media marketing campaign implementation.	10%
			5. Prepare social media paid advertisement campaign proposal.	20%
			6. Optimise social media marketing campaign performances.	20%
M731-001-4:2021-C02	Implement Search Engine Optimisation (SEO) plan.	20%	1. Analyse Search Engine Optimisation (SEO) channel performance.	20%
			2. Prepare Search Engine Optimisation (SEO) campaign plan.	30%
			3. Prepare Search Engine Optimisation (SEO) improvement plan.	30%
			4. Coordinate Search Engine Optimisation (SEO) campaign implementation.	20%

CU CODE	COMPETENCY UNIT TITLE	COMPETENCY UNIT WEIGHTAGE	WORK ACTIVITIES	WORK ACTIVITIES WEIGHTAGE
M731-001-4:2021-C03	Implement Search Engine Marketing (SEM) plan.	10%	1. Prepare Search Engine Marketing (SEM) campaign plan.	20%
			2. Implement Search Engine Marketing (SEM) campaign plan.	50%
			3. Optimise Search Engine Marketing (SEM) campaign performance.	30%
M731-001-4:2021-C04	Implement E-commerce marketing plan.	20%	1. Determine E-commerce channel.	10%
			2. Plan E-commerce marketing campaign content calendar.	20%
			3. Prepare E-commerce marketing campaign plan.	20%
			4. Coordinate E-commerce marketing campaign implementation.	10%
			5. Prepare E-commerce paid advertisement campaign proposal.	20%
			6. Optimise E-commerce marketing campaign performance.	20%
M731-001-4:2021-C05	Implement mobile marketing plan.	10%	1. Determine mobile marketing channel.	10%
			2. Plan mobile marketing campaign content calendar.	20%
			3. Prepare mobile marketing campaign plan.	20%
			4. Coordinate mobile marketing campaign implementation.	10%
			5. Prepare mobile application (app) marketing campaign proposal.	20%
			6. Optimise mobile marketing campaign performance.	20%

CU CODE	COMPETENCY UNIT TITLE	COMPETENCY UNIT WEIGHTAGE	WORK ACTIVITIES	WORK ACTIVITIES WEIGHTAGE
M731-001-4:2021-C06	Implement Email marketing plan.	10%	1. Prepare Email marketing customer list.	10%
			2. Plan Email marketing campaign content calendar.	20%
			3. Prepare Email marketing campaign plan.	20%
			4. Coordinate Email marketing campaign implementation.	10%
			5. Prepare Email paid advertisement campaign proposal.	20%
			6. Optimise Email marketing campaign performances.	20%
M731-001-4:2021-C07	Manage online reputation.	5%	1. Handle online customer complaint.	40%
			2. Handle online customer compliment.	30%
			3. Handle online community.	30%
TOTAL PERCENTAGE (CORE COMPETENCY)		100%		



**APPENDICES**

**NATIONAL OCCUPATIONAL SKILLS STANDARD (NOSS) FOR:**

**DIGITAL MARKETING PLANNING & IMPLEMENTATION**

**LEVEL 4**

## 19. Appendices

### 19.1 Appendix A: Competency Profile Chart (CPC<sub>PdP</sub>) For Teaching & Learning

#### i. CU to CU<sub>PdP</sub> Correlation

SECTION	(M) PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES		
GROUP	(731) ADVERTISING		
AREA	DIGITAL MARKETING		
NOSS TITLE	DIGITAL MARKETING PLANNING & IMPLEMENTATION		
NOSS LEVEL	FOUR (4)	NOSS CODE	M731-001-4:2021

CU CODE	CU TITLE	CU <sub>PdP</sub> TITLE For Teaching & Learning
M731-001-4:2021-C01	IMPLEMENT SOCIAL MEDIA MARKETING CAMPAIGN PLAN	SOCIAL MEDIA MARKETING PLAN IMPLEMENTATION
M731-001-4:2021-C02	IMPLEMENT SEARCH ENGINE OPTIMISATION (SEO) PLAN	SEARCH ENGINE OPTIMISATION (SEO) PLAN IMPLEMENTATION
M731-001-4:2021-C03	IMPLEMENT SEARCH ENGINE MARKETING (SEM) PLAN	SEARCH ENGINE MARKETING (SEM) PLAN IMPLEMENTATION
M731-001-4:2021-C04	IMPLEMENT E-COMMERCE MARKETING PLAN	E-COMMERCE MARKETING PLAN IMPLEMENTATION
M731-001-4:2021-C05	IMPLEMENT MOBILE MARKETING PLAN	MOBILE MARKETING PLAN IMPLEMENTATION
M731-001-4:2021-C06	IMPLEMENT EMAIL MARKETING PLAN	EMAIL MARKETING PLAN IMPLEMENTATION
M731-001-4:2021-C07	MANAGE ONLINE REPUTATION	ONLINE REPUTATION MANAGEMENT

ii. Competency Profile Chart for Teaching & Learning (CPC<sub>PdP</sub>)

SECTION	(M) PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES		
GROUP	(731) ADVERTISING		
AREA	DIGITAL MARKETING		
NOSS TITLE	DIGITAL MARKETING PLANNING & IMPLEMENTATION		
NOSS LEVEL	FOUR (4)	NOSS CODE	M731-001-4:2021

←COMPETENCY UNIT→		←WORK ACTIVITIES→			
CORE	SOCIAL MEDIA MARKETING PLAN IMPLEMENTATION	DETERMINE SOCIAL MEDIA CHANNEL	PLAN SOCIAL MEDIA MARKETING CAMPAIGN CONTENT CALENDAR	PREPARE SOCIAL MEDIA MARKETING CAMPAIGN PLAN	COORDINATE SOCIAL MEDIA MARKETING CAMPAIGN IMPLEMENTATION
	M731-001-4:2021-C01	M731-001-4:2021-C01-W01	M731-001-4:2021-C01-W02	M731-001-4:2021-C01-W03	M731-001-4:2021-C01-W04
		PREPARE SOCIAL MEDIA PAID ADVERTISEMENT CAMPAIGN PROPOSAL	OPTIMISE SOCIAL MEDIA MARKETING CAMPAIGN PERFORMANCES		
		M731-001-4:2021-C01-W05	M731-001-4:2021-C01-W06		

←COMPETENCY UNIT→		←WORK ACTIVITIES→			
CORE	SEARCH ENGINE OPTIMISATION (SEO) PLAN IMPLEMENTATION	ANALYSE SEARCH ENGINE OPTIMISATION (SEO) CHANNEL PERFORMANCE	PREPARE SEARCH ENGINE OPTIMISATION (SEO) CAMPAIGN PLAN	PREPARE SEARCH ENGINE OPTIMISATION (SEO) IMPROVEMENT PLAN	COORDINATE SEARCH ENGINE OPTIMISATION (SEO) CAMPAIGN IMPLEMENTATION
	M731-001-4:2021-C02	M731-001-4:2021-C02-W01	M731-001-4:2021-C02-W02	M731-001-4:2021-C02-W03	M731-001-4:2021-C02-W04
	SEARCH ENGINE MARKETING (SEM) PLAN IMPLEMENTATION	PREPARE SEARCH ENGINE MARKETING (SEM) CAMPAIGN PLAN	IMPLEMENT SEARCH ENGINE MARKETING (SEM) CAMPAIGN PLAN	OPTIMISE SEARCH ENGINE MARKETING (SEM) CAMPAIGN PERFORMANCE	
	M731-001-4:2021-C03	M731-001-4:2021-C03-W01	M731-001-4:2021-C03-W02	M731-001-4:2021-C03-W03	
	E-COMMERCE MARKETING PLAN IMPLEMENTATION	DETERMINE E-COMMERCE CHANNEL	PLAN E-COMMERCE MARKETING CAMPAIGN CONTENT CALENDAR	PREPARE E-COMMERCE MARKETING CAMPAIGN PLAN	COORDINATE E-COMMERCE MARKETING CAMPAIGN IMPLEMENTATION
	M731-001-4:2021-C04	M731-001-4:2021-C04-W01	M731-001-4:2021-C04-W02	M731-001-4:2021-C04-W03	M731-001-4:2021-C04-W04

←COMPETENCY UNIT→		←WORK ACTIVITIES→				
CORE	MOBILE MARKETING PLAN IMPLEMENTATION M731-001-4:2021- C05	PREPARE E-COMMERCE PAID ADVERTISEMENT CAMPAIGN PROPOSAL M731-001-4:2021-C04-W05	OPTIMISE E-COMMERCE MARKETING CAMPAIGN PERFORMANCE M731-001-4:2021-C04-W06			
		DETERMINE MOBILE MARKETING CHANNEL M731-001-4:2021-C05-W01	PLAN MOBILE MARKETING CAMPAIGN CONTENT CALENDAR M731-001-4:2021-C05-W02	PREPARE MOBILE MARKETING CAMPAIGN PLAN M731-001-4:2021-C05-W03	COORDINATE MOBILE MARKETING CAMPAIGN IMPLEMENTATION M731-001-4:2021-C05-W04	
		PREPARE MOBILE APPLICATION (APP) MARKETING CAMPAIGN PROPOSAL M731-001-4:2021-C05-W05	OPTIMISE MOBILE MARKETING CAMPAIGN PERFORMANCE M731-001-4:2021-C05-W06			

←COMPETENCY UNIT→		←WORK ACTIVITIES→			
CORE	EMAIL MARKETING PLAN IMPLEMENTATION	PREPARE EMAIL MARKETING CUSTOMER LIST	PLAN EMAIL MARKETING CAMPAIGN CONTENT CALENDAR	PREPARE EMAIL MARKETING CAMPAIGN PLAN	COORDINATE EMAIL MARKETING CAMPAIGN IMPLEMENTATION
	M731-001-4:2021- C06	M731-001-4:2021- C06-W01	M731-001-4:2021- C06-W02	M731-001-4:2021- C06-W03	M731-001-4:2021- C06-W04
		PREPARE EMAIL PAID ADVERTISEMENT CAMPAIGN PROPOSAL	OPTIMISE EMAIL MARKETING CAMPAIGN PERFORMANCES		
		M731-001-4:2021- C06-W05	M731-001-4:2021- C06-W06		
	ONLINE REPUTATION MANAGEMENT	HANDLE ONLINE CUSTOMER COMPLAINT	HANDLE ONLINE CUSTOMER COMPLIMENT	HANDLE ONLINE COMMUNITY	
	M731-001-4:2021- C07	M731-001-4:2021- C07-W01	M731-001-4:2021- C07-W02	M731-001-4:2021- C07-W03	

**Notes:** CPC<sub>PdP</sub> 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<sub>PdP</sub> 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 PLANNING & IMPLEMENTATION LEVEL 4

CU CODE	CU TITLE	ELEMENT CONTENT WEIGHTAGE				NOTES
		OSH	SD	M&A	IT	
M731-001-4:2021-C01	Implement social media marketing campaign plan.	12%	15%	15%	15%	All the CUs of this NOSS consist 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 26-47 and CoCU on pages 49-142.
M731-001-4:2021-C02	Implement Search Engine Optimisation (SEO) plan.	12%	15%	15%	15%	
M731-001-4:2021-C03	Implement Search Engine Marketing (SEM) plan.	12%	15%	15%	15%	
M731-001-4:2021-C04	Implement E-commerce marketing plan.	12%	15%	15%	15%	

CU CODE	CU TITLE	ELEMENT CONTENT WEIGHTAGE				NOTES
		OSH	SD	M&A	IT	
M731-001-4:2021-C05	Implement mobile marketing plan.	12%	15%	15%	15%	
M731-001-4:2021-C06	Implement Email marketing plan.	12%	15%	15%	15%	
M731-001-4:2021-C07	Manage online reputation.	28%	10%	10%	10%	
	Total Weightage	100/100	100/100	100/100	100/100	