Model Curriculum

Digital Marketing Manager

SECTOR: **Media and Entertainment**
SUB-SECTOR: **Digital**
OCCUPATION: **Marketing / Advertising Sales / Traffic**
REF ID: **MES/Q0706, V1.0**
NSQF LEVEL: **7**

Certificate

CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

Media and Entertainment Skill Council

for the

MODEL CURRICULUM

Complying to National Occupational Standards of
Job Role/ Qualification Pack: '**Digital Marketing Manager'** QP Ref. No.
'**MES/Q0706, NSQF Level 7**'

Date of Issuance: March 11, 2019

Valid up to: March 10, 2022

* Valid up to the next review date of the Qualification Pack

Authorized Signatory
Media and Entertainment Skill Council

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Digital Marketing Manager

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a "Digital Marketing Manager", in the "Media and Entertainment" Sector / Industry and aims at building the following key competencies amongst the learner

Program Name	Digital Marketing Manager
Qualification Pack Name & Reference ID.	MES/Q0706, V1.0
Version No.	1.0	**Version Update Date**	11ᵗʰ March 2019
Pre-requisites to Training	Graduate or certified Social Media Manager (NSQF Level 6)
Training Outcomes	**After completing this programme, participants will be able to:** • Create a digital marketing strategy based on the organization's goals and objectives. • Initiate the implementation process and conduct digital marketing campaigns for the organization. • Optimize the performance of campaigns and manage budget allocation. • Track the progress of digital marketing campaigns and prepare performance reports for key stakeholders. • Manage the team of marketing executives and monitor their performance. • Maintain workplace health and safety.

Media & Entertainment Skills Council

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This course encompasses 6 out of 6 National Occupational Standards (NOS) of "Digital Marketing Manager" Qualification Pack issued by "Media and Entertainment Skills Council".

S. No	Module	Key Learning Outcomes	Equipments
1	**Introduction and Orientation to the job role** **Theory Duration** (hh:mm) 10:00 **Practical Duration** (hh:mm) 20:00 **Corresponding NOS Code** Bridge Module	• Describe opportunities in the media and entertainment industry • Recognize the importance of digital marketing and how it helps businesses in getting more customers and sales • Recognize the difference between digital marketing and traditional marketing • Recognize various forms of digital marketing such as social media marketing, email marketing, search engine marketing etc. • Analyse how companies are using digital marketing to connect with their current and prospective customers	Computer system / laptop, diary, notebook, pen, marker
2	**Develop a digital marketing strategy** **Theory Duration** (hh:mm) 20:00 **Practical Duration** (hh:mm) 35:00 **Corresponding NOS Code** MES/N0724	• Identify the primary target audience of the organization for each product or service offerings • Perform competitor research to analyze their product offerings, marketing methods and target segments • Evaluate the past customer data and do their demographic and interest profiling • Analyze past campaign's data to find the best performing campaigns and digital marketing channels • Set-up digital marketing goals based on organization's objectives • Set-up and allocate the budget for each digital marketing channel such as social media marketing, email marketing, search engine marketing etc. • Define key performance indicators for each digital marketing channel to measure their performance • Define the frequency of digital marketing reports to be shared with the key stakeholders	Computer system / laptop, diary, notebook, pen, marker
3	**Plan and conduct digital marketing campaigns** **Theory Duration** (hh:mm) 15:00 **Practical Duration** (hh:mm) 45:00	• Identify the requirements to conduct the campaigns such as image creatives, online tools, landing pages, videos, advertising copies etc. • Set the deadlines for the implementation of digital marketing campaigns based on the available resources • Delegate the campaign set-up tasks to the team members based on their skill sets and expertise •	Computer system / laptop, diary, notebook, pen, marker

	Corresponding NOS Code MES/N0725	• Monitor the progress of campaign implementation to ensure timely completion • Prioritize the campaign tasks based on its impact on achieving the organization goals • Test the set-up of campaigns to ensure there are no errors in campaign implementation • Review the campaign set-up metrics such as audience targeting, advertising format, tracking and scheduling of all campaigns • Review the budget allocations for different campaigns as per the defined plan	
4	**Optimize campaign's performance and expenditure** **Theory Duration** (hh:mm) 15:00 **Practical Duration** (hh:mm) 30:00 **Corresponding NOS Code** MES/N0726	• Analyze the performance of campaigns and track metrics such as impressions, engagements, reach, conversion rates, Return on Investment (ROI) etc. • Create a comparison report based on the performance of digital marketing campaigns on different channels • Remove the low performing keywords with low conversion rates and click-through rates • Evaluate the bids for best performing keywords with highest click-through rates and Return on Investment (ROI) • Track the keyword analysis report to analyze their performance • Identify best advertising creatives and text copies by doing split-testing • Update campaign scheduling based on the most active hour of the day • Update the campaign budgets based on their performance and conversion rates	Computer system / laptop, diary, notebook, pen, marker
5	**Measure and report the performance of digital marketing campaigns** **Theory Duration** (hh:mm) 10:00 **Practical Duration** (hh:mm) 20:00 **Corresponding NOS Code** MES/N0727	• Measure the overall impact of digital marketing campaigns on key performance metrics such as sales, enquiries and Return on Investment (ROI) • Measure the performance of all digital marketing campaigns against the defined goals and objectives • Document a report including key performance metrics of all digital marketing campaigns such as impressions, click-through rates, cost per click, cost per lead, conversion rates, etc. • Create summary report for the impact of digital marketing campaigns on the overall revenue and sales growth using the web analytics tools • Track the performance of individual keywords in the search campaigns	Computer system / laptop, diary, notebook, pen, marker

		• Use web analytics tools to analyze data such as website traffic and conversions • Present the campaign performance and optimization reports to the stakeholders • Create MIS reports from the data provided by the digital advertising platforms for the key stakeholders	
6	**Manage a team of marketing executives and their performance** **Theory Duration** (hh:mm) 10:00 **Practical Duration** (hh:mm) 20:00 **Corresponding NOS Code** MES/N0728	• Define the tasks clearly for the team members and delegate it to them based on their skill set and expertise • Brief the team members about the high level goals and expected outcomes from the campaigns • Define the key performance indicators (KPIs) for each team member to measure their performance • Set the task completion deadlines for each team member • Monitor the work done by the team members in terms of quality and execution speed • Analyze the quality of the work of the team members and share constructive feedback • Identify key improvement areas of the team members and provide necessary training to improve their efficiency • Support innovation within the team and encourage them to share new ideas to improve overall process and achieve better results • Motivate the team members by appreciating their work and recognizing their efforts	Computer system / laptop, diary, notebook, pen, marker
7	**Maintain workplace health and safety** **Theory Duration** (hh:mm) 15:00 **Practical Duration** (hh:mm) 40:00 **Corresponding NOS Code** MES/N0104	• Maintain a healthy, safe and secure working environment by identifying the relevant people responsible for health and safety, identifying risks, following emergency procedures etc. • Use first aid kit when needed and keep oneself informed on first aid procedures. • Participate in organization health and safety knowledge sessions and drills. • Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency. • Identify security signals like fire alarms and places such as staircases, fire warden stations, first aid and medical rooms. • Identify aspects of your workplace that could cause potential risk to own and others health and safety. • Ensure one's own personal health and safety, and that of others in the workplace	Computer system / laptop, diary, notebook, pen, marker, Health and Safety Signs and policy etc.

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		by following precautionary measures. • Report hazards outside one's authority to the relevant person in line with organizational procedures and warn other people who may be affected by these hazards. • Follow organisation's emergency procedures for accidents, fires or any other natural calamity in case of a hazard. • Minimize risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority.	
	Total Duration 305:00 **Theory Duration** 95:00 **Practical Duration** 210:00	**Unique Equipment Required:** Diary, notebook, pen, Computer System / laptop, white board, marker, projector, Health and Safety Signs and policy etc.	

Grand Total Course Duration: **305 Hours, 0 Minutes**
*(This syllabus/ curriculum has been approved **by Media and Entertainment Skills Council**)*

Trainer Prerequisites for Job role: "Digital Marketing Manager" mapped to Qualification Pack: "MES/Q0706, version 1.0"

Sr. No.	Area	Details
1	**Job Description**	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with Qualification Pack "MES/Q0706" version 1.0.
2	**Personal Attributes**	The candidate should have aptitude for conducting training, pre /post work to ensure competent, employable candidates at the end of training. The individual in this role must be creative with high degree of professional responsibility and timeliness with deadlines. He/she in this role holders has to be open-minded, willing to try new things and comfortable taking advice from unexpected sources.
3	**Minimum Educational Qualifications**	Graduate or certified Digital Marketing Manager (NSQF Level 7)
4a	**Domain Certification**	Certified for Job Role: "Digital Marketing Manager" mapped to QP: "MES/Q0706", version 1.0. Minimum accepted score as per SSC guidelines is 70%.
4b	**Platform Certification**	Recommended that the Trainer is certified for the Job Role: "Trainer", mapped to the Qualification Pack: "MEP/Q0102" with scoring of minimum 80%.
5	**Experience**	Minimum 2 years of work experience as a digital marketer. He should be able to communicate in English. He should have knowledge of digital media, digital software tools, Safety, Health & Hygiene.

Annexure: Assessment Criteria

Assessment Criteria	
Job Role	Digital Marketing Manager
Qualification Pack	MES/Q0706, version 1.0
Sector Skill Council	Media and Entertainment Skills Council

Guidelines for Assessment

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.

2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.

3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.

4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).

5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criterion.

6. To pass the Qualification Pack, every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment.

7. In case of *unsuccessful completion*, the trainee may seek reassessment on the Qualification Pack.

Compulsory NOS Total Marks : 600		Marks Allocation			
Assessment outcomes	**Assessment criteria for outcomes**	**Total marks**	**Out Of**	**Theory**	**Skills Practical**
1. MES/N0724 **(Develop a digital marketing strategy)**	PC1. identify and understand organization's objectives for aligning digital marketing campaigns towards it	100	10	3	7
	PC2. set-up clear, specific and measurable goals for each digital marketing campaign		10	3	7
	PC3. analyze current customer base to find out their common characteristics and interests		10	3	7
	PC4. research about the key competitors to identify who they are targeting and who are their current customers		10	2	8
	PC5. create the profile of the ideal target customer like their age, location, gender, interests etc. using all the data collected during the research		15	5	10
	PC6. identify the digital marketing channels such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), social media, email		15	5	10

		marketing etc. based on the defined objectives and goals				
		PC7. set-up and allocate the budget for each digital marketing channel		15	5	10
		PC8. define key performance indicators (KPI) for each digital marketing campaign to measure their outcome		10	3	7
		PC9. set-up the frequency of performance reports to be created and shared with the stakeholders		5	1	4
		Total	**100**	**30**	**70**
2. MES/N0725 (Plan and conduct digital marketing campaigns)	PC1. prioritize the set-up of campaigns based on the expected ROI which will produce maximum results		10	3	7
	PC2. set the timelines and dates for getting each digital marketing campaign live based on the available resources		10	3	7
	PC3. identify the campaign requirements such as content, advertising copies, creatives, keywords, landing pages etc.		15	5	10
	PC4. delegate the campaign tasks to the team members along with set completion deadline	100	15	5	10
	PC5. monitor the work progress, review the quality and give feedback to the team members		15	4	11
	PC6. test and ensure that the conversion tracking is set-up properly for each campaign		10	3	7
	PC7. review the target audience, keywords and scheduling of all the campaigns		15	4	11
	PC8. review and ensure that the campaign budgets are set-up as per the plan		10	3	7
		Total	**100**	**30**	**70**
3. MES/N0726 (Optimize campaign's performance and expenditure)	PC1. analyze the performance of campaigns in terms of reach, engagement, cost per click, cost per conversion, conversion rates etc.		15	5	10
	PC2. segment the campaign performance by target audience, keywords, placements, time and day of week, ad copies and creatives		15	5	10
	PC3. create a comparison report to analyze campaign's performance on different channels such as search and social		15	4	11
	PC4. analyze and remove the low performing keywords from the campaigns based on the insights	100	15	4	11
	PC5. stop the advertisement with low click-through rate (CTR) and conversion rates		15	4	11
	PC6. increase the bids for the best performing keywords to get higher advertising rankings		15	5	10

	PC7. allocate more budgets towards the better performing campaigns generating higher return on investment		10	3	7
		Total	**100**	**30**	**70**
4. MES/N0727 (Measure and report the performance of digital marketing campaigns)	PC1. monitor and measure the performance of all digital marketing campaigns in terms of reach, engagement, cost per click, cost per conversion etc.		25	10	15
	PC2. measure the impact of digital marketing campaigns and activities on the overall website traffic, leads, sales and revenue	100	20	5	15
	PC3. document all the key performance metrics of all campaigns such as impressions, click-through ratio, cost per click, cost per lead, expenditure, conversions, revenue and Return On Investment (ROI)		20	5	15
	PC4. create channel wise comparison report for the performance of digital marketing campaigns such as on search, social, email platforms		15	5	10
	PC5. create a report summarizing the impact of digital marketing activities on the website traffic and conversions using the web analytics tools		20	5	15
		Total	**100**	**30**	**70**
5. MES/N0728 (Manage a team of marketing executives and their performance)	PC1. brief and share the high level campaign goals with the team members		15	3	12
	PC2. define tasks clearly and delegate them based on the expertise and core competency of team members		15	3	12
	PC3. set the completion deadlines for each team member and define their KPIs (key performance indicator)	100	15	3	12
	PC4. monitor the progress and quality of work done by the team members on a regular basis		15	3	12
	PC5. assess the quality of work and give constructive feedback to the team members		10	10	0
	PC6. recognize the efforts of team members on a one-on-one basis as well as in public to motivate them		10	10	0
	PC7. support innovation and encourage sharing of new ideas		10	10	0
	PC8. identify improvement areas and provide training for the growth and development of team		10	3	7

		members				
			Total	100	45	55
6. MES/N0104 (Maintain workplace health and safety)		PC1. maintain one's posture and position to minimize fatigue and the risk of injury	100	10	5	5
		PC2. maintain first aid kit and keep oneself updated on the first aid procedures		10	5	5
		PC3. Identify and document potential risks like siting postures while using computer, eye fatigue and other hazards in the workplace		5	2	3
		PC4. accurately maintain accident reports		5	2	3
		PC5report health and safety risks/ hazards to concerned personnel		10	5	5
		PC6. participate in organization health and safety knowledge sessions and drills		10	5	5
		PC7. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency		10	5	5
		PC8. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms		10	5	5
		PC9. identify aspects of workplace that could cause potential risk to own and others health and safety		5	2	3
		PC10. ensure own personal health and safety, and that of others in the workplace though precautionary measures		5	2	3
		PC11. identify and recommend opportunities for improving health, safety, and security to the designated person		5	2	3
		PC12. report any hazards outside the individual's authority to the relevant person in line with organizational procedures and warn other people who may be affected		5	2	3
		PC13. follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard		5	2	3
		PC14. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority		5	2	3
			Total	100	46	54