QUALIFICATION FILE

ADVANCE COURSE IN DIGITAL SALES AND MARKETING

☐ Short Term Training (STT) ☒ Long Term Training (LTT) ☐ Apprenticeship

☐ Upskilling ☐ Dual/Flexi Qualification ☐ For ToT ☐ For ToA

☒General ☐ Multi-skill (MS) ☐ Cross Sectoral (CS) ☐ Future Skills ☐ OEM

NCrF/NSQF Level: 5

Submitted By:

Management & Entrepreneurship and Professional Skills Council (MEPSC)
20th Floor, Amba Deep, 14, KG Marg, New Delhi – 110 001, India

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Section 1: Basic Details

<table>
<tr><td>1.</td><td>Qualification Name</td><td colspan="2">Advance Course in Digital Sales and Marketing</td></tr>
<tr><td>2.</td><td>Sector/s</td><td colspan="2">Management</td></tr>
<tr><td>3.</td><td>Type of Qualification: ☒ New ☐ Revised
☐ Has Electives/Options ☐ OEM</td><td>NQR Code & version of existing/previous qualification: (change to previous, once approved)</td><td>Qualification Name of existing/previous version:</td></tr>
<tr><td>4.</td><td>a. OEM Name
b. Qualification Name
(Wherever applicable)</td><td colspan="2">Advanced course in Digital Sales and Marketing</td></tr>
<tr><td>5.</td><td>National Qualification Register (NQR) Code &Version
(Will be issued after NSQC approval)</td><td>QG-05-OA-02871-2024-V1-MEPSC, v1</td><td>6. NCrF/NSQF Level: 5</td></tr>
<tr><td>7.</td><td>Award (Certificate/Diploma/Advance Diploma/ Any Other</td><td colspan="2">Certificate in Branding and Marketing Communications OR Basics of Advertising (exit after Sem 3)
Advance Diploma in Digital Sales and Marketing (exit after Sem 4)</td></tr>
<tr><td>8.</td><td>Brief Description of the Qualification</td><td colspan="2">The Advance Course in Digital Sales and Marketing equips learners with comprehensive skills in digital marketing strategies, including SEO, SEM, email marketing, social media marketing, and the application of generative AI. This course also covers e-commerce marketing, branding, and analytics, preparing individuals to effectively plan and execute digital marketing campaigns and drive online sales.</td></tr>
<tr><td>9.</td><td>Eligibility Criteria for Entry for Student/Trainee/Learner/Employee</td><td colspan="2">a. Entry Qualification & Relevant Experience:
12th grade pass or equivalent; OR
3 Year Diploma after 10th in relevant field; OR
Previous relevant qualification Digital Sales and Marketing Executive at NSQF Level of 4.5
b. Age: 18 yrs</td></tr>
<tr><td>10.</td><td>Credits Assigned to this Qualification, Subject to Assessment (as per National Credit Framework (NCrF))</td><td>40</td><td>11. Common Cost Norm Category (I/II/III) (wherever applicable): III</td></tr>
<tr><td>12.</td><td>Any Licensing requirements for Undertaking Training on This Qualification (wherever applicable)</td><td colspan="2">NA</td></tr>
<tr><td>13.</td><td>Training Duration by Modes of Training Delivery (Specify Total Duration as per selected training delivery modes and as per requirement of the qualification)</td><td colspan="2">☐ Offline ☐ Online ☒ Blended
<table>
<tr><th>Training Delivery Modes</th><th>Theory (Hours)</th><th>Practical (Hours)</th><th>OJT Mandatory (Hours)</th><th>OJT Recommended (Hours)</th><th>Total (Hours)</th></tr>
<tr><td>Classroom (offline)</td><td>-</td><td>210</td><td>600</td><td></td><td>810</td></tr>
<tr><td>Online</td><td>390</td><td>-</td><td></td><td></td><td>390</td></tr>
</table>
Total hours = 1200</td></tr>
<tr><td>14.</td><td>Aligned to NCO/ISCO Code/s (if no code is available mention the same)</td><td colspan="2">NCO-2015/2432.0201</td></tr>
</table>

15.	**Progression path after attaining the qualification** *(Please show Professional and Academic progression)*		
16.	**Other Indian languages in which the Qualification & Model Curriculum are being submitted**	Hindi	
17.	**Is similar Qualification(s) available on NQR-if yes, justification for this qualification**	**☐ Yes ☒ No URLs of similar Qualifications:**	
18.	**Is the Job Role Amenable to Persons with Disability**	**☐ Yes ☒ No** **If "Yes", specify applicable type of Disability:**	
19.	**How Participation of Women will be Encouraged**	Given the rise in the proportion of educated women in the workforce, it is critical that women are included in the workforce. Notwithstanding advancements in many domains, women continue to encounter noteworthy obstacles and hindrances in their complete involvement in the work sector. Developing policy initiatives for employment creation, skill development, and support services can help with this. Various support measures, such as childcare facilities, close proximity to the office, safe transportation, gender acceleration programs, and return to work (enabling women to re-join the workforce after maternity) should be offered in order to raise the number of women in the workforce. Companies ought to offer flexible work schedules, such as remote or part-time job choices. This benefits the company by retaining talented female employees and also helps women manage their work-life balance.	
20.	**Are Greening/ Environment Sustainability Aspects Covered** *(Specify the NOS/Module which covers it)*	**☒ Yes ☐ No**	
21.	**Is Qualification Suitable to be Offered in Schools/Colleges**	**Schools ☐ Yes ☒ No Colleges ☒ Yes ☐ No**	
22.	**Name and Contact Details of Submitting / Awarding Body SPOC** *(In case of CS or MS, provide details of both Lead AB & Supporting ABs)*	**Name:** Col. Anil Kumar Pokhriyal **Email:** ceo@mepsc.in **Contact No.:** 011-24645100 **Website:** www.mepsc.in	
23.	**Final Approval Date by NSQC:** 25/07/2024	**24. Validity Duration:** 36 months	**25. Next Review Date:** 25/07/2027

Section 2: Module Summary

SEMESTER III																
S. No	NOS/Module Name	NOS/Module Code & Version	Core/ Non-Core	NCrF/NSQF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
						Th.	Pr.	OJT-Man.	OJT-Rec.	Total	Th.	Pr.	Proj.	Viva	Total	Weightage (%)
1.	Digital Marketing Planning and Display Advertising	MEP/0415, v1	Core	5	3	60:00	30:00			90:00	100				100	10
2.	Ecommerce Marketing	MEPN0416, v1	Core	5	3	60:00	30:00			90:00	100				100	10
3.	Introduction to Affiliate Marketing	MEP/N0418, v1	Core	5	4	90:00	30:00			120:00	100	80	10	10	200	10
4.	**Elective 1-** Branding and Marketing Communications OR **Elective 2-** Basics of Advertising	MEP/0417, v1 Or MEP/N0419, v1	Core	5	3	60:00	30:00			90:00	100	80	10	10	200	10
5.	Introduction to Generative AI	MEP/N0420, v1	Non-Core	5	2	30:00	30:00			60:00	100	80	10	10	200	10
6.	Marketing Analytics	MEP/N0421, v1	Non-Core	5	3	60:00	30:00			90:00	100	80	10	10	200	20
7.	Entrepreneurship Development & Innovation (EDI)	MEP/N0422, v1	Non-Core	5	2	30:00	30:00			60:00	100				100	10
Duration (in Hours) / Total Marks					**20**	**390:00**	**210:00**			**600:00**	**700**	**320**	**40**	**40**	**1100**	**80**

SEMESTER IV															
NOS/Module Name	NOS/Module Code & Version *(if applicable)*	Core/ Non-Core	NCrF/NSQF Level	Credits as per NCrF	Training Duration (Hours)					Assessment Marks					
					Th.	Pr.	OJT-Man.	OJT-Rec.	Total	Th.	Pr.	Proj.	Viva	Total	Weightage (%) *(if applicable)*
OJT Mandatory – Digital Sales and Marketing	MEP/N0423, v1		5	**20**		**120**	**480**		**600**		**100**	**100**	**100**	**300**	**20**
Part 1: Industrial training				16			480.00		480:00		100		100	200	10
Part 2: Project Report				4		120			120:00			100		100	10
Duration (in Hours) / Total Marks				**20**		**120**	**480:00**		**600:00**		**100**	**100**	**100**	**300**	**20**

Assessment - Minimum Qualifying Percentage

*Please specify **any one** of the following:*

Minimum Pass Percentage – Aggregate at qualification level: 70 % *(Every Trainee should score specified minimum aggregate passing percentage at qualification level to successfully clear the assessment.)*

Minimum Pass Percentage – NOS/Module-wise: __% *(Every Trainee should score specified minimum passing percentage in each mandatory and selected elective NOS/Module to successfully clear the assessment.)*

Section 3: Training Related

1.	**Trainer's Qualification and experience in the relevant sector (in years)** *(as per NCVET guidelines)*	• Digital Marketing Diploma (3 year)/Graduate • At least 2 years' experience in digital marketing and social media marketing • 1 year Experience as Departmental Trainer/ On the Job Trainer would be essential
2.	**Master Trainer's Qualification and experience in the relevant sector (in years)** *(as per NCVET guidelines)*	• Digital Marketing Diploma (3 year)/Graduate • At least 5 years' experience in digital marketing and social media marketing • 3 years' experience as Departmental Trainer/ On the Job Trainer would be essential
3.	**Tools and Equipment Required for Training**	☒Yes ☐No (*If "Yes", details to be provided in Annexure)*
4.	**In Case of Revised Qualification, Details of Any Upskilling Required for Trainer**	NA

Section 4: Assessment Related

	Assessor's Qualification and experience in relevant sector (in years) *(as per NCVET guidelines)*	• Digital Marketing Diploma (3 year)/Graduate • At least 2 years' experience in digital marketing and social media marketing • 1 year Experience as Departmental Trainer/ On the Job Trainer would be essential
	Proctor's Qualification and experience in relevant sector (in years) *(as per NCVET guidelines)*	Graduate with 3 years of relevant experience
	Lead Assessor's/Proctor's Qualification and experience in relevant sector (in years) *(as per NCVET guidelines)*	• Digital Marketing Diploma (3 year)/Graduate • At least 5 years' experience in digital marketing and social media marketing • 3 years' experience as Departmental Trainer/ On the Job Trainer would be essential
	Assessment Mode *(Specify the assessment mode)*	Blended
	Tools and Equipment Required for Assessment	☒ Same as for training ☐ Yes ☐ No *(details to be provided in Annexure-if it is different for Assessment)*

Section 5: Evidence of the need for the Qualification

Provide Annexure/Supporting documents name.

1.	**Latest Skill Gap Study (not older than 2 years) (Yes/No):** Yes
2.	**Latest Market Research Reports or any other source (not older than 2 years) (Yes/No):** Yes
3.	**Government /Industry initiatives/ requirement (Yes/No):** Yes
4.	**Number of Industry validation provided:** 30
5.	**Estimated nos. of persons to be trained and employed:** 1000
6.	**Evidence of Concurrence/Consultation with Line Ministry/State Departments:** No If "No", why:

Section 6: Annexure & Supporting Documents Check List

Specify Annexure Name / Supporting document file name

1.	**Annexure:** NCrF/NSQF level justification based on NCrF level/NSQF descriptors *(Mandatory)*	*Attached*
2.	**Annexure:** List of tools and equipment relevant for qualification *(Mandatory, except in case of online course)*	*Attached*
3.	**Annexure:** Detailed Assessment Criteria *(Mandatory)*	*Attached*
4.	**Annexure:** Assessment Strategy *(Mandatory)*	*Attached*
5.	**Annexure:** Blended Learning *(Mandatory, in case selected Mode of delivery is "Blended Learning")*	*Attached*
6.	**Annexure:** Multiple Entry-Exit Details *(Mandatory, in case qualification has multiple Entry-Exit)*	*Attached*
7.	**Annexure:** Acronym and Glossary *(Optional)*	*Attached*
8.	**Supporting Document:** Model Curriculum *(Mandatory – Public view)*	*Attached*
9.	**Supporting Document:** Career Progression *(Mandatory - Public view)*	*Attached*
10.	**Supporting Document:** Occupational Map *(Mandatory)*	
11.	**Supporting Document:** Assessment SOP *(Mandatory)*	*Attached*
12.	**Any other document you wish to submit:**	-

Annexure: Evidence of Level

SEMESTER 3 & 4

NCrF/NSQF Level Descriptors	Key requirements of the job role/ outcome of the qualification	How the job role/ outcomes relate to the NCrF/NSQF level descriptor	NCrF/NSQF Level
Professional Theoretical Knowledge/Process	**Specialized knowledge** *Digital Marketing Planning and Display Advertising* • Gain expertise in digital marketing planning • Conduct market research and analysis • Identify digital marketing channels • Develop an understanding of advertising fundamentals • Gain expertise in advertising campaign planning • Develop knowledge of advertising platforms and tools • Gain expertise in Measuring and Analysing Display Advertising Performance • Understanding of Future Trends in Display Advertising and Digital Marketing *Digital Marketing Planning and Display Advertising* • Gain expertise in e-commerce marketing • Develop an understanding of e-commerce behaviour • Develop an understanding of E-commerce Website Optimization • Gain expertise in e-commerce content marketing, e-commerce email marketing, social media marketing, advertising strategies, e-commerce analytics and performance measurement, etc. • Discuss about e-commerce Customer Relationship Management (CRM), e-commerce mobile marketing *Branding and Marketing Communication* • Gain expertise in Branding and Marketing Communication • Explain about brand strategy development, brand identity design, and brand communication strategy. • Gain expertise in Advertising and Promotions in Marketing Communication • Gain expertise in Public Relations and Brand Reputation Management in Marketing Communication	Students are expected to apply theoretical knowledge to practical situations. This involves understanding not only the theoretical underpinnings of digital marketing but also the ability to implement these concepts in real-world scenarios	5

	• Develop an understanding of Digital Branding and Online Marketing Communication • Develop an understanding of Brand Experience and Customer Engagement in Marketing Communication *Introduction to Generative Artificial Intelligence (AI)* • Gain expertise in basics of personalization and Prompt Engineering • Develop an understanding of AI-driven content creation *Marketing Analytics* • Gain expertise in marketing analytics • Develop an understanding of Data Sources for Marketing Analytics • Understanding of basics of Data Collection and Management for Marketing Analytics • Data Analysis Techniques for Marketing Analytics • Marketing Analytics Insights and Making Data-driven Decisions • Google Analytics Fundamentals *Entrepreneurship Development and Innovation* • Gain expertise in Entrepreneurship • Understanding of business opportunities, business planning and strategy • Develop knowledge of legal and regulatory considerations • Understanding of financial management for entrepreneurs		
Professional and Technical Skills/ Expertise/ Professional Knowledge	**Specialized skills** Students attain advanced proficiency and expertise across key domains. • In Digital Marketing Planning and Display Advertising, they learn expertise in digital marketing, planning, and advertising. • In e-commerce and marketing, they are experts in e-commerce behavior, customer relationships, CRM, etc. • In Branding and marketing communication, they learn diverse aspects of branding and marketing. • In generative – AI, they gain expertise in AI-driven content creation. • In marketing analytics, they have expertise in Google Analytics fundamentals, data collection, etc.		5

Employment Readiness & Entrepreneurship Skills & Mind-set/Professional Skill	• Interpersonal skills • Critical and creative-thinking skills • Practical skills and knowledge • Problem-solving skills • Digital Literacy	This diploma enhances employment readiness by providing a comprehensive blend of theoretical knowledge and practical skills tailored to the industry.	5
Broad Learning Outcomes/Core Skill	• Strong communication skills for collaborating with team members, clients, and stakeholders. • ICT (Information Communication and Technology) skills for using digital marketing tools, e-commerce platforms, and analytics software. • Basic mathematical and statistical skills for analyzing marketing data and performance metrics. • Problem-solving skills to address challenges in digital marketing campaigns and strategies.	Core skills such as communication, ICT proficiency, and basic mathematical skills for data analysis are essential for this role, fitting the descriptor's emphasis on these skills.	5
Responsibility	• Take responsibility for planning and executing digital marketing initiatives independently. • Manage e-commerce operations and ensure customer satisfaction. • Oversee branding and marketing communication projects, ensuring alignment with business goals. • Lead affiliate marketing or advertising efforts, based on elective choice. • Implement and monitor generative AI applications in marketing activities. • Analyze marketing data and provide strategic recommendations. • Drive innovation and entrepreneurship within digital marketing projects, taking ownership of new initiatives.	Responsibility for own work and learning and some responsibility for others' works and learning.	5-

Annexure: Tools and Equipment (Lab Set-Up)

List of Tools and Equipment

Batch Size: 30

Computer lab

S. No.	Tool / Equipment Name	Specification	Quantity for specified Batch size
1.	Computers/Laptops	Minimum 8GB RAM, i5 Processor, 256GB SSD	As required
2.	Internet Connection	High-speed broadband (minimum 50 Mbps)	As required
3.	Projector	HD resolution, 3000 lumens	As required
4.	Projection Screen	6x4 feet	As required
5.	Whiteboard	6x4 feet with markers and erasers	As required
6.	Webcam	HD resolution	As required
7.	Microphone	USB or 3.5mm jack, with noise-cancellation	As required
8.	Speakers	External speakers with good sound quality	As required
9.	Headphones	Over-ear, noise-cancelling	As required
10.	Software for Online Training	Zoom/MS Teams/Google Meet	1 license
11.	Desks and Chairs	Comfortable seating and work area	30 sets
12.	Notepads and Pens	Standard size, sufficient pages	30 sets
13.	Printer/Scanner	Multifunction (Print, Scan, Copy)	1
14.	Flip Chart	With stand, markers, and pads	1
15.	Software for Document Creation	Microsoft Office Suite/Google Workspace	1 license
16.	Power Backup	UPS/Inverter system	1 unit
17.	Lighting	Adequate indoor lighting for reading and writing	1 set
18.	Seating Arrangement	Flexible for group activities	30 sets
19.	Hand Sanitizers	For hygiene, especially in a blended learning environment	Multiple (as needed)
20.	Temperature Screening Device	For health and safety	1
21.	Digital Marketing Software	SEMrush, Ahrefs, Google Analytics	1 license
22.	CMS Software	WordPress, Joomla or similar tools	1 license
23.	SEO Tools	Moz, Yoast or similar tools	1 license
24.	Email Marketing Platform	MailChimp, Constant Contact or similar tools	1 license
25.	Social Media Management Tools	Hootsuite, Buffer or similar tools	1 license

26.	Mobile Devices (for Mobile Marketing)	Smartphones/Tablets	5
27.	Ecommerce Platforms	Shopify, WooCommerce or similar tools	1 license
28.	Affiliate Marketing Tools (if Elective 1 is chosen)	ShareASale, CJ Affiliate or similar tools	1 license
29.	Advertising Platforms (if Elective 2 is chosen)	Google Ads, Facebook Ads Manager	1 license
30.	Generative AI Tools	ChatGPT, Jasper, DALL-E or similar tools	1 license
31.	Marketing Analytics Tools	Google Analytics, Adobe Analytics	1 license
32.	Entrepreneurship Development Resources	Books, online resources, case studies	1 set
33.	Video Conferencing Equipment	High-quality camera and microphone setup	1 set
34.	Content Creation Tools	Canva, Adobe Creative Suite	1 license
35.	Branding Tools	Brand management software	1 license

Classroom Aids

The aids required to conduct sessions in the classroom are:

1. Whiteboard
2. Flip Chart
3. Duster
4. Projector
5. Projector screen
6. Computer/ Laptop with charger
7. Power Point Presentation
8. Laptop External Speakers
9. Training kit (Trainer guide, Presentations)
10. Participant Handbook and Related Standard Operating Procedures
11. Markers
12. Chalk

Annexure: Industry Validations Summary

Provide the summary information of all the industry validations in table. This is not required for OEM qualifications.

S. No	Organization Name	Representative Name	Designation	Contact Address	Contact Phone No	E-mail ID	LinkedIn Profile *(if available)*
1.	Aim Skills Educational Trust	Ankit Kumar	President	U.P.	Validation form attached	Validation form attached	--
2.	Vishwa Yuvak Kendra	Uday Shankar Singh	CEO	New Delhi	"	"	--
3.	Kolvin Management Solution Pvt. Ltd.	Raj Vishwakarma	Director	U.P.	"	"	--
4.	Prash Enterprises	Mukesh Kumar	CEO	U.P.	"	"	--
5.	KDS Enterprises	Gulshan Chauhan	Coordinator	H.P.	"	"	--
6.	The Planet Consultancy Services		Proprietor	H.P.	"	"	--
7.	Amrit Consultancy	Sandeep Rai	HR Head	M.P.	"	"	--
8.	Cressida Educare Pvt Ltd	Bushra Khanam	Director		"	"	--
9.	Aegis	Sabir Azam	HR Head	M.P.	"	"	--
10.	Highline Educare India Pvt Ltd	Ayeshwari Mullier	COO	M.P.	"	"	--
11.	Hiraya Technologies Pvt Ltd	Mohammad Azam Saqlin	Director		"	"	--
12.	JBR Group	Pradeep Sahu	HR Head	M.P.	"	"	--
13.	Mcrest Infotech Pvt Ltd	Manoj Patel	Director	M.P.	"	"	--
14.	Shubh Enterprises	Umer Gulzar Malik	Project Head		"	"	--
15.	Tatwa Enterprise	Swati Garade	HR Head	W.B.	"	"	--

16.	Truee Vincom Pvt Ltd	Abhinav Jain	COO		"	"	--
17.					"	"	--
18.					"	"	--
19.					"	"	--
20.					"	"	--
21.					"	"	--
22.					"	"	--
23.					"	"	--
24.					"	"	--
25.					"	"	--
26.					"	"	--
27.					"	"	--
28.					"	"	--
29.					"	"	--
30.					"	"	--

Annexure: Training & Employment Details

Training and Employment Projections:

Year	Total Candidates		Women		People with Disability	
	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities	Estimated Training #	Estimated Employment Opportunities

Data to be provided year-wise for next 3 years

Training, Assessment, Certification, and Placement Data for previous versions of qualifications:

Qualification Version	Year	Total Candidates				Women				People with Disability			
		Trained	Assessed	Certified	Placed	Trained	Assessed	Certified	Placed	Trained	Assessed	Certified	Placed

Applicable for revised qualifications only, data to be provided year-wise for past 3 years.

List Schemes in which the previous version of Qualification was implemented:

Content availability for previous versions of qualifications:

☐ Participant Handbook ☐ Facilitator Guide ☐ Digital Content ☐ Qualification Handbook ☐ Any Other:

Languages in which Content is available:

Annexure: Blended Learning

Blended Learning Estimated Ratio & Recommended Tools:

S. No.	Select the Components of the Qualification	List Recommended Tools – for all Selected Components	Offline : Online Ratio
1	☐Theory/ Lectures - Imparting theoretical and conceptual knowledge	• Books/ e-books • Presentations • Reference Material • Audio / Video Modules	50:50
2	☐Imparting Soft Skills, Life Skills, and Employability Skills /Mentorship to Learners	• Self-Learning Videos • Broadcasts • Mobile Learning • Curated Digital content	50:50
3	☐Showing Practical Demonstrations to the learners	• Video Content • E-Resource library • AR/ VR/ XR	50:50
4	☐Imparting Practical Hands-on Skills/ Lab Work/ workshop/ shop floor training	• Training tools (tools list attached) • Video Play • Presentations	50:50
5	☐Tutorials/ Assignments/ Drill/ Practice	• Online Question Bank • Mobile Quick test app • MCQ based tests	0:100
6	☐Proctored Monitoring/ Assessment/ Evaluation/ Examinations	• Assessment engine for Essays • Up-loadable file examinations • Mock test sessions	0:100
7	☐On the Job Training (OJT)/ Project Work Internship/ Apprenticeship Training	• Online tests • Offline assessments	100:0

Annexure: Detailed Assessment Criteria

Detailed assessment criteria for each NOS/Module are as follows:

Semester 3

MEP/N0415, v1: Digital Marketing Planning and Display Advertising

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Introduction to Digital Marketing Planning	Explain the key steps involved in the digital marketing planning process.	15			
	Explain the significance of strategic planning in achieving digital marketing objectives.				
	Describe the importance of understanding the target audience and market segmentation in digital marketing.				
	Develop SMART (Specific, Measurable, Achievable, Relevant, and Time-bound) objectives for a digital marketing campaign based on a given scenario.				
	Apply digital marketing planning concepts to real-world case studies.				
	Analyse the effectiveness of different digital marketing strategies in achieving business goals.				
	Discuss the strengths and weaknesses of various digital marketing planning approaches.				
	Design a digital marketing plan for a specific product or service, incorporating elements of strategic planning.				
	Total Marks	**15**			
Market Research and Analysis	Explain various methods and techniques used in market research for digital marketing.	15			
	Explain the importance of competitor analysis in shaping digital marketing plan.				
	Describe the role of market analysis tools such as SWOT (Strength, Weakness, Opportunity and Threat) and PESTEL (Political, Economic, Social, Technological, Environmental, and Legal) in digital marketing planning.				
	Conduct market research using online tools and databases to gather relevant data.				
	Apply competitor analysis frameworks to assess the competitive landscape in a given market.				
	Analyse market trends and consumer behaviour patterns to identify opportunities.				
	Evaluate the reliability and validity of market research findings for decision-making.				

	Develop a comprehensive market analysis report for a digital marketing campaign, including insights and recommendations.				
	Total Marks	**15**			
Digital Marketing Channels	State the names and characteristics of different digital marketing channels (e.g., SEO, social media, email).	10			
	Explain the unique features and advantages of each digital marketing channel.				
	Describe how target audience characteristics influence channel selection.				
	Select appropriate digital marketing channels based on campaign objectives and target audience demographics.				
	Create a digital marketing channel strategy that integrates multiple channels for maximum impact.				
	Analyse case studies to understand how successful brands utilise different digital marketing channels.				
	Evaluate the effectiveness of different digital marketing channels in reaching specific target audiences.				
	Design a digital marketing channel mix for a new product launch, considering budget constraints and audience preferences.				
	Develop creative content strategies tailored to each digital marketing channel.				
	Total Marks	**10**			
Display Advertising Fundamentals	Identify the different types and formats of display advertising (e.g., banners, pop-ups,etc.).	10			
	Explain the purpose and objectives of display advertising in digital marketing campaigns.				
	Describe key metrics used to measure the performance of display ads (e.g., CTR, CPC, CPM).				
	Create compelling display ad copy and visuals to engage target audiences.				
	Develop a display advertising strategy that aligns with campaign objectives and target audience preferences.				
	Analyse the effectiveness of different types of display ads in achieving campaign goals.				
	Evaluate the ethical considerations involved in display advertising, such as privacy concerns and ad relevance.				
	Design a series of display ads for a retargeting campaign, tailored to different segments of the target audience.				

	Develop a storyboard for an interactive display ad campaign that utilises rich media and interactivity.				
	Total Marks	**10**			
Display Advertising Campaign Planning	Identify the key components of a display advertising campaign plan (e.g., objectives, targeting, budget).	20			
	Explain the importance of targeting options for reaching the right audience.				
	Describe different budgeting and bidding strategies.				
	Develop a display advertising campaign plan for a specific product or service.				
	Implement targeting options such as demographics, interests, and behaviours to optimize ad reach and relevance.				
	Analyse the potential impact of different budgeting and bidding strategies on campaign performance.				
	Evaluate the feasibility of campaign objectives based on available resources and market conditions.				
	Design a creative brief for a display advertising campaign, outlining creative requirements and messaging guidelines.				
	Develop a media plan that outlines the distribution strategy for display ads across various platforms and placements.				
	Total Marks	**20**			
Display Advertising Platforms and Tools	Recall the names and features of popular display advertising platforms (e.g., Google Display Network, Facebook Ads).	10			
	Explain the role of ad management tools in optimizing display advertising campaigns.				
	Describe the process of setting up and managing campaigns on different platforms.				
	Set up and configure a campaign on a chosen platform, including targeting criteria and budget settings.				
	Utilise ad management tools to monitor campaign performance.				
	Analyse campaign data and performance metrics to identify trends and insights for optimization.				
	Evaluate the effectiveness of different display advertising platforms in reaching target audiences and achieving campaign objectives.				
	Develop a custom audience targeting strategy for a campaign, leveraging platform-specific targeting options.				
	Design custom ad creatives tailored to specific platforms and audience segments.				

	Total	**10**			
Measuring and Analysing Display Advertising Performance	Recall the key performance indicators (KPIs) used to measure display advertising performance.	10			
	Explain how analytics tools track and measure display ad performance.				
	Describe the process of setting up conversion tracking for display advertising campaigns.				
	Use analytics tools to track and measure display ad performance, including campaign metrics and KPIs.				
	Interpret campaign data and performance metrics to identify strengths, weaknesses, and areas for improvement.				
	Analyse the impact of different variables (e.g., ad creative, targeting, placement) on campaign performance.				
	Evaluate the ROI and effectiveness of a campaign based on performance metrics and business objectives.				
	Generate custom reports and dashboards to visualize display advertising performance data and communicate insights.				
	Develop an optimisation plan outlining specific actions and strategies for improving display ad performance based on data analysis.				
		10			
Future Trends in Display Advertising and Digital Marketing	State the emerging technologies and trends in display advertising and digital marketing.	10			
	Describe the implications of future trends for digital marketing planning and execution.				
	Apply foresight techniques such as scenario planning to anticipate and prepare for future developments in digital marketing.				
	Analyse case studies and examples of brands that have successfully adapted to emerging trends in digital marketing.				
	Evaluate the risks and challenges associated with adopting new technologies and trends in digital marketing.				
	Develop a strategic roadmap for integrating emerging trends into digital marketing plans and campaigns.				
	Generate creative ideas and concepts for leveraging new technologies and trends in digital marketing initiatives.				
		10			
GRAND TOTAL		**100**			

MEP/N0416, v1: E-Commerce Marketing

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Introduction to E-commerce Marketing	State the key characteristics of e-commerce and its importance in modern business.	5			
	Explain the role of e-commerce marketing in driving sales and revenue for online businesses.				
	Describe the unique challenges faced by e-commerce marketers compared to traditional marketers.				
	Apply fundamental concepts of e-commerce marketing to analyse case studies or real-world examples.				
	Analyse the impact of e-commerce marketing on consumer behaviour and purchasing patterns.				
	Evaluate the effectiveness of different e-commerce marketing strategies in achieving business objectives.				
	Develop a basic e-commerce marketing plan outlining objectives, target audience, and strategies.				
	Design a conceptual framework for measuring the success of e-commerce marketing campaigns.				
	Develop a presentation or report discussing the evolution and future trends of e-commerce marketing.				
	Critically assess the ethical implications of certain e-commerce marketing practices.				
	Total Marks	**5**			
E-commerce Consumer Behaviour	Recall the factors that influence online purchasing decisions.	10			
	Explain the stages of the e-commerce sales funnel and their significance.				
	Describe how consumer behaviour differs in the e-commerce environment compared to traditional retail.				
	Apply principles of e-commerce consumer behaviour while selling product/ service on e-commerce sites.				
	Analyse data related to e-commerce consumer behaviour to identify trends and patterns.				
	Evaluate the effectiveness of different e-commerce marketing strategies based on consumer behaviour insights.				
	Design a customer journey map illustrating the stages and touchpoints of the e-commerce buying process.				

	Develop personalized marketing strategies based on understanding of individual consumer behaviour.				
	Critically assess the impact of external factors (e.g., economic conditions, cultural trends) on e-commerce consumer behaviour.				
	Total Marks	**10**			
E-commerce Website Optimization	Recall best practices for optimizing e-commerce websites for search engines.	10			
	Explain the importance of website design and usability in e-commerce marketing.				
	Describe the principles of conversion rate optimization (CRO) and its role in e-commerce.				
	Apply SEO techniques to improve the visibility and ranking of an e-commerce website.				
	Implement CRO strategies to enhance the user experience and increase conversions on an e-commerce website.				
	Analyse the performance of an e-commerce website using web analytics tools.				
	Evaluate the effectiveness of different website design elements in driving e-commerce sales.				
	Design a comprehensive website optimization plan for an e-commerce business.				
	Critically assess the accessibility and usability of an e-commerce website from a customer perspective.				
	Total Marks	**10**			
E-commerce Content Marketing	Discuss the purpose and goals of content marketing in the e-commerce context.	10			
	Explain how content marketing can influence purchasing decisions in e-commerce.				
	Describe different types of content used in e-commerce marketing (e.g., product descriptions, blog posts, videos).				
	Apply principles of storytelling and persuasion to create compelling e-commerce content.				
	Develop a content marketing strategy tailored to the target audience and brand identity.				
	Analyse the performance of e-commerce content marketing campaigns using metrics such as engagement and conversion rates.				
	Evaluate the effectiveness of different content formats in achieving e-commerce marketing objectives.				
	Develop a content calendar outlining topics, formats, and publishing schedules for e-commerce content.				
	Design engaging visual content (e.g., images, infographics) for use in e-commerce marketing campaigns.				

	Critically assess the alignment of e-commerce content marketing strategies with overall brand messaging and values.				
	Total Marks	**10**			
E-commerce Email Marketing	Recall the key components of an effective email marketing campaign in the e-commerce context.	10			
	Explain the role of email marketing in customer acquisition, retention, and re-engagement for e-commerce businesses.				
	Describe different types of email campaigns used in e-commerce marketing (e.g., promotional, transactional, lifecycle).				
	Apply segmentation techniques to personalize email campaigns for different segments of the e-commerce audience.				
	Design and create compelling email content and visuals that drive engagement and conversions.				
	Analyse email marketing metrics such as open rates, click-through rates, and conversion rates to assess campaign performance.				
	Evaluate the effectiveness of different email marketing tactics and strategies in achieving e-commerce business goals.				
	Develop automated email sequences (e.g., welcome series, abandoned cart emails) to nurture leads and increase sales.				
	Design A/B tests to optimize email subject lines, content, and calls-to-action for improved performance.				
	Critically assess the compliance of email marketing campaigns with relevant regulations and best practices (e.g., GDPR, CAN-SPAM Act).				
		10			
E-commerce Social Media Marketing	Recall the importance of social media marketing in driving brand awareness and engagement for e-commerce businesses.	10			
	Explain how different social media platforms can be leveraged for e-commerce marketing purposes.				
	Describe the characteristics and preferences of the target audience on various social media platforms.				
	Apply social media listening techniques to monitor conversations and sentiment related to the brand and industry.				
	Create engaging social media content (e.g., posts, stories, videos) that resonates with the e-commerce audience and encourages interaction.				
	Analyse social media metrics (e.g., reach, engagement, conversions) to evaluate the performance of social media marketing campaigns.				

	Evaluate the effectiveness of different social media advertising tactics (e.g., sponsored posts, influencer partnerships) in driving e-commerce sales.				
	Develop a social media content calendar outlining content themes, posting schedules, and engagement strategies.				
	Design social media ad campaigns targeting specific audience segments with tailored messaging and creative.				
	Critically assess the brand's social media presence and reputation, and develop strategies for managing and improving brand perception.				
		10			
E-commerce Advertising Strategies	Recall the different types of paid advertising options available for e-commerce businesses (e.g., PPC, display ads, shopping ads).	10			
	Explain the role of paid advertising in driving traffic, conversions, and revenue for e-commerce websites.				
	Describe the process of setting up and managing paid advertising campaigns on different platforms (e.g., Google Ads, Facebook Ads).				
	Apply targeting techniques to reach specific audience segments with relevant ads and offers.				
	Design and create compelling ad creatives (e.g., text, images, videos) that capture attention and drive clicks.				
	Analyse advertising metrics (e.g., ad impressions, clicks, conversions, ROI) to measure the effectiveness of paid campaigns.				
	Evaluate the performance of different advertising channels and platforms to determine the best allocation of advertising budget.				
	Develop retargeting and remarketing campaigns to re-engage website visitors and encourage repeat purchases.				
	Design A/B tests to optimize ad copy, visuals, and targeting parameters for improved ad performance.				
	Critically assess the ethical considerations of advertising practices in e-commerce, such as data privacy and transparency.				
		10			
E-commerce Analytics and Performance Measurement	Recall the importance of analytics in measuring and optimizing e-commerce marketing performance.	10			
	Explain the role of key performance indicators (KPIs) in tracking and evaluating e-commerce marketing success.				
	Describe different web analytics tools and metrics used to measure e-commerce website performance.				

	Apply data analysis techniques to interpret e-commerce marketing data and identify actionable insights.				
	Set up tracking and reporting systems to monitor KPIs and measure the impact of marketing efforts.				
	Analyse customer data and behaviour to identify trends, patterns, and areas for improvement in e-commerce marketing strategies.				
	Evaluate the ROI and cost-effectiveness of different marketing channels and campaigns.				
	Develop customized dashboards and reports to visualize and communicate e-commerce marketing performance data.				
	Design experiments and tests to validate hypotheses and optimize e-commerce marketing tactics.				
	Critically assess the reliability and accuracy of data sources and analytics methods used in e-commerce marketing measurement.				
		10			
E-commerce Customer Relationship	Explain the role of CRM systems in managing and nurturing customer relationships throughout the e-commerce lifecycle.	5			
		5			
Management (CRM)	Apply CRM principles to segment customers based on behaviour, preferences, and purchase history.	10			
	Analyse CRM data to identify high-value customers, predict future purchasing behaviour, and tailor marketing efforts accordingly.				
	Develop customer retention strategies, loyalty programs, and referral programs to incentivize repeat purchases and customer advocacy.				
	Design CRM workflows and automation rules to streamline customer communication and follow-up processes.				
	Critically assess the ethical considerations of CRM practices in e-commerce, such as data privacy, consent, and transparency.				
		10			
E-commerce Mobile Marketing	Describe different mobile marketing tactics and channels (e.g., mobile apps, SMS marketing, push notifications) used by e-commerce businesses.	10			
	Apply responsive design principles to create mobile-friendly e-commerce websites and landing pages.				
	Implement mobile-specific marketing campaigns and promotions to target users on smartphones and tablets.				

	Analyse mobile analytics data to understand user behaviour, preferences, and conversion patterns on mobile devices.				
	Evaluate the performance of mobile marketing in driving traffic, engagement, and conversions for e-commerce businesses.				
	Develop mobile app marketing strategies to acquire and retain users, increase app downloads, and drive in-app purchases.				
	Design SMS marketing campaigns and push notification strategies that deliver timely and relevant messages to mobile users.				
	Critically assess the user experience and usability of e-commerce mobile interfaces, and optimize designs for seamless navigation and checkout on smaller screens.				
	Total Marks	**10**			
GRAND TOTAL		**100**			

MEP/N0418, v1: Introduction to Affiliate Marketing

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Introduction to Affiliate Marketing	Define affiliate marketing and its core components.	10	5	2	2
	Demonstrate an understanding of key terminologies in affiliate marketing, including commission structures, tracking methods, and payment cycles.				
	Analyse the roles and responsibilities of merchants, affiliates, and customers in the affiliate marketing ecosystem.				
	Evaluate the benefits and limitations of affiliate marketing for businesses and affiliates.				
	Differentiate between various affiliate marketing models and their respective advantages and disadvantages.				
	Identify the ethical and legal considerations associated with affiliate marketing practices, such as disclosure requirements and compliance standards.				
	Analyse case studies and examples to illustrate successful affiliate marketing strategies and campaigns.				
	Discuss the impact of affiliate marketing on consumer behaviour and purchasing decisions.				
	Evaluate the role of affiliate marketing in the broader digital marketing landscape and its significance in driving online revenue.				
	Total Marks	**10**	**5**	**2**	**2**
Affiliate Marketing Models and Strategies	Explain different affiliate marketing models, such as pay-per-sale, pay-per-lead, and pay-per-click.	10	5	1	1
	Evaluate the suitability of each affiliate marketing model for different business goals and niches.				
	Identify factors to consider when selecting affiliate marketing products and niches.				
	Explore different affiliate marketing platforms and networks to find suitable opportunities.				
	Explore basic affiliate marketing strategies, such as direct linking, landing pages, and banner ads.				
	Implement basic search engine optimization (SEO) techniques to improve visibility and performance of affiliate marketing content.				
	Conduct A/B testing and optimization to improve conversion rates and campaign performance.				
	Develop long-term affiliate marketing strategies for sustainable growth and success.				

	Identify opportunities for diversification and expansion within the affiliate marketing industry.				
	Total Marks	**10**	**5**	**1**	**1**
Getting Started with Affiliate Marketing	Develop a step-by-step plan for setting up an affiliate marketing business, including niche selection, platform registration, and content creation.	10	10	1	1
	Demonstrate proficiency in registering with affiliate programs and networks, adhering to guidelines and best practices.				
	Utilise market research and audience analysis to identify profitable niches and products for affiliate marketing.				
	Establish credibility and trust with audiences through transparent and authentic affiliate marketing practices, including disclosure requirements.				
	Identify potential legal and ethical considerations in affiliate marketing operations and develop strategies for compliance.				
	Develop a cohesive affiliate marketing strategy aligned with business objectives, target audiences, and available resources.				
	Evaluate the feasibility and potential ROI of affiliate marketing initiatives through cost-benefit analysis and risk assessment.				
	Total Marks	**10**	**10**	**1**	**1**
Content Creation for Affiliate Marketing	Develop diverse content creation strategies tailored to different affiliate marketing channels and platforms.	10	10	1	1
	Implement best practices for creating high-quality, engaging, and relevant content that resonates with target audiences.				
	Utilise storytelling techniques to craft compelling narratives that drive interest and engagement with affiliate products and services.				
	Optimize affiliate marketing content for SEO to improve search engine visibility and organic traffic.				
	Implement effective call-to-action (CTA) strategies to encourage user engagement and conversion.				
	Utilise multimedia content formats, including videos, infographics, and interactive content, to enhance the user experience and drive conversions.				
	Conduct A/B testing of different content variations to identify the most effective messaging, visuals, and CTAs.				
	Leverage user-generated content and customer testimonials to build social proof and credibility for affiliate products and services.				
	Develop content calendars and schedules to ensure consistent and timely delivery of affiliate marketing content.				

	Monitor content performance metrics, such as engagement rates, click-through rates, and conversion rates, to measure effectiveness and inform optimization efforts.				
	Implement content repurposing strategies to maximize the reach and impact of affiliate marketing content across multiple channels and platforms.				
	Ensure compliance with legal and ethical guidelines, including FTC disclosure requirements, when creating and promoting affiliate marketing content.				
	Total Marks	**10**	**10**	**1**	**1**
Affiliate Marketing Promotion Techniques	Develop a comprehensive understanding of different promotion techniques commonly used in affiliate marketing.	10	10	1	1
	Implement social media marketing strategies to promote affiliate products and services effectively on popular platforms such as Facebook, Instagram, Twitter, and LinkedIn.				
	Leverage influencer marketing partnerships to amplify the reach and visibility of affiliate marketing campaigns.				
	Develop email marketing campaigns to nurture leads, build relationships, and drive conversions for affiliate products and services.				
	Implement search engine marketing (SEM) strategies, including pay-per-click (PPC) advertising, to drive targeted traffic to affiliate offers.				
	Utilise content marketing strategies to create valuable, informative content that educates and persuades audiences to engage with affiliate products and services.				
	Explore alternative promotion channels, such as podcast sponsorships, guest blogging, and affiliate directories, to diversify affiliate marketing reach.				
	Implement retargeting and remarketing strategies to re-engage users who have previously interacted with affiliate content or offers.				
	Develop strategic partnerships with complementary brands and businesses to cross-promote affiliate offers and expand audience reach.				
	Monitor key performance indicators (KPIs) such as click-through rates, conversion rates, and return on ad spend (ROAS) to measure the effectiveness of affiliate marketing promotion techniques.				
	Total Marks	**10**	**10**	**1**	**1**
Tracking and Analytics in Affiliate Marketing	Understand the importance of tracking and analytics in affiliate marketing for measuring performance and ROI.	10	10	1	1
	Implement tracking tools and technologies, such as cookies and tracking links, to monitor affiliate marketing activities.				
	Analyse affiliate marketing performance metrics, including clicks, conversions, and earnings.				

	Use analytics data to identify trends, patterns, and areas for improvement in affiliate marketing campaigns.				
	Develop reports and dashboards to communicate affiliate marketing performance to stakeholders effectively.				
	Total Marks	**10**	**10**	**1**	**1**
Managing Relationships in Affiliate Marketing	Build strong relationships with affiliate partners through effective communication and support.	10	10	1	1
	Negotiate commission rates and terms with affiliate partners to maximize earnings and ROI.				
	Handle disputes and issues, such as refunds and chargebacks, professionally and efficiently.				
	Scale and grow an affiliate marketing business by recruiting and managing affiliates effectively.				
	Develop strategies for maintaining positive relationships with merchants and affiliates for long-term success.				
	Total Marks	**10**	**10**	**1**	**1**
Compliance and Legal Aspects of Affiliate Marketing	Understand regulatory requirements and compliance standards in affiliate marketing, including FTC guidelines and GDPR.	20	10	1	1
	Implement disclosure and transparency practices to comply with FTC guidelines and build trust with audiences.				
	Ensure data protection and GDPR compliance when collecting and processing personal information in affiliate marketing.				
	Mitigate legal risks and liabilities associated with affiliate marketing operations, such as copyright infringement and fraud.				
	Support in developing policies and procedures to ensure ongoing compliance with regulatory requirements and legal standards.				
	Total Marks	**20**	**10**	**1**	**1**
Future Trends and Opportunities in Affiliate Marketing	Analyse emerging trends and innovations in the affiliate marketing industry, such as automation and AI.	10	10	1	1
	Predict future developments and opportunities for affiliate marketers in response to changing consumer behaviour and market dynamics.				
	Identify potential challenges and risks associated with future trends in affiliate marketing.				
	Adapt affiliate marketing strategies and tactics to capitalize on emerging opportunities and overcome challenges.				

	Develop a forward-looking mindset and proactive approach to staying ahead of the curve in affiliate marketing.				
	Total Marks	**10**	**10**	**1**	**1**
GRAND TOTAL		**100**	**80**	**10**	**10**

Elective 1: MEP/N0417, v1: Branding and Marketing Communication

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Introduction to Branding and Marketing Communication	Define branding and marketing communication and explain their interrelation.	15	10	2	2
	Identify the significance of maintaining consistent brand messaging across various communication channels.				
	Recognise key concepts and terminologies associated with branding and marketing communication.				
	Explain the role of marketing communication in shaping brand perception and consumer attitudes.				
	Describe the importance of brand identity in effective marketing communication strategies.				
	Analyse examples of successful branding and marketing communication campaigns.				
	Evaluate the impact of branding and marketing communication on consumer behaviour and brand loyalty.				
	Discuss ethical considerations and challenges in branding and marketing communication practices.				
	Develop basic skills in creating cohesive brand messaging for different communication channels.				
	Reflect on personal and professional implications of branding and marketing communication principles.				
	Total Marks	**15**	**10**	**2**	**2**
Brand Strategy Development	Develop clear and measurable brand objectives aligned with marketing communication goals.	15	10	2	2
	Conduct a comprehensive brand audit and competitive analysis to inform communication strategies.				
	Define brand positioning and its significance in marketing communication.				
	Understand the role of brand positioning in influencing consumer perceptions and purchase decisions.				
	Explore different approaches to brand positioning, including attribute-based, benefit-based, and lifestyle-based positioning.				
	Identify the elements of a strong brand positioning statement and its components.				
	Analyse case studies and examples of successful brand positioning strategies to understand best practices.				

	Formulate integrated brand positioning and messaging strategies that resonate with target audiences.				
	Align brand strategy with marketing communication tactics across multiple channels.				
	Create a brand strategy document outlining key components and implementation plans.				
	Assess the effectiveness of various brand strategies in achieving communication objectives.				
	Utilise market research and consumer insights to refine and optimize brand strategies.				
	Collaborate with cross-functional teams to ensure consistency and coherence in brand messaging.				
	Identify potential challenges and risks associated with brand strategy implementation and develop mitigation plans.				
	Present and communicate brand strategy recommendations effectively to stakeholders.				
	Total Marks	**15**	**10**	**2**	**2**
Brand Identity Design	Understand the elements of visual brand identity and their role in marketing communication.	10	10	1	1
	Apply principles of design aesthetics to create visually appealing brand identity elements.				
	Develop brand guidelines that define the consistent use of brand identity across communication channels.				
	Use design software and tools to create brand identity assets such as logos, typography, and color palettes.				
	Evaluate the effectiveness of brand identity design in conveying brand values and personality.				
	Incorporate feedback from stakeholders to refine and improve brand identity designs.				
	Ensure brand identity consistency across various marketing materials and touchpoints.				
	Adapt brand identity designs for different communication mediums, including digital and print.				
	Present and articulate the rationale behind brand identity design decisions to clients and team members.				

	Total Marks	**10**	**10**	**1**	**1**
Brand Communication Strategy	Understand the principles and objectives of brand communication in marketing.	10	10	1	1
	Analyse consumer behaviour and preferences to develop targeted communication strategies.				
	Develop integrated marketing communication plans that leverage multiple channels and tactics.				
	Craft compelling brand messages that resonate with target audiences and align with brand values.				
	Utilise storytelling techniques to create engaging brand narratives in marketing communication.				
	Implement metrics and KPIs to measure the effectiveness of brand communication strategies.				
	Optimize brand communication tactics based on data-driven insights and performance analysis.				
	Coordinate with internal and external stakeholders to ensure consistency and alignment in brand messaging.				
	Adapt brand communication strategies to respond to changing market dynamics and consumer trends.				
	Total Marks	**10**	**10**	**1**	**1**
Advertising and Promotions in Marketing Communication	Understand the role of advertising and promotions in marketing communication.	15	10	1	1
	Identify different types of advertising and promotional tactics used in marketing campaigns.				
	Develop creative concepts and messaging strategies for advertising and promotional campaigns.				
	Plan and execute integrated advertising campaigns across various media channels.				
	Implement promotional tactics such as discounts, contests, and giveaways to stimulate consumer engagement.				
	Evaluate the effectiveness of advertising and promotional campaigns in achieving marketing objectives.				
	Utilise advertising and promotional metrics to measure campaign performance and ROI.				
	Collaborate with advertising agencies and media partners to execute advertising campaigns.				
	Ensure compliance with legal and ethical guidelines in advertising and promotional activities.				

	Adapt advertising and promotional strategies based on consumer feedback and market trends.				
	Total Marks	**15**	**10**	**1**	**1**
Public Relations and Brand Reputation Management in Marketing Communication	Understand the role of public relations (PR) in shaping brand perception and reputation.	15	10	1	1
	Develop PR strategies to build and maintain positive relationships with media and stakeholders.				
	Monitor and respond to media coverage and public sentiment related to the brand.				
	Implement crisis communication strategies to manage negative publicity and protect brand reputation.				
	Conduct media relations activities such as press releases, media pitches, and interviews.				
	Develop content for PR materials such as press kits, fact sheets, and FAQs.				
	Evaluate the effectiveness of PR efforts in enhancing brand visibility and credibility.				
	Utilise social media and digital platforms for PR activities and brand reputation management.				
	Coordinate PR initiatives with other marketing communication tactics to ensure consistency and alignment.				
	Respond to media inquiries and interview requests professionally and effectively.				
	Total Marks	**15**	**10**	**1**	**1**
Digital Branding and Online Marketing Communication	Understand the role of digital branding in marketing communication.	10	10	1	1
	Identify key digital channels and platforms for brand communication, including social media, websites, and email.				
	Develop digital content strategies that align with brand objectives and resonate with online audiences.				
	Optimize digital assets such as websites and social media profiles for brand visibility and engagement.				
	Implement digital marketing tactics such as search engine optimization (SEO), content marketing, and paid advertising.				
	Analyse digital analytics data to measure the effectiveness of digital branding and marketing efforts.				
	Utilise social listening tools to monitor brand mentions and sentiment on social media and other online platforms.				

	Engage with online communities and influencers to amplify brand messaging and reach new audiences.				
	Adapt digital branding and marketing strategies to keep pace with evolving digital trends and technologies.				
	Develop digital crisis communication plans to address brand-related issues and controversies online.				
	Total Marks	**10**	**10**	**1**	**1**
Brand Experience and Customer Engagement in Marketing Communication	Understand the importance of brand experience in marketing communication.	10	10	1	1
	Identify key touchpoints in the customer journey where brand communication occurs.				
	Develop brand experiences that align with brand values and resonate with target audiences.				
	Implement customer engagement strategies to foster brand loyalty and advocacy.				
	Utilise customer feedback and insights to optimize brand experiences and communication strategies.				
	Create branded content and interactive experiences that engage and delight customers.				
	Measure and analyse customer engagement metrics such as interaction rates, sentiment, and advocacy.				
	Utilise customer relationship management (CRM) systems to manage customer interactions and communication.				
	Implement personalized communication tactics to tailor brand experiences to individual customer preferences.				
	Develop strategies for creating memorable brand experiences that leave a lasting impression on customers.				
	Total Marks	**10**	**10**	**1**	**1**
GRAND TOTAL		**100**	**80**	**10**	**10**

Elective 2: MEP/N0419, v1: Introduction to Advertisement Management

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Fundamentals of Advertisement Management	Define advertisement management and its significance in marketing.	15	10	2	2
	Explain the historical evolution of advertising and its role in shaping consumer behaviour.				
	Identify key players and stakeholders in the advertising industry and their respective roles.				
	Understand basic terminologies and concepts used in advertisement management.				
	Analyse the objectives and goals of advertisement management in achieving marketing objectives.				
	Discuss the importance of effective advertisement management in building brand awareness and driving sales.				
	Explore the various forms and mediums of advertising and their respective advantages and limitations.				
	Compare and contrast different advertising channels and their suitability for different marketing objectives.				
	Evaluate case studies and examples to illustrate the practical application of advertisement management principles.				
	Explain the role in the broader marketing landscape.				
	Total Marks	**15**	**10**	**2**	**2**
Types of Advertising	Describe the various types of advertising, including print, broadcast, digital, outdoor, and experiential.	10	10	1	1
	Identify the characteristics and advantages of each advertising medium.				
	Analyse factors influencing the selection of advertising media, such as target audience demographics and campaign objectives.				
	Understand the basics of integrated advertising campaigns and their role in maximizing reach and impact.				
	Develop strategies for tailoring advertising messages to different target audiences and mediums.				
	Discuss the importance of creative execution in different types of advertising campaigns.				
	Explore case studies showcasing successful advertising campaigns across different mediums.				

	Assess the effectiveness of various advertising types in achieving marketing objectives.				
	Evaluate emerging trends and innovations in advertising types and their implications for marketing strategies.				
	Apply best practices for leveraging different types of advertising effectively.				
	Total Marks	**10**	**10**	**1**	**1**
Advertisement Planning Process	Outline the advertisement planning process, including setting objectives, budgeting, and research.	15	10	2	2
	Conduct market analysis and consumer behaviour research to inform advertisement planning decisions.				
	Define advertisement objectives and key performance indicators (KPIs) for measuring success.				
	Develop creative concepts and messaging strategies aligned with advertisement objectives.				
	Create media plans that optimize reach, frequency, and budget allocation.				
	Explain the importance of audience targeting and segmentation in advertisement planning.				
	Identify resources and tools for conducting market research and audience analysis.				
	Analyse case studies to understand how effective advertisement planning contributes to campaign success.				
	Evaluate the impact of budget allocation on advertisement effectiveness and ROI.				
	Develop a comprehensive advertisement plan that integrates research, objectives, creative concepts, and media strategies.				
	Total Marks	**15**	**10**	**2**	**2**
Social Media Marketing	Understand the creative process in advertising, including ideation, conceptualization, and execution.	15	10	1	1
	Identify the key elements of effective advertisement creative, such as visuals, copywriting, and branding.				
	Apply principles of design and layout to create impactful advertisement creative.				
	Adapt advertisement creative for different mediums and channels while maintaining brand consistency.				

	Test and refine advertisement creative to optimize engagement and conversion rates.				
	Collaborate with creative teams to develop compelling advertisement concepts and executions.				
	Explore innovative approaches to advertisement creative, such as storytelling and experiential marketing.				
	Evaluate the effectiveness of advertisement creative using qualitative and quantitative measures.				
	Incorporate feedback and insights from stakeholders to improve advertisement creative.				
	Develop a portfolio of advertisement creative showcasing a range of styles and formats.				
	Total Marks	**15**	**10**	**1**	**1**
Advertisement Campaign Execution and Management	Outline the steps involved in executing an advertisement campaign, including coordination, collaboration, and monitoring.	15	20	2	2
	Coordinate with creative teams, media buyers, and vendors to ensure smooth execution of advertisement campaigns.				
	Monitor advertisement campaign performance in real-time and make adjustments as needed.				
	Implement tracking and measurement tools to monitor advertisement campaign effectiveness.				
	Manage advertisement campaign budgets and allocate resources effectively.				
	Evaluate the performance of advertisement campaigns against predetermined objectives and KPIs.				
	Identify opportunities for optimization and improvement in advertisement campaign performance.				
	Develop contingency plans to address unforeseen challenges or disruptions during advertisement campaign execution.				
	Communicate with stakeholders to provide updates on advertisement campaign progress and results.				
	Document lessons learned and best practices for future advertisement campaign management.				
	Total Marks	**15**	**20**	**2**	**2**
Advertisement Evaluation and Analysis	Explain the importance of advertisement evaluation and analysis in measuring campaign effectiveness.	15	10	1	1

	Identify key metrics and KPIs for evaluating advertisement performance, such as reach, engagement, and conversion rates.				
	Analyse advertisement performance data to identify trends, patterns, and areas for improvement.				
	Utilise testing and optimization techniques to improve advertisement effectiveness and ROI.				
	Develop reports and presentations to communicate advertisement campaign results to stakeholders.				
	Interpret advertisement performance data to draw actionable insights and recommendations.				
	Conduct A/B testing and multivariate testing to compare different advertisement variations and approaches.				
	Evaluate the impact of advertisement campaigns on brand awareness, perception, and loyalty.				
	Benchmark advertisement performance against industry standards and competitor benchmarks.				
	Total Marks	**15**	**10**	**1**	**1**
Advertisement Regulations and Ethics	Understand the regulatory landscape governing advertising, including laws, codes, and standards.	15	10	1	1
	Identify regulatory bodies and industry organisations responsible for overseeing advertisement compliance.				
	Explain the ethical considerations involved in advertisement creation and dissemination.				
	Assess the compliance of advertisement campaigns with legal and ethical guidelines.				
	Develop processes and procedures to ensure advertisement compliance with regulatory requirements.				
	Evaluate advertisement content for accuracy, transparency, and fairness.				
	Implement disclosure practices to ensure transparency in advertisement messaging.				
	Address ethical dilemmas and conflicts of interest in advertisement management.				
	Analyse case studies of advertisement compliance and ethics violations.				
	Develop a code of conduct for advertisement management that prioritizes integrity, transparency, and consumer protection.				
	Total Marks	**15**	**10**	**1**	**1**

	GRAND TOTAL	**100**	**80**	**10**	**10**

MEP/N0420, v1: Introduction to Generative Artificial Intelligence (AI)

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Basics of Personalisation and Prompt Engineering	Understand the principles of personalisation in marketing and its significance in enhancing customer engagement and satisfaction.	50	40	5	5
	Explain the role of generative AI in enabling personalised marketing strategies and campaigns.				
	Explore real-world applications of AI in digital marketing through case studies and industry campaigns.				
	Apply prompt engineering techniques to generate targeted and personalised marketing content tailored to specific audience segments.				
	Evaluate the effectiveness of different prompt engineering techniques in generating desired marketing outcomes.				
	Optimize prompts using iterative testing and refinement to improve performance and relevance.				
	Identify key challenges and limitations associated with the use of generative AI in marketing, such as data privacy concerns and algorithmic biases.				
	Critically analyse the potential impact of generative AI on the digital marketing industry, including its implications for consumer behaviour, market dynamics, and competitive landscape.				
	Discuss ethical considerations and best practices for the responsible use of generative AI in marketing to ensure transparency, fairness, and compliance with regulations.				
	Anticipate future developments and trends in generative AI and their potential implications for marketing strategies and practices.				
	Total Marks	**50**	**40**	**5**	**5**
AI driven Content Creation	Understand the role of AI in content creation and its impact on digital marketing strategies, utilizing tools like OpenAI's GPT-3 and Canva.	50	40	5	5
	Generate creative ideas using AI-powered tools like Artbreeder and Deep Dream Generator for image design.				
	Create text-based content for digital marketing channels with AI tools like OpenAI's GPT-3.5.				
	Utilise AI-powered audio generation tools like Descript and Lyrebird for audio marketing.				
	Create video content using AI-powered video editing tools such as Lumen5 and Biteable.				

	Explore AI models for content generation, including tools like Talk to Transformer and Copy.ai.				
	Analyse AI-generated content impact with tools like Google Analytics and Facebook Insights.				
	Integrate AI-generated content into digital marketing strategies using platforms like Buffer and Hootsuite.				
	Develop understanding of AI-powered content creation workflows using both free and paid tools.				
	Stay updated on AI-driven content creation advancements through resources like AI newsletters.				
	Collaborate effectively with AI developers and marketers using collaboration platforms like Trello and Slack.				
	Identify opportunities for automation and optimization using tools like Zapier and IFTTT.				
	Implement best practices for AI-generated content integration, following industry guidelines.				
	Address ethical concerns related to AI-generated content following industry standards.				
	Test and iterate AI-generated content using A/B testing tools like Google Optimize.				
	Monitor content performance with analytics tools like Hotjar and Crazy Egg.				
	Customize AI-generated content for personalization using CRM platforms like HubSpot.				
	Develop scaling strategies for AI-driven content creation efforts using project management tools like Asana.				
	Collaborate across teams to integrate AI-generated content using communication tools like Zoom.				
	Educate stakeholders on AI-driven content creation benefits through presentations and workshops.				
	Foster innovation within the organisation using ideation sessions and innovation labs.				
	Stay updated on industry trends and emerging technologies through conferences and webinars.				
	Continuously evaluate and refine AI-powered content creation strategies using agile methodologies.				

	Adapt strategies to evolving consumer preferences and market trends using continuous improvement frameworks.				
	Utilise industry standards and regulations to ensure ethical AI-driven content creation practices.				
	Total Marks	**50**	**40**	**5**	**5**
GRAND TOTAL		**100**	**80**	**10**	**10**

MEP/N0421, v1: Marketing Analytics

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Introduction to Marketing Analytics	Understand the significance of marketing analytics in decision-making processes within organisations.	15	15	2	2
	Define key concepts and terminologies associated with marketing analytics, such as KPIs, metrics, and data analysis.				
	Recognise the role of data collection, analysis, and interpretation in marketing analytics for driving business growth.				
	Identify successful case studies and examples illustrating the implementation of marketing analytics strategies.				
	Appreciate the importance of aligning marketing analytics efforts with overall business objectives and goals.				
	Describe the impact of marketing analytics on improving return on investment (ROI) and optimizing marketing campaigns.				
	Analyse the relationship between marketing analytics and consumer behaviour insights for targeted marketing efforts.				
	Explore various tools and technologies available for marketing analytics and their functionalities.				
	Discuss the challenges and limitations associated with implementing marketing analytics solutions in organisations.				
	Formulate strategies for integrating marketing analytics into organisational workflows and decision-making processes.				
	Total Marks	**15**	**15**	**2**	**2**
Understanding Data Sources for Marketing Analytics	Differentiate between internal and external data sources utilised in marketing analytics.	20	15	2	2
	Evaluate the functionalities and features of customer data platforms (CDPs), customer relationship management (CRM) systems, and data management platforms (DMPs) for data integration.				
	Utilise web analytics tools like Google Analytics for website tracking, analysis, and performance monitoring.				
	Interpret social media analytics data to measure engagement, reach, and audience demographics across social media platforms.				
	Assess the effectiveness of email marketing campaigns through email marketing analytics and campaign tracking tools.				

	Identify additional data sources relevant to specific industries or marketing objectives for comprehensive data analysis.				
	Discuss the importance of data quality and data integrity in marketing analytics and data governance practices.				
	Explore methods for integrating data from multiple sources to create unified customer profiles for targeted marketing efforts.				
	Implement strategies for data privacy compliance and adherence to regulatory requirements in data collection and management.				
	Develop proficiency in leveraging diverse data sources for comprehensive marketing analytics insights and decision-making.				
	Total Marks	**20**	**15**	**2**	**2**
Basics of Data Collection and Management for Marketing Analytics	Implement various data collection methods, such as surveys, interviews, and observational data, for gathering marketing insights.	15	15	2	2
	Apply best practices for data collection, storage, and management to maintain data quality and ensure accuracy.				
	Execute data cleaning and preprocessing techniques to prepare raw data for analysis and visualization.				
	Assess the implications of data governance and compliance with data privacy regulations on marketing analytics practices.				
	Utilise Google Analytics for data collection, tracking, and analysis on websites and digital marketing channels.				
	Optimize data collection processes to capture relevant marketing metrics and KPIs aligned with business objectives.				
	Interpret data collection requirements and limitations based on the specific needs and objectives of marketing analytics projects.				
	Implement data validation and verification procedures to maintain data accuracy and reliability.				
	Develop skills in data visualization and storytelling to communicate insights effectively to stakeholders.				
	Demonstrate proficiency in data collection and management techniques for conducting meaningful marketing analytics.				
	Total Marks	**15**	**15**	**2**	**2**
Introduction to Data Analysis Techniques for Marketing Analytics	Differentiate between descriptive, diagnostic, predictive, and prescriptive analytics and their applications in marketing.	20	15	2	2
	Identify key performance indicators (KPIs) and metrics relevant to marketing analytics objectives and goals.				

	Apply basic data analysis techniques, including summarization, visualization, and Exploratory Data Analysis (EDA), to derive insights from marketing data.				
	Interpret statistical analysis methods, such as correlation analysis and regression analysis, for analysing marketing data relationships.				
	Evaluate the effectiveness of data analysis techniques in uncovering trends, patterns, and correlations within marketing data sets.				
	Utilise Google Analytics reports and dashboards to analyse website traffic, user behaviour, and conversion metrics.				
	Identify opportunities for optimization and improvement in marketing campaigns based on data analysis insights.				
	Generate actionable recommendations and insights from marketing data analysis to inform strategic decision-making.				
	Incorporate data analysis findings into marketing strategies and campaigns to drive performance and achieve business objectives.				
	Continuously monitor and assess marketing data using data analysis techniques to track progress and identify areas for improvement.				
	Total Marks	**20**	**15**	**2**	**2**
Interpreting Marketing Analytics Insights and Making Data-driven Decisions	Develop skills in interpreting data visualisation techniques to extract actionable insights from marketing analytics reports.	15	10	1	1
	Analyse marketing analytics metrics and KPIs to identify trends, patterns, and anomalies in marketing performance.				
	Utilise A/B testing and experimentation methodologies to optimize marketing strategies and campaign performance.				
	Harness Google Analytics reports and dashboards to gain deeper insights into audience behaviour, acquisition channels, and conversion funnels.				
	Integrate marketing analytics insights into strategic decision-making processes to drive business growth and ROI.				
	Communicate marketing analytics findings effectively to stakeholders using data-driven storytelling techniques.				
	Collaborate cross-functionally to implement data-driven marketing strategies and initiatives based on analytics insights.				
	Adapt marketing strategies and tactics based on real-time analytics data to capitalize on emerging opportunities and trends.				
	Evaluate the impact of marketing analytics initiatives on key business metrics and performance indicators.				

	Iterate and refine marketing strategies based on continuous feedback and analysis of marketing analytics data to optimize results.				
	Total Marks	**15**	**10**	**1**	**1**
Google Analytics Fundamentals	Navigate the Google Analytics interface and access key reporting features for website tracking and analysis.	15	10	1	1
	Set up Google Analytics accounts, properties, and views to track website performance and user interactions.				
	Utilise Google Analytics tracking code installation techniques to collect website visitor data accurately.				
	Interpret Google Analytics reports, including audience, acquisition, behaviour, and conversion reports, to gain insights into website performance.				
	Analyse key metrics and dimensions in Google Analytics reports to understand user behaviour, traffic sources, and conversion paths.				
	Configure Google Analytics goals and funnels to track specific user interactions and conversion events on websites.				
	Customize Google Analytics reports and dashboards to visualize data effectively and monitor marketing performance.				
	Utilize Google Analytics intelligence features, such as automated insights and alerts, to identify opportunities and issues proactively.				
	Integrate Google Analytics data with other marketing analytics tools and platforms for comprehensive data analysis.				
	Stay updated on Google Analytics features, updates, and best practices to maximize the value of Google Analytics for marketing analytics purposes.				
	Total Marks	**15**	**10**	**1**	**1**
GRAND TOTAL		**100**	**80**	**10**	**10**

MEP/N0422, v1: Entrepreneurship Development and Innovation (EDI)

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Introduction to Entrepreneurship	Define the concept of entrepreneurship and its significance in driving economic growth and innovation.	20			
	Identify key characteristics and traits of successful entrepreneurs, including creativity, resilience, and risk-taking propensity.				
	Analyse the role of entrepreneurship in creating job opportunities, fostering technological advancements, and addressing societal needs.				
	Understand the difference between small business entrepreneurship, social entrepreneurship, and scalable startup ventures.				
	Cultivate an entrepreneurial mindset by embracing uncertainty, learning from failures, and seeking opportunities for innovation and growth.				
	Explore real-world examples of successful entrepreneurs and their entrepreneurial journeys across different industries and sectors.				
	Discuss the importance of entrepreneurship education and skill development in nurturing the next generation of innovators and business leaders.				
	Evaluate the impact of entrepreneurial ecosystems, including incubators, accelerators, and coworking spaces, in supporting startup ventures.				
	Reflect on personal entrepreneurial aspirations, goals, and motivations, and develop a preliminary understanding of potential business ideas.				
	Total Marks	**20**			
Identifying Business Opportunities	Utilise techniques for idea generation and opportunity recognition, such as brainstorming, problem-solving, and trend analysis.	20			
	Conduct market research to identify unmet customer needs, emerging trends, and potential business opportunities.				
	Evaluate the feasibility and viability of business ideas through market validation, prototype testing, and customer feedback.				
	Analyse industry trends, competitive landscapes, and market dynamics to identify niche markets and competitive advantages.				
	Segment target customer groups based on demographics, psychographics, and behaviour to tailor products or services to specific market segments.				
	Identify potential barriers to entry, regulatory challenges, and risks associated with pursuing specific business opportunities.				
	Develop a comprehensive understanding of the customer journey and identify touchpoints for delivering value to customers.				

	Explore various business models and revenue streams to monetize business ideas effectively.				
	Collaborate with industry experts, mentors, and advisors to gain insights and perspectives on potential business opportunities.				
	Synthesize findings from opportunity identification processes to refine business ideas and develop actionable plans for further exploration and validation.				
	Total Marks	**20**			
Business Planning and Strategy	Develop a clear and concise business plan outlining the vision, mission, and goals of the venture.	20			
	Identify target markets, customer segments, and value propositions to differentiate the business from competitors.				
	Conduct a comprehensive market analysis to assess market size, growth potential, and competitive landscape.				
	Formulate marketing strategies and tactics to reach target customers and promote brand awareness.				
	Outline operational plans, including production processes, supply chain management, and resource allocation.				
	Develop financial projections, including revenue forecasts, expense budgets, and cash flow statements.				
	Evaluate scalability and growth opportunities for the business and develop strategies for expansion.				
	Identify potential risks and challenges associated with the business venture and develop contingency plans.				
	Collaborate with team members, advisors, and stakeholders to refine and finalize the business plan.				
	Present the business plan effectively to potential investors, partners, and stakeholders to secure funding and support for the venture.				
	Total Marks	**20**			
Legal and Regulatory Considerations	Understand different legal structures for businesses, including sole proprietorship, partnership, corporation, and limited liability company (LLC).	20			
	Navigate the process of registering a business entity and obtaining necessary licenses and permits.				
	Identify and protect intellectual property assets, including patents, trademarks, copyrights, and trade secrets.				
	Comply with taxation laws and regulations, including income tax, sales tax, and employment taxes.				

	Draft and negotiate contracts and agreements with suppliers, customers, and other business partners.				
	Understand employer obligations and labour laws related to hiring employees, wages, benefits, and workplace safety.				
	Manage legal risks and liabilities associated with business operations, including product liability and professional indemnity.				
	Address regulatory requirements specific to the industry or sector in which the business operates.				
	Support in establishing policies and procedures for data privacy and security compliance in accordance with relevant regulations.				
	Seek legal advice and consultation from qualified professionals to ensure compliance with all legal and regulatory requirements.				
	Total Marks	**20**			
Financial Management for Entrepreneurs	Develop a basic understanding of financial management principles, including budgeting, forecasting, and cash flow management.	20			
	Identify sources of funding for startup ventures, including personal savings, loans, grants, angel investors, and venture capital.				
	Evaluate the pros and cons of different funding options and determine the most suitable financing strategy for the business.				
	Evaluate financial statements, including income statements, balance sheets, and cash flow statements, to track business performance.				
	Interpret financial ratios and metrics to assess the financial health and profitability of the business.				
	Implement strategies for cost control, expense management, and profit maximization.				
	Monitor cash flow and working capital to ensure liquidity and solvency of the business.				
	Prepare financial forecasts and projections to support business planning and decision-making processes.				
	Manage financial risks, including market risks, credit risks, and liquidity risks, through effective risk management strategies.				
	Utilize financial management tools and software to streamline financial processes and improve decision-making efficiency.				
	Total	**20**			

Semester 4

MEP/N0423, v1: OJT Mandatory – Digital Sales and Marketing

NOS/Module Name	Assessment Criteria for Performance Criteria/Learning Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
MEP/N0423, v1: OJT Mandatory for Digital Sales and Marketing	Research keywords using appropriate tools relevant to your target audience		100	100	100
	Optimize website speed and performance				
	Set SMART goals and objectives for social media campaigns and identify KPIs for success.				
	Create a Facebook Ad Account and connect it to your business page				
	Set up campaigns, targeting options, and budgets				
	Utilise video-conferencing and online tools effectively for official/ remote communication				
	Utilise project management tools like Trello, MS Project, to manage timelines and coordinate with team on various projects				
	Create and make presentations to the respective team during updates in meetings.				
	Design a promotional email campaign				
	Design visually appealing email templates using HTML or drag-and-drop editors				
	Create web pages/ website for your brand product/ services using tools such as Wix, WordPress, etc.				
	Implement SMS marketing campaigns using best practices for message creation and compliance.				
	Utilize App Store Optimization (ASO) techniques to enhance app visibility on major platforms.				
	Develop cross-channel marketing campaigns integrating ORM strategies across social media, email, and content platforms.				
	Develop strategies for handling challenging situations and conflicts with diplomacy and professionalism.				
	Design a digital marketing plan for a specific product or service, incorporating elements of strategic planning.				
	Design an email marketing campaign targeting a specific customer segment and analyse the performance metrics.				
	Create a content calendar outlining a month-long schedule of blog posts or social media updates promoting affiliate products, ensuring consistency and relevance.				

	Develop a brand messaging strategy for a mock product by creating a logo, tagline, and a consistent tone across social media and website banners.				
	Design a basic advertisement (image and text) for a product using relevant tools/ software				
	Create a simple media plan for an advertising campaign, selecting suitable digital and print channels.				
	Create engaging text-based content for blogs, social media, or websites employing AI tools such as OpenAI's GPT models				
	Set up and configure Google Analytics to track website performance, including setting goals to monitor user interactions.				
	Use basic digital tools like social media platforms for marketing and free online resources for business planning.				
	Prepare and present business ideas to relevant team/ senior that can be used in a pitch to potential investors or partners.				
	Total Marks		**100**	**100**	**100**

IT Guidelines

BRIEFING POINTS FOR SHORT TERM INDUSTRIAL TRAINING

- Every fortnightly sends an email to the concerned person in college (training head) to appraise progress about your training & guidance needed for making Training Report (2 copies). On off days you are advised to see your mentor & training coordinator.
- Department-wise appraisals to be made. Request the department head or training manager to prepare it as soon as particular department training is over.
- To get your own area of interest; please work hard in exemplary manner to get that. Prepare accordingly so that you get sufficient data, information, and feedback.
- Your Industrial Training report will be evaluated based on its quality of content and objectivity towards learning. Emphasis should be given to operation/ task you are involved/ assigned with.
- To achieve your objectives, you are directed to make serious efforts towards learning during training & your Training Report should reflect your knowledge so that this is going to give you dividends in future interviews for career growth.
- During Training you will be following directions given by your supervisor or training department or supervisor and you have to conform to the policies of the organisation.
- Any matter related to misconduct & absenteeism will be viewed seriously by the college and you will be responsible for the repercussions.
- You are going to Industry as Brand Ambassador of the college so that in future we can reap the benefit from your performance for your placement.

GUIDELINES

- Each student will maintain a logbook.
- Logbook will be written once weekly.
- The logbook will be checked by the head of department periodically and before leaving the department.

Performance report to be collected on the prescribed format. Logbook must be submitted at the end of the semester

Annexure: Assessment Strategy

1. Assessment System Overview:
   - Batches assigned to the assessment agencies for conducting the assessment on SIP or email
   - Assessment agencies send the assessment confirmation to VTP/TC looping SSC
   - Assessment agency deploys the ToA certified Assessor for executing the assessment
   - SSC monitors the assessment process & records
2. Testing Environment:
   - Check the Assessment location, date and time
   - If the batch size is more than 30, then there should be 2 Assessors.
   - Check that the allotted time to the candidates to complete Theory & Practical Assessment is correct.
3. Assessment Quality Assurance levels/Framework:
   - Question bank is created by the Subject Matter Experts (SME) are verified by the other SME
   - Questions are mapped to the specified assessment criteria
   - Assessor must be ToA certified & trainer must be ToT Certified
4. Types of evidence or evidence-gathering protocol:
   - Time-stamped & geotagged reporting of the assessor from assessment location
   - Centre photographs with signboards and scheme specific branding
5. Method of verification or validation:
   - Surprise visit to the assessment location
6. Method for assessment documentation, archiving, and access
   - Hard copies of the documents are stored

On the Job:

1. Each module (which covers the job profile of Digital and Social Media Marketing will be assessed separately.
2. The candidate must score 70% in each module to successfully complete the OJT.
3. Tools of Assessment that will be used for assessing whether the candidate is having desired skills and etiquette of dealing with customers, understanding needs & requirements, assessing the customer and perform Soft Skills effectively:
   • Videos of Trainees during OJT
4. Assessment of each Module will ensure that the candidate is able to:

- Effective engagement with the customers
- Understand the working of various tools and equipment

Annexure: Acronym and Glossary

Acronym

Acronym	Description
AA	Assessment Agency
AB	Awarding Body
ISCO	International Standard Classification of Occupations
NCO	National Classification of Occupations
NCrF	National Credit Framework
NOS	National Occupational Standard(s)
NQR	National Qualification Register
NSQF	National Skills Qualifications Framework
OJT	On the Job Training
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
SOP	Standard Operating Procedure
OS	Occuptaional Standards

Glossary

Term	Description
National Occupational Standards (NOS)	NOS define the measurable performance outcomes required from an individual engaged in a particular task. They list down what an individual performing that task should know and also do.
Qualification	A formal outcome of an assessment and validation process which is obtained when a competent body determines that an individual has achieved learning outcomes to given standards
Qualification File	A Qualification File is a template designed to capture necessary information of a Qualification from the perspective of NSQF compliance. The Qualification File will be normally submitted by the awarding body for the qualification.
Sector	A grouping of professional activities on the basis of their main economic function, product, service or technology.
Long Term Training	Long-term skilling means any vocational training program undertaken for a year and above.