



Qualification Pack

CONTENT DEVELOPER ASSISTANT (DIGITAL MARKETING)

QP Code: MSME/MES/Q3801

Version: 1.0

NSQF Level: 4

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Qualification Pack

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Qualification Pack

MSME/MES/Q3801: CONTENT DEVELOPER ASSISTANT (DIGITAL MARKETING)

Brief Job Description

Learner will attain this qualification will be able to Create Digital Marketing content for industries.

Personal Attributes

Learner will attain this qualification will be able to Create Digital Marketing content for industries.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [MSME/MES/N3803: Understand Digital Mastering Trends and Implement](#)
2. [MSME/MES/N3802: Understand Digital Mastering Trends and Implement](#)
3. [MSME/MES/N3801: Gain insight into Computer Graphics](#)
4. [MSME/MES/N3804: Employability skills 06](#)

Qualification Pack (QP) Parameters

Sector	Media & Entertainment
Sub-Sector	Media and Entertainment
Occupation	Digital Marketing
Country	India
NSQF Level	4
Credits	13
Aligned to NCO/ISCO/ISIC Code	Advertising and Marketing Professionals



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Minimum Educational Qualification & Experience	12th grade Pass with NA of experience OR Completed 2nd year of the 3-year diploma after 10 with NA of experience OR 11th grade pass with 1 Year of experience OR 10th grade pass with 2 Years of experience
Minimum Level of Education for Training in School	
Pre-Requisite License or Training	NA
Minimum Job Entry Age	17 Years
Last Reviewed On	NA
Next Review Date	30/04/2027
NSQC Approval Date	30/04/2024
Version	1.0
Reference code on NQR	NCVET-QG-04-ME-02420-2024-V1-MSME
NQR Version	1.0



Qualification Pack

MSME/MES/N3803: Understand Digital Marketing Trends and Implement

Description

Understanding Digital Marketing: Learners will gain a comprehensive understanding of digital marketing principles, including its significance, strategies, and various channels.

Scope

The scope covers the following :

- Understanding Digital Marketing: Learners will gain a comprehensive understanding of digital marketing
- principles, including its significance, strategies, and various channels.

Elements and Performance Criteria

MSME/DMCC/02 Digital Marketing Strategies

To be competent, the user/individual on the job must be able to:

- PC1.** • Achieve success in digital marketing through demonstrated
• knowledge and skills.
- PC2.** Effectively utilize Udemy for productive study.
- PC3.** • Formulate a comprehensive digital advertising strategy by
• addressing key marketing questions.
- PC4.** Develop a mission statement to define your business identity
- PC5.** • Clearly articulate and understand the products or services your
• business offers.
- PC6.** Utilize Miro Board checklists for efficient project management
- PC7.** • Recognize the importance of competitive analysis in digital
• marketing
- PC8.** • Skillfully use Similar Web to analyze website traffic and
• competitor data.
- PC9.** • Assess your website's current performance and compare it to
• competitors' traffic.
- PC10.** Conduct traffic analysis on search engines using SEMrush.
- PC11.** Utilize Serpstat for competitor research and analysis
- PC12.** • Apply competitive analysis tools to platforms like Facebook,
• Instagram, and YouTube.
- PC13.** Engage in practical exercises related to competitive analysis.
- PC14.** • Understand and reconcile expectations with the reality of digital
• marketing outcomes
- PC15.** Effectively use Google Analytics to gain insights and make datadriven decisions.
- PC16.** • Recognize the significance of a Customer Relationship
• Management (CRM) system.



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- PC17.** • Differentiate between types of clients and tailor marketing strategies accordingly.
- PC18.** • Utilize social media statistics to analyze and target specific audience segments.
- PC19.** Create audience portraits and populate relevant data tables.
- PC20.** Implement the See Think Do Care marketing model.
- PC21.** Identify sources of traffic specific to each niche.
- PC22.** Develop a media plan to guide marketing efforts.
- PC23.** • Gain proficiency in Google Display Network and Facebook
• Media Planning
- PC24.** Learn the fundamentals of mobile marketing and split metrics
- PC25.** Optimize marketing strategies for better performance.
- PC26.** Understand the advantages of Google Ads and its bidding rules.
- PC27.** Create and manage your first Google Ads campaign.
- PC28.** Know how to access Google Ads Support when needed.
- PC29.** • Conduct keyword research using Google Keyword Planner and
• other tools.
- PC30.** Efficiently group keywords and create compelling ad extensions.



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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>MSME/DMCC/02 Digital Marketing Strategies</i>	-	100	-	-
PC1. <ul style="list-style-type: none">Achieve success in digital marketing through demonstratedknowledge and skills.	-	-	-	-
PC2. Effectively utilize Udemy for productive study.	-	-	-	-
PC3. <ul style="list-style-type: none">Formulate a comprehensive digital advertising strategy byaddressing key marketing questions.	-	-	-	-
PC4. Develop a mission statement to define your business identity	-	-	-	-
PC5. <ul style="list-style-type: none">Clearly articulate and understand the products or services yourbusiness offers.	-	-	-	-
PC6. Utilize Miro Board checklists for efficient project management	-	-	-	-
PC7. <ul style="list-style-type: none">Recognize the importance of competitive analysis in digitalmarketing	-	-	-	-
PC8. <ul style="list-style-type: none">Skillfully use Similar Web to analyze website traffic andcompetitor data.	-	-	-	-
PC9. <ul style="list-style-type: none">Assess your website's current performance and compare it tocompetitors' traffic.	-	-	-	-
PC10. Conduct traffic analysis on search engines using SEMrush.	-	-	-	-
PC11. Utilize Serpstat for competitor research and analysis	-	-	-	-



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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. <ul style="list-style-type: none">• Apply competitive analysis tools to platforms like Facebook,• Instagram, and YouTube.	-	-	-	-
PC13. Engage in practical exercises related to competitive analysis.	-	-	-	-
PC14. <ul style="list-style-type: none">• Understand and reconcile expectations with the reality of digital• marketing outcomes	-	-	-	-
PC15. Effectively use Google Analytics to gain insights and make datadriven decisions.	-	-	-	-
PC16. <ul style="list-style-type: none">• Recognize the significance of a Customer Relationship• Management (CRM) system.	-	-	-	-
PC17. <ul style="list-style-type: none">• Differentiate between types of clients and tailor marketing• strategies accordingly.	-	-	-	-
PC18. <ul style="list-style-type: none">• Utilize social media statistics to analyze and target specific• audience segments.	-	-	-	-
PC19. Create audience portraits and populate relevant data tables.	-	-	-	-
PC20. Implement the See Think Do Care marketing model.	-	-	-	-
PC21. Identify sources of traffic specific to each niche.	-	-	-	-
PC22. Develop a media plan to guide marketing efforts.	-	-	-	-
PC23. <ul style="list-style-type: none">• Gain proficiency in Google Display Network and Facebook• Media Planning	-	-	-	-



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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC24. Learn the fundamentals of mobile marketing and split metrics	-	-	-	-
PC25. Optimize marketing strategies for better performance.	-	-	-	-
PC26. Understand the advantages of Google Ads and its bidding rules.	-	-	-	-
PC27. Create and manage your first Google Ads campaign.	-	-	-	-
PC28. Know how to access Google Ads Support when needed.	-	-	-	-
PC29. <ul style="list-style-type: none">• Conduct keyword research using Google Keyword Planner and• other tools.	-	-	-	-
PC30. Efficiently group keywords and create compelling ad extensions.	-	-	-	-
NOS Total	-	100	-	-



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National Occupational Standards (NOS) Parameters

NOS Code	MSME/MES/N3803
NOS Name	Understand Digital Mastering Trends and Implement
Sector	Media & Entertainment
Sub-Sector	
Occupation	Digital Marketing
NSQF Level	4
Credits	5
Version	1.0
Last Reviewed Date	30/04/2024
Next Review Date	30/04/2027
NSQF Clearance Date	30/04/2024



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MSME/MES/N3802: Understand Digital Marketing Trends and Implement

Description

Understanding Digital Marketing: Learners will gain a comprehensive understanding of digital marketing principles, including its significance, strategies, and various channels.

Scope

The scope covers the following :

- Understanding Digital Marketing: Learners will gain a comprehensive understanding of digital marketing
- principles, including its significance, strategies, and various channels.

Elements and Performance Criteria

MSME/DMCC/02 Digital Marketing Strategies

To be competent, the user/individual on the job must be able to:

- PC1.** • Achieve success in digital marketing through demonstrated
• knowledge and skills.
- PC2.** Effectively utilize Udemy for productive study.
- PC3.** • Formulate a comprehensive digital advertising strategy by
• addressing key marketing questions.
- PC4.** Develop a mission statement to define your business identity
- PC5.** • Clearly articulate and understand the products or services your
• business offers.
- PC6.** Utilize Miro Board checklists for efficient project management
- PC7.** • Recognize the importance of competitive analysis in digital
• marketing
- PC8.** • Skillfully use Similar Web to analyze website traffic and
• competitor data.
- PC9.** • Assess your website's current performance and compare it to
• competitors' traffic.
- PC10.** Conduct traffic analysis on search engines using SEMrush.
- PC11.** Utilize Serpstat for competitor research and analysis
- PC12.** • Apply competitive analysis tools to platforms like Facebook,
• Instagram, and YouTube.
- PC13.** Engage in practical exercises related to competitive analysis.
- PC14.** • Understand and reconcile expectations with the reality of digital
• marketing outcomes
- PC15.** Effectively use Google Analytics to gain insights and make datadriven decisions.
- PC16.** • Recognize the significance of a Customer Relationship
• Management (CRM) system.



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- PC17.** • Differentiate between types of clients and tailor marketing strategies accordingly.
- PC18.** • Utilize social media statistics to analyze and target specific audience segments.
- PC19.** Create audience portraits and populate relevant data tables.
- PC20.** Implement the See Think Do Care marketing model.
- PC21.** Identify sources of traffic specific to each niche.
- PC22.** Develop a media plan to guide marketing efforts.
- PC23.** • Gain proficiency in Google Display Network and Facebook
• Media Planning
- PC24.** Learn the fundamentals of mobile marketing and split metrics
- PC25.** Optimize marketing strategies for better performance.
- PC26.** Understand the advantages of Google Ads and its bidding rules.
- PC27.** Create and manage your first Google Ads campaign.
- PC28.** Know how to access Google Ads Support when needed.
- PC29.** • Conduct keyword research using Google Keyword Planner and
• other tools.
- PC30.** Efficiently group keywords and create compelling ad extensions.



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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>MSME/DMCC/02 Digital Marketing Strategies</i>	100	-	-	-
PC1. • Achieve success in digital marketing through demonstrated • knowledge and skills.	-	-	-	-
PC2. Effectively utilize Udemy for productive study.	-	-	-	-
PC3. • Formulate a comprehensive digital advertising strategy by • addressing key marketing questions.	-	-	-	-
PC4. Develop a mission statement to define your business identity	-	-	-	-
PC5. • Clearly articulate and understand the products or services your • business offers.	-	-	-	-
PC6. Utilize Miro Board checklists for efficient project management	-	-	-	-
PC7. • Recognize the importance of competitive analysis in digital • marketing	-	-	-	-
PC8. • Skillfully use Similar Web to analyze website traffic and • competitor data.	-	-	-	-
PC9. • Assess your website's current performance and compare it to • competitors' traffic.	-	-	-	-
PC10. Conduct traffic analysis on search engines using SEMrush.	-	-	-	-
PC11. Utilize Serpstat for competitor research and analysis	-	-	-	-



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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. <ul style="list-style-type: none">• Apply competitive analysis tools to platforms like Facebook,• Instagram, and YouTube.	-	-	-	-
PC13. Engage in practical exercises related to competitive analysis.	-	-	-	-
PC14. <ul style="list-style-type: none">• Understand and reconcile expectations with the reality of digital• marketing outcomes	-	-	-	-
PC15. Effectively use Google Analytics to gain insights and make datadriven decisions.	-	-	-	-
PC16. <ul style="list-style-type: none">• Recognize the significance of a Customer Relationship• Management (CRM) system.	-	-	-	-
PC17. <ul style="list-style-type: none">• Differentiate between types of clients and tailor marketing• strategies accordingly.	-	-	-	-
PC18. <ul style="list-style-type: none">• Utilize social media statistics to analyze and target specific• audience segments.	-	-	-	-
PC19. Create audience portraits and populate relevant data tables.	-	-	-	-
PC20. Implement the See Think Do Care marketing model.	-	-	-	-
PC21. Identify sources of traffic specific to each niche.	-	-	-	-
PC22. Develop a media plan to guide marketing efforts.	-	-	-	-
PC23. <ul style="list-style-type: none">• Gain proficiency in Google Display Network and Facebook• Media Planning	-	-	-	-



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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC24. Learn the fundamentals of mobile marketing and split metrics	-	-	-	-
PC25. Optimize marketing strategies for better performance.	-	-	-	-
PC26. Understand the advantages of Google Ads and its bidding rules.	-	-	-	-
PC27. Create and manage your first Google Ads campaign.	-	-	-	-
PC28. Know how to access Google Ads Support when needed.	-	-	-	-
PC29. <ul style="list-style-type: none">• Conduct keyword research using Google Keyword Planner and• other tools.	-	-	-	-
PC30. Efficiently group keywords and create compelling ad extensions.	-	-	-	-
NOS Total	100	-	-	-



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National Occupational Standards (NOS) Parameters

NOS Code	MSME/MES/N3802
NOS Name	Understand Digital Mastering Trends and Implement
Sector	Media & Entertainment
Sub-Sector	
Occupation	Digital Marketing
NSQF Level	4
Credits	5
Version	1.0
Last Reviewed Date	30/04/2024
Next Review Date	30/04/2027
NSQF Clearance Date	30/04/2024



Qualification Pack

MSME/MES/N3801: Gain insight into Computer Graphics

Description

Understanding of Basics: Learners will comprehend the fundamental concepts of computer graphics, including image representation, digital imaging, and graphic design principles.

Scope

The scope covers the following :

- Understanding of Basics: Learners will comprehend the fundamental concepts of computer graphics, including image representation, digital imaging, and graphic design principles.

Elements and Performance Criteria

MSME/DMCC/01 Computer Graphics

To be competent, the user/individual on the job must be able to:

- PC1.** • Demonstrate understanding of computer graphics fundamentals.
- PC2.** Successfully install relevant software.
- PC3.** Navigate the start workspace efficiently.
- PC4.** Create new documents accurately
- PC5.** Manage Mac and Windows platform differences
- PC6.** Work proficiently with artboards.
- PC7.** Utilize panels effectively and customize them.
- PC8.** Customize the toolbar for improved workflow.
- PC9.** Master keyboard shortcuts and menu commands.
- PC10.** Efficiently use workspaces
- PC11.** Adjust interface shading options.
- PC12.** Handle screen modes competently.
- PC13.** Manage multiple documents simultaneously
- PC14.** Configure tab preferences for convenience.
- PC15.** Navigate documents with ease.
- PC16.** Adjust preferences through the dialog box.
- PC17.** Understand various file types.
- PC18.** Review RAW image formats.
- PC19.** Distinguish between bitmaps and vectors.
- PC20.** Grasp the concept of resolution.
- PC21.** Resize and resample images accurately.
- PC22.** Determine print size correctly.
- PC23.** Work with different color modes.
- PC24.** Use selection tools effectively



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- PC25.** Employ marquee selection and feathering techniques.
- PC26.** Copy and paste selections seamlessly.
- PC27.** Scale images appropriately.
- PC28.** Modify selections precisely
- PC29.** Utilize advanced selection tools effectively.
- PC30.** Expertly use features like Select Subject and Select and Mask.



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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>MSME/DMCC/01 Computer Graphics</i>	-	100	-	-
PC1. <ul style="list-style-type: none">• Demonstrate understanding of computer graphics• fundamentals.	-	-	-	-
PC2. Successfully install relevant software.	-	-	-	-
PC3. Navigate the start workspace efficiently.	-	-	-	-
PC4. Create new documents accurately	-	-	-	-
PC5. Manage Mac and Windows platform differences	-	-	-	-
PC6. Work proficiently with artboards.	-	-	-	-
PC7. Utilize panels effectively and customize them.	-	-	-	-
PC8. Customize the toolbar for improved workflow.	-	-	-	-
PC9. Master keyboard shortcuts and menu commands.	-	-	-	-
PC10. Efficiently use workspaces	-	-	-	-
PC11. Adjust interface shading options.	-	-	-	-
PC12. Handle screen modes competently.	-	-	-	-
PC13. Manage multiple documents simultaneously	-	-	-	-
PC14. Configure tab preferences for convenience.	-	-	-	-
PC15. Navigate documents with ease.	-	-	-	-
PC16. Adjust preferences through the dialog box.	-	-	-	-
PC17. Understand various file types.	-	-	-	-



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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC18. Review RAW image formats.	-	-	-	-
PC19. Distinguish between bitmaps and vectors.	-	-	-	-
PC20. Grasp the concept of resolution.	-	-	-	-
PC21. Resize and resample images accurately.	-	-	-	-
PC22. Determine print size correctly.	-	-	-	-
PC23. Work with different color modes.	-	-	-	-
PC24. Use selection tools effectively	-	-	-	-
PC25. Employ marquee selection and feathering techniques.	-	-	-	-
PC26. Copy and paste selections seamlessly.	-	-	-	-
PC27. Scale images appropriately.	-	-	-	-
PC28. Modify selections precisely	-	-	-	-
PC29. Utilize advanced selection tools effectively.	-	-	-	-
PC30. Expertly use features like Select Subject and Select and Mask.	-	-	-	-
NOS Total	-	100	-	-



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National Occupational Standards (NOS) Parameters

NOS Code	MSME/MES/N3801
NOS Name	Gain insight into Computer Graphics
Sector	Media & Entertainment
Sub-Sector	
Occupation	Digital Marketing
NSQF Level	4
Credits	2
Version	1.0
Last Reviewed Date	30/04/2024
Next Review Date	30/04/2027
NSQF Clearance Date	30/04/2024



Qualification Pack

MSME/MES/N3804: Employability skills 06

Description

This unit is about employability skills, Constitutional values, becoming a professional in the 21st Century, digital, financial, and legal literacy, diversity and Inclusion, English and communication skills, customer service, entrepreneurship, and getting ready for jobs and apprenticeship.

Scope

The scope covers the following :

- This unit is about employability skills, Constitutional values, becoming a professional in the 21st Century,
- digital, financial, and legal literacy, diversity and Inclusion, English and communication skills, customer service,
- entrepreneurship, and getting ready for jobs and apprenticeship.

Elements and Performance Criteria

MSME/ES/01 Employability skills

To be competent, the user/individual on the job must be able to:

- PC1.** • Discuss the importance of Employability Skills in meeting the job requirements
- PC2.** • Explain constitutional values, civic rights, duties, citizenship, responsibility towards society etc. that are required to be followed to become a responsible citizen.
- PC3.** • Show how to practice different environmentally sustainable practices.
- PC4.** Discuss 21st century skills.
- PC5.** • Display positive attitude, self -motivation, problem solving, time management skills and continuous learning mindset in different situations.
- PC6.** • Use appropriate basic English sentences/phrases while speaking.
- PC7.** • Demonstrate how to communicate in a well -mannered way with others.
- PC8.** Demonstrate working with others in a team.
- PC9.** • Show how to conduct oneself appropriately with all genders and PwD
- PC10.** • Discuss the significance of reporting sexual harassment issues in time
- PC11.** • Discuss the significance of using financial products and services safely and securely.
- PC12.** • Explain the importance of managing expenses, income, and savings



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- PC13.** • Explain the significance of approaching the concerned authorities in time for any exploitation as per legal rights and laws.
- PC14.** • Show how to operate digital devices and use the associated applications and features, safely and securely.
- PC15.** • Discuss the significance of using internet for browsing, accessing social media platforms, safely and Securely.
- PC16.** • Discuss the need for identifying opportunities for potential business, sources for arranging money and potential legal and financial challenges.
- PC17.** Differentiate between types of customers
- PC18.** • Explain the significance of identifying customer needs and addressing them.
- PC19.** • Discuss the significance of maintaining hygiene and dressing appropriately.
- PC20.** Create a biodata
- PC21.** Use various sources to search and apply for jobs
- PC22.** • Discuss the significance of dressing up neatly and maintaining hygiene for an interview
- PC23.** • Discuss how to search and register for apprenticeship opportunities



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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>MSME/ES/01 Employability skills</i>	100	-	-	-
PC1. • Discuss the importance of Employability Skills in meeting the job • requirements	-	-	-	-
PC2. • Explain constitutional values, civic rights, duties, citizenship, • responsibility towards society etc. that are required to be • followed to become a responsible citizen.	-	-	-	-
PC3. • Show how to practice different environmentally sustainable • practices.	-	-	-	-
PC4. Discuss 21st century skills.	-	-	-	-
PC5. • Display positive attitude, self -motivation, problem solving, time • management skills and continuous learning mindset in different • situations.	-	-	-	-
PC6. • Use appropriate basic English sentences/phrases while • speaking.	-	-	-	-
PC7. • Demonstrate how to communicate in a well -mannered way • with others.	-	-	-	-
PC8. Demonstrate working with others in a team.	-	-	-	-
PC9. • Show how to conduct oneself appropriately with all genders and • PwD	-	-	-	-



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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. <ul style="list-style-type: none">• Discuss the significance of reporting sexual harassment issues in• time	-	-	-	-
PC11. <ul style="list-style-type: none">• Discuss the significance of using financial products and services• safely and securely.	-	-	-	-
PC12. <ul style="list-style-type: none">• Explain the importance of managing expenses, income, and• savings	-	-	-	-
PC13. <ul style="list-style-type: none">• Explain the significance of approaching the concerned• authorities in time for any exploitation as per legal rights and• laws.	-	-	-	-
PC14. <ul style="list-style-type: none">• Show how to operate digital devices and use the associated• applications and features, safely and securely.	-	-	-	-
PC15. <ul style="list-style-type: none">• Discuss the significance of using internet for browsing, accessing• social media platforms, safely and Securely.	-	-	-	-
PC16. <ul style="list-style-type: none">• Discuss the need for identifying opportunities for potential• business, sources for arranging money and potential legal and• financial challenges.	-	-	-	-
PC17. Differentiate between types of customers	-	-	-	-
PC18. <ul style="list-style-type: none">• Explain the significance of identifying customer needs and• addressing them.	-	-	-	-
PC19. <ul style="list-style-type: none">• Discuss the significance of maintaining hygiene and dressing• appropriately.	-	-	-	-



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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC20. Create a biodata	-	-	-	-
PC21. Use various sources to search and apply for jobs	-	-	-	-
PC22. <ul style="list-style-type: none">• Discuss the significance of dressing up neatly and maintaining• hygiene for an interview	-	-	-	-
PC23. <ul style="list-style-type: none">• Discuss how to search and register for apprenticeship• opportunities	-	-	-	-
NOS Total	100	-	-	-



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National Occupational Standards (NOS) Parameters

NOS Code	MSME/MES/N3804
NOS Name	Employability skills 06
Sector	Media & Entertainment
Sub-Sector	
Occupation	Digital Marketing
NSQF Level	4
Credits	1
Version	1.0
Last Reviewed Date	30/04/2024
Next Review Date	30/04/2027
NSQC Clearance Date	30/04/2024

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

As per QP

Minimum Aggregate Passing % at QP Level : 40

(Please note: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Assessment Weightage

Compulsory NOS



Qualification Pack

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
MSME/MES/N3803.Understand Digital Mastering Trends and Implement	-	100	-	-	100	20
MSME/MES/N3802.Understand Digital Mastering Trends and Implement	100	-	-	-	100	20
MSME/MES/N3801.Gain insight into Computer Graphics	-	100	-	-	100	20
MSME/MES/N3804.Employability skills 06	100	-	-	-	100	40
Total	200	200	-	-	400	100



Qualification Pack

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training



Qualification Pack

Glossary

Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.



Qualification Pack

Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.