



**COMPETENCY STANDARD**  
**FOR**  
**DIGITAL MARKETING**  
**(ICT Sector)**

**Level: 06**

Competency Standard Code: ICTCS00011L6V1

**National Skills Development Authority**  
**Prime Minister's Office, Bangladesh**

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## Introduction

The National Skills Development Authority (NSDA) aims to enhance an individual's employability by certifying completeness with skills. NSDA works to expand the skilling capacity of identified public and private training providers qualitatively and quantitatively. It also aims to establish and operationalize a responsive skill ecosystem and delivery mechanism through a combination of well-defined set of mechanisms and necessary technical supports.

Key priority economic growth sectors identified by the government have been targeted by NSDA to improve current job skills along with existing workforce to ensure required skills to industry standards. Training providers are encouraged and supported to work with industry to address identified skills and knowledge to enable industry growth and increased employment through the provision of market responsive inclusive skills training program. **Digital Marketing** is selected as one of the priority occupations of **Information and Communication Technology** Sector. This standard is developed to adopt a demand driven approach to training with effective inputs from Industry Skills Councils (ISC's), employer associations and employers.

Generally, a competency standard informs curriculum, learning materials, assessment and certification of students enrolled in TVET. Students who successfully pass the assessment will receive a qualification in the National Skills Qualification Framework (NSQF) and will be listed on the NSDA's online portal.

This competency standard is developed to improve skills and knowledge in accordance with the job roles, duties and tasks of the occupation and ensure that the required skills and knowledge are aligned to industry requirements. A series of stakeholder consultations, workshops were held to develop this document.

The document also details the format, sequencing, wording and layout of the Competency Standard for an occupation which is comprised of Units of Competence and its corresponding Elements.



## Overview

A **competency standard** is a written specification of the knowledge, skills and attitudes required for the performance of an occupation, trade or job corresponding to the industry standard of performance required in the workplace.

The purpose of a competency standards is to:

- provide a consistent and reliable set of components for training, recognising and assessing people's skills, and may also have optional support materials
- enable industry recognised qualifications to be awarded through direct assessment of workplace competencies
- encourage the development and delivery of flexible training which suits individual and industry requirements
- encourage learning and assessment in a work-related environment which leads to verifiable workplace outcomes

Competency standards are developed by a working group comprised of representative from NSDA, Key Institutions, ISC, and industry experts to identify the competencies required of an occupation in **Information and Communication Technology** sector.

Competency standards describe the skills, knowledge and attitude needed to perform effectively in the workplace. CS acknowledge that people can achieve technical and vocational competency in many ways by emphasizing what the learner can do, not how or where they learned to do it.

With competency standards, training and assessment may be conducted at the workplace or at training institute or any combination of these.

Competency standards consist of a number of units of competency. A unit of competency describes a distinct work activity that would normally be undertaken by one person in accordance with industry standards.

Units of competency are documented in a standard format that comprises of:

- unit title
- nominal duration
- unit code
- unit descriptor
- elements and performance criteria
- variables and range statement
- curricular content guide
- assessment evidence guide

Together, all the parts of a unit of competency:

- describe a work activity
- guide the assessor to determine whether the candidate is competent or not yet competent

The ensuing sections of this document comprise of a description of the relevant occupation, trade or job with all the key components of a unit of competency, including:

- a chart with an overview of all Units of Competency for the relevant occupation, trade or job including the Unit Codes and the Unit of Competency titles and corresponding Elements
- the Competency Standard that includes the Unit of Competency, Unit Descriptor, Elements and Performance Criteria, Range of Variables, Curricular Content Guide and Assessment Evidence Guide



## Level descriptors of NTVQF/ NSQF (BNQF 1-6)

Level & Job classification	Knowledge Domain	Skills Domain	Responsibility Domain
<p style="text-align: center;">6 Mid-Level Manager/ Sub Assistant Engineer</p>	<p>Comprehensive actual and theoretical knowledge within a specific work or study area with an awareness of the validity and limits of that knowledge, able to analyze, compare, relate and evaluate.</p>	<p>Specialised and wider range of cognitive and practical skills required to provide leadership in the development of creative solutions to defined problems. Communicate professional issues and solutions to the team and to external partners/users.</p>	<p>Work under broad guidance and self-motivation to execute strategic and operational plan/s. Lead lower-level management. Diagnose and resolve problems within and among work groups.</p>
<p style="text-align: center;">5 Supervisor</p>	<p>Broad knowledge of the underlying, concepts, principles, and processes in a specific work or study area, able to scrutinize and break information into parts by identifying motives or causes.</p>	<p>Broad range of cognitive and practical skills required to generate solutions to specific problems in one or more work or study areas. Communicate practice-related problems and possible solutions to external partners.</p>	<p>Work under guidance of management and self-direction to resolve specific issues. Lead and take responsibility for the work and actions of group/team members. Bridge between management.</p>
<p style="text-align: center;">4 Highly Skilled Worker</p>	<p>Broader knowledge of the underlying, concepts, principles, and processes in a specific work or study area, able to solve problems to new situations by comparing and applying acquired knowledge.</p>	<p>A range of cognitive and practical skills required to accomplish tasks and solve problems by selecting and applying the full range of methods, tools, materials and information. Communicate using technical terminology and IT technology with partners and users as per workplace requirements.</p>	<p>Work under minimal supervision in specific contexts in response to workplace requirements. Resolve technical issues in response to workplace requirements and lead/guide a team/ group.</p>
<p style="text-align: center;">3 Skilled Worker</p>	<p>Moderately broad knowledge in a specific work or study area, able to perceive ideas and abstract from drawing and design according to workplace requirements.</p>	<p>Basic cognitive and practical skills required to use relevant information in order to carry out tasks and to solve routine problems using simple rules and tools. Communicate with his team and limited external partners upholding the values, nature and culture of the workplace</p>	<p>Work or study under supervision with considerable autonomy. Participate in teams and responsible for group coordination.</p>
<p style="text-align: center;">2 Semi-Skilled Worker</p>	<p>Basic understanding of underpinning knowledge in a specific work or study area, able to interpret and apply common occupational terms and instructions.</p>	<p>Skills required to carry out simple tasks, communicate with his team in the workplace presenting and discussing results of his work with required clarity.</p>	<p>Work or study under supervision in a structured context with limited scope of manipulation</p>
<p style="text-align: center;">1 Basic Skilled Worker</p>	<p>Elementary understanding of ability to interpret the underpinning knowledge in a specific study area, able to interpret common occupational terms and instructions.</p>	<p>Specific Basic skills required to carry out simple tasks. Interpret occupational terms and present the results of own work within guided work environment/ under supervision.</p>	<p>Work under direct supervision in a structured context with limited range of responsibilities.</p>

## List of Abbreviations

<b>NSDA</b>	- National Skills Development Authority
<b>CS</b>	- Competency Standard
<b>ISC</b>	- Industry Skills Council
<b>NSQF</b>	- National Skills Qualifications Framework
<b>BNQF</b>	- Bangladesh National Qualifications Framework
<b>NTVQF</b>	- National Technical and Vocational Qualifications Framework
<b>SCVC</b>	- Standards and Curriculum Validation Committee
<b>TVET</b>	- Technical Vocational Education and Training
<b>UoC</b>	- Unit of Competency
<b>STP</b>	- Skills Training Provider
<b>OSH</b>	- Occupational Safety and Health
<b>PPE</b>	- Personal Protective Equipment
<b>SOP</b>	- Standard Operating Procedures



## Approval of Competency Standard

### Members of the Approval Committee:

Member	Signature
<b>Dulal Krishna Saha</b> Executive Chairman (Secretary) National Skills Development Authority (NSDA)	 21.06.21
<b>Md. Nurul Amin</b> Member (Admin & Finance) And Member (Registration & Certification) Joint Secretary National Skills Development Authority (NSDA)	 21.06.21
<b>Alif Rudaba</b> Member (Planning & Skills Standard ) Joint Secretary National Skills Development Authority (NSDA)	

1  
  
21.06.21

**Dulal Krishna Saha**

Executive Chairman (Secretary)

National Skills Development Authority (NSDA)

**Competency Standards for National Skill Certificate –06 in  
Digital Marketing (Level 06) in ICT Sector**

**Course Structure**

SL	Unit Code and Title		UoC Level	Nominal Duration (Hours)
<b>The Generic Competencies</b>				
<b>The Sector Specific Competencies</b>				
<b>The Occupation Specific Competencies</b>				<b>230</b>
1	OUDM015L6V1	Promote Niche Affiliate Websites	6	90
2	OUDM016L6V1	Customize Landing Page for Digital Products	6	70
3	OUDM017L6V1	Promote A Website with Print on Demand	6	40
5	OUDM018L6V1	Prepare Monitoring, Evaluation and ROI Report	6	30
<b>Total Nominal Learning Hours</b>				<b>230</b>



## The Occupation Specific Competencies

Code	Unit of Competency	Elements of Competency	Duration (Hours)
OU DM015L6V1	Promote Niche Affiliate Websites	<ol style="list-style-type: none"> <li>1. Interpret Affiliate Marketing with Amazon Niche Sites</li> <li>2. Research Niche for amazon Affiliate</li> <li>3. Apply Marketing with Affiliate</li> </ol>	90
OU DM016L6V1	Customize Landing Page for Digital Products	<ol style="list-style-type: none"> <li>1. Affiliate Marketing with Digital Products</li> <li>2. Promote Landing Page</li> </ol>	70
OU DM017L6V1	Promote A Website with Print on Demand	<ol style="list-style-type: none"> <li>1. Interpret Basic concept of print on demand</li> <li>2. Apply Marketing with Print on Demand and Teespring</li> </ol>	40
OU DM018L6V1	Prepare Monitoring, Evaluation and ROI Report	<ol style="list-style-type: none"> <li>1. Interpret Tips &amp; Tricks of Affiliate Marketing</li> <li>2. Research and Analyze Affiliate Marketing</li> </ol>	30

## **The Occupation Specific Competencies**

<b>Unit Code and Title</b>	<b>OUDM015L6V1: Promote Niche Affiliate Websites</b>
<b>Nominal Hours</b>	<b>90 hours</b>
<b>Unit Descriptor</b>	This unit of competency covers the knowledge, skills and attitude to promote Niche Affiliate Websites. It specifically includes the tasks of Interpreting Affiliate Marketing, researching Niche Segment for Affiliate sites and applying Marketing with Affiliate.
<b>Elements of Competency</b>	<b>Performance Criteria</b> <b><u>Bold and Underlined</u></b> terms are elaborated in the Range of Variable
1. Interpret Affiliate Marketing	1.1. Basic of Affiliate sites is stated; 1.2. Article topics selection and publishing on the site are interpreted;
2. Research Niche Segment for Affiliate sites	2.1 <b><u>Niche Segment</u></b> is researched; 2.2 Products research and Topics for <b><u>Affiliate sites</u></b> are identified; 2.3 Niche site with WordPress is customized;
3. Apply Marketing with Affiliate	2.1 SEO to promote Website is applied; 2.2 SMM to promote website is applied;
<b>Range of Variables</b>	
<b>Variable</b>	<b>Range (May include but not limited to:)</b>
1. Niche Segment	1.1. Home Appliances 1.2. Sports and Outdoor. 1.3. Automotive
2. Affiliate sites	1.1. Amazon 1.2. eBay 1.3. Shopify 1.4. Clickbank 1.5. Alibaba 1.6. Daraz 1.7. Evaly
<b>Evidence Guide</b>	
The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency.	
1. Critical aspects of competency	Assessment required evidences that the candidate: 1.1. researched Niche Segment 1.2. applied SEO to promote Website 1.3. built Niche site with WordPress



2. Underpinning knowledge	2.1. SEO 2.2. SMM 2.3. WordPress
3. Underpinning skill	3.1 Problem-Solving & Decision-Making skills 3.2 Creativity & Marketing skills 3.3 Data Analysis skills 3.4 Computer literacy skills
4. Required attitude	4.1 Commitment to occupational health and safety 4.2 Promptness in carrying out activities 4.3 Sincere and honest to duties 4.4 Environmental concerns 4.5 Eagerness to learn 4.6 Tidiness and timeliness 4.7 Respect for rights of peers and seniors in workplace 4.8 Communication with peers, sub-ordinates and seniors in workplace
5. Resource implication	The following resources must be provided 5.1 Relevant tools, Equipment, software and facilities needed to perform the activities. 5.2 Required learning materials.
6. Methods of assessment	6.1 Demonstration 6.2 Oral questioning 6.3 Written test 6.4 Portfolio
7. Context of Assessment	7.1 Competency assessment must be done in NSDA accredited center. 7.2 Assessment should be done by NSDA certified/ nominated assessor

#### **Accreditation Requirements**

Training Providers must be accredited by National Skills Development Authority (NSDA), the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any NTVQF qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

<b>Unit Code and Title</b>	<b>OUDM016L6V1: Customize Landing Page for Digital Products</b>
<b>Nominal Hours</b>	<b>70 hours</b>
<b>Unit Descriptor</b>	This unit of competency specifies the knowledge, skills and attitude required to customize landing page for digital products. It specifically includes the tasks of selecting Affiliate Marketing with digital products and promoting landing page.
<b>Elements of Competency</b>	<b>Performance Criteria</b> <b><u>Bold and underlined</u></b> terms are elaborated in the Range of Variable.
1. Select Affiliate Marketing with Digital Products	1.1 Basic of Affiliate Marketing with digital products is defined; 1.2 Network for digital products is selected; 1.3 Niche and products are select; 1.4 <b><u>Landing page</u></b> with WordPress or Click funnel is built;
2. Promote Landing Page	2.1 SMM to promote landing page to capture lead is applied; 2.2 SEM to Promote landing page to capture lead is applied; 2.3 Products to lead through Email Marketing are promoted;
<b>Range of Variables</b>	
<b>Variable</b>	<b>Range</b> (May include but not limited to)
1. Landing page	1.1 Video Landing Page 1.2 Product Landing Page
<b>Evidence Guide</b> The evidence must be authentic, valid, sufficient, reliable, consistent & recent and meet the requirements of the current version of the Unit of Competency.	
1. Critical aspects of competency	Assessment required evidences that the candidate: 1.1 built Landing page with WordPress or Click funnel 1.2 promoted products to lead through Email Marketing
2. Underpinning knowledge	2.1. SMM 2.2. WordPress 2.3. Email Marketing



3. Underpinning skill	3.1. Problem-Solving & Decision-Making 3.2. Creativity & Marketing 3.3. Data Analysis 3.4. Computer literacy
4. Required attitude	4.1 Commitment to occupational health and safety 4.2 Promptness in carrying out activities 4.3 Sincere and honest to duties 4.4 Environmental concerns 4.5 Eagerness to learn 4.6 Tidiness and timeliness 4.7 Respect for rights of peers and seniors in workplace 4.8 Communication with peers, sub-ordinates and seniors in workplace
5. Resource implication	The following resources must be provided 5.1 Relevant tools, Equipment, software and facilities needed to perform the activities. 5.2 Required learning materials.
6 Methods of assessment	6.1 Demonstration with oral questioning 6.2 Direct observation 6.3 Written test 6.4 Portfolio
7 Context of assessment	7.1 Competency assessment must be done in NSDA accredited center. 7.2 Assessment should be done by NSDA certified/nominated assessor

**Accreditation Requirements**

Training Providers must be accredited by National Skills Development Authority (NSDA), the national quality assurance body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any national qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.



<b>Unit Code and Title</b>	<b>OUDM017L6V1: Promote a Website with Print on Demand</b>
<b>Nominal Hours</b>	<b>40 Hours</b>
<b>Unit Descriptor</b>	This unit covers the knowledge, skills and attitudes required to promote a Website with Print on Demand. It specifically includes interpreting basic concept of print on demand and applying Marketing with print on demand and Teespring.
<b>Elements of Competency</b>	<b>Performance Criteria</b> <b><u>Bold and Underlined</u></b> terms are elaborated in the Range of Variables
1. Interpret Basic concept of Print on Demand (POD)	1.1 Basic of Teespring is interpreted; 1.2 <b><u>Network for POD</u></b> is selected; 1.3 Niche for POD is selected;
2. Apply Marketing with Print on Demand and Teespring	2.1 Website on Teespring is selected; 2.2 Product using Canva is designed; 2.3 SMM to promote your products is applied; 2.4 Video Marketing to Promote your products is applied;
<b>Range of Variables</b>	
<b>Variable</b>	<b>Range</b> (may include but not limited to):
1. Network for POD	1.1 Teespring 1.2 GearLaunch 1.3 Moteefe 1.4 ShineOn
<b>Evidence Guide</b> The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency	
1. Critical aspects of competency	Assessment required evidences that the candidate: 1.1 selected Network for POD 1.2 selected Niche for POD
2. Underpinning knowledge	2.1 Basic Design Sense 2.2 Canva for Design
3. Underpinning skills	3.1 Building Website on Teespring 3.2 Applying SMM to promote your products

4. Required attitudes	<ul style="list-style-type: none"> <li>4.1 Commitment to occupational safety and health.</li> <li>4.2 Eagerness to learn.</li> <li>4.3 Promptness in carrying out activities.</li> <li>4.4 Tidiness and timeliness.</li> <li>4.5 Sincere and honest to duties.</li> <li>4.6 Environmental concerns.</li> <li>4.7 Respect to rights of peers and seniors at workplace.</li> <li>4.8 Communication with peers and seniors at workplace.</li> </ul>
5. Resource implications	<p>The following resources must be provided:</p> <ul style="list-style-type: none"> <li>5.1 workplace (actual or simulated)</li> <li>5.2 IT tools and relevant applications</li> <li>5.3 internet connection</li> <li>5.4 learning manuals.</li> </ul>
6. Methods of Assessment	<p>Methods of assessment may include but not limited to:</p> <ul style="list-style-type: none"> <li>6.1 Written Test</li> <li>6.2 Demonstration</li> <li>6.3 Oral Questioning</li> <li>6.4 Portfolio</li> </ul>
7. Context of Assessment	<ul style="list-style-type: none"> <li>7.1 Competency assessment must be done in NSDA accredited center.</li> <li>7.2 Assessment should be done by NSDA certified/ nominated assessor</li> </ul>
<p><b>Accreditation Requirements</b></p> <p>Training Providers must be accredited by National Skills Development Authority (NSDA), the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any NTVQF qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.</p>	



<b>Unit Code and Title</b>	<b>OUDM018L6V1: Prepare, Monitoring, Evaluation and ROI Report</b>
<b>Nominal Hours</b>	<b>30 Hours</b>
<b>Unit Descriptor</b>	This unit covers the knowledge, skills and attitudes required to prepare, monitoring, evaluation and ROI Report. It specifically includes Interpreting tips and tricks of Affiliate Marketing and researching and analyzing of Affiliate Marketing.
<b>Elements of Competency</b>	<b>Performance Criteria</b> <b><u>Bold and Underlined</u></b> terms are elaborated in the Range of Variables
1. Interpret Tips and Tricks of Affiliate Marketing	1.1 Step by step guidelines for making money are stated; 1.2 <b><u>Common Mistakes for Affiliate Marketing</u></b> are stated; 1.3 Startup Costs and estimated idea for Affiliate Marketing are planned; 1.4 Proper initiatives that Pays the Affiliates and how to avoid problem arising from Google are stated;
2. Research and Analyze of Affiliate Marketing	2.1 Focusing on Common Affiliate Sales Network is stated; 2.2 Competition analysis is done; 2.3 ROI Calculation for Project based work is shown; 2.4 Report is generated;
<b>Range of Variables</b>	
<b>Variable</b>	<b>Range</b> (may include but not limited to):
1. Common Mistakes for Affiliate Marketing	1.1 Thinking you're going to get-rich-quick 1.2 Assuming people will just come to your site 1.3 Bombarding your audience 1.4 Not providing enough material 1.5 Not measuring your campaign's performance 1.6 Not gauging your competition 1.7 Not providing quality content
<b>Evidence Guide</b> The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency	



1. Critical Aspects of Competency	<p>Assessment required evidence that the candidate:</p> <p>1.1 stated Common Mistakes for Affiliate Marketing</p> <p>1.2 planned startup Costs and estimated idea for Affiliate Marketing</p>
2. Underpinning Knowledge	<p>2.1 Common Mistakes for Affiliate Marketing</p> <p>2.2 Startup Costs and estimated idea for Affiliate Marketing</p>
3. Underpinning Skills	<p>3.1 Proper initiative for Affiliate skills</p> <p>3.2 Product research and selection skills</p> <p>3.3 Competitor analysis skills</p>
4. Required Attitudes	<p>4.1 Commitment to occupational health and safety</p> <p>4.2 Promptness in carrying out activities</p> <p>4.3 Sincere and honest to duties</p> <p>4.4 Environmental concerns</p> <p>4.5 Eagerness to learn</p> <p>4.6 Tidiness and timeliness</p> <p>4.7 Respect for rights of peers and seniors in workplace</p> <p>4.8 Communication with peers and seniors in workplace</p>
5. Resource Implications	<p>The following resources must be provided:</p> <p>5.1 Relevant tools, Equipment, software and facilities needed to perform the activities.</p> <p>5.2 Required learning materials.</p>
6. Methods of Assessment	<p>Methods of assessment may include but not limited to:</p> <p>6.1 Written Test</p> <p>6.2 Demonstration</p> <p>6.3 Oral Questioning</p> <p>6.4 Portfolio</p>
7. Context of Assessment	<p>7.1 Competency assessment must be done in NSDA accredited center.</p> <p>7.2 Assessment should be done by NSDA certified/ nominated assessor</p>
<p><b>Accreditation Requirements</b></p> <p>Training Providers must be accredited by National Skills Development Authority (NSDA), the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any NTVQF qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.</p>	

## Copyright

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This Competency Standard for **Digital Marketing Level-6** is a document for the development of curricula, teaching and learning materials, and assessment tools. It also serves as the document for providing training consistent with the requirements of industry in order for individuals who graduated through the established standard via competency-based assessment to be suitably qualified for a relevant job.

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