

NSQF QUALIFICATION FILE

Approved in 24th NSQC, Dated: 27th February, 2020

NSDA Code:

2020/ITES/HART/03759

CONTACT DETAILS OF THE BODY SUBMITTING THE QUALIFICATION FILE

Name and address of submitting body:

Haryana State Electronics Development Corporation Ltd. (HARTRON)
SCO 111-113, Sector – 17/B, Chandigarh-160017

Name and contact details of individual dealing with the submission

Name:	Rajesh Deswal
Position in the organisation:	Deputy General Manager
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List of documents submitted in support of the Qualifications File

1. Curriculum
2. Industry Validation

SUMMARY

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1	Qualification Title	Digital Marketing Assistant
2	Qualification Code, if any	HAR/SD-1/CCDM
3	NCO code and occupation	1222.0102
4	Nature and purpose of the qualification (Please specify whether qualification is short term or long term)	Short term certificate course designed to provide essential knowledge of new age marketing skills in the digital world.
5	Body/bodies which will award the qualification	HARTRON
6	Body which will accredit providers to offer courses leading to the qualification	HARTRON
7	Whether accreditation/affiliation norms are already in place or not, if applicable (if yes, attach a copy)	The courses are being run by Hartron through HARTRON Skill Centres (HSC) located throughout Haryana under the aegis of HARTRON.
8	Occupation(s) to which the qualification gives access	On successful completion of this course the candidate shall be eligible for the related occupations in the industry such Digital Marketing Assistant, Social Media Associate.
9	Job description of the occupation	Individual is responsible for assisting in planning, developing, implementing online marketing strategy and online marketing activities.
10	Licensing requirements	N/A
11	Statutory and Regulatory requirement of the relevant sector (documentary evidence to be provided)	N/A
12	Level of the qualification in the NSQF	3
13	Anticipated volume of training/learning required to complete the qualification	144 hrs. of classroom / lab learning
14	Indicative list of training tools required to deliver this qualification	1. Comfortable seats with sufficient lighting and controlled temperature, 2. White Board, Markers and Dusters 3. Faculty's PC/Laptop with latest

	configuration and internet connection. 4. Stationery 5. Computer Lab with internet connection 6. MS Office / Open office and Browser 7. Digital Marketing Tools 8. Printers & Scanners 9. Reference books		
15	Entry requirements and/or recommendations and minimum age	10+2/ ITI or equivalent with basic knowledge of computer.	
16	Progression from the qualification (Please show Professional and academic progression)	In Academic: Higher/ specialised courses in the same domain. In Professional : Digital marketing Executive	
17	Arrangements for the Recognition of Prior learning (RPL)	N/A	
18	International comparability Where known (research evidence to be provided)	N/A	
19	Date of planned review of the qualification.	3 years after approval of the qualification	
20	Formal structure of the qualification Mandatory components		
	Title of component and identification Code/NOSs/Learning outcomes	Estimated size (learning hours)	Level
(i)	Introduction to Digital Marketing	8	4
(ii)	Search Engine Optimization(SEO)	16	4
(iii)	Search Engine Marketing(SEM)	16	4
(iv)	Online Marketing	22	4
(v)	Social Media Marketing(SMM)	24	4
(vi)	Google AdSense and Affiliate Marketing	24	4
(vii)	Google Analytics	26	4
(viii)	Basic Communication Skills	8	4

	Sub Total(A)	144	4
	Optional components N/A (all component are compulsory)		
	Title of component and identification code/NOSs/ Learning outcomes	Estimated size (learning hours)	Level
	Sub Total(B)		

	<u>Total (A+B)</u>	144	
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SECTION 1**ASSESSMENT**

21	Body/Bodies which will carry out assessment: Haryana State Electronics Development Corporation Ltd. (HARTRON) SCO 111-113, Sector – 17/B, Chandigarh-160017
22	How will RPL assessment be managed and who will carry it out? It will be finalized when the national RPL policy will be finalized

23

Describe the overall assessment strategy and specific arrangements which have been put in place to ensure that assessment is always valid, reliable and fair and show that these are in line with the requirements of the NSQF.

The assessment process under HARTRON aims to test and certify the skills & knowledge based on the performance of the students. Overall Assessment is broadly divided into two stages.

- 1. Internal Evaluation:** - This is done through continuous assessment by respective HSC as per the Hartron guidelines. Marks are allotted according to their attendance, class performance and Assignments
- 2. External Evaluation:** - This includes a written exam followed by viva voce at the end of the course. The test is conducted at respective HSC with the overall supervision of officers/officials of examination cell. For this, minimum two examiners are deputed at HSC to conduct the exam. Each and every student mark their attendance through biometric device as well as on the attendance sheet provided by examiners. Exams are being conducted by examiners under CCTV surveillance students are allowed in the examination hall only after producing Id Proof.

The question paper contains objective and subjective type questions, which is prepared by vocation expert in the field.

Viva Voce is taken to make sure that the student has acquired sufficient knowledge of the subject during the course.

The marking pattern and distribution of marks for the qualification are as under:

Sr.No.	Assessment Method	Maximum marks
1	Internal Evaluation • Attendance • Class performance • Assignments	5 5 10
2	External Evaluation • Written Exam	60

	• Viva	20
Total		100

Qualifying Criteria
Candidate shall be considered to have qualified the course if he/she obtains 35% marks in written examination and 50% marks in the aggregate of internal and external evaluation.

The marks will be translated into grades as below:-

Marks Scored	Grade to be awarded
80% or above	A +
70% to less than 80%	A
60% to less than 70%	B
50% to less than 60%	C
Less than 50%	Fail

Please attach most relevant and recent documents giving further information about assessment and/or RPL.

Give the titles and other relevant details of the document(s) here. Include page references showing where to find the relevant information.

ASSESSMENT EVIDENCE

Complete a grid for each component as listed in “Formal structure of the qualification” in the Summary.

NOTE: this grid can be replaced by any part of the qualification documentation which shows the same information – ie Learning Outcomes to be assessed, assessment criteria and the means of assessment.

24. Assessment evidences**Title of Component:**

Outcomes to be assessed/NOSs to be assessed	Assessment criteria for the outcome
Introduction to Digital Marketing	• Understand the role and importance of digital marketing in a rapidly changing business landscape. • Know the key elements of a digital marketing strategy • Know the latest marketing trends and defining marketing goals.
Search Engine Optimization(SEO)	• Understand the meaning and working of Search Engines • Understand the main search engine optimisation techniques for business websites. • Know the process of effective SEO, including keyword research, writing optimised content, getting web pages indexed by search engines and tracking the outcomes. • Know how to access new online tools and resources to help implement successful SEO campaigns
Search Engine Marketing(SEM)	• Learn about Google AdWords and set up AdWords account • Understand the structure of AdWords account • Do keyword research • Understand landing pages, types of keywords, PPC campaigns, ads placement, ad platforms, bidding methods
Online Marketing	• Understand the concept of online marketing. • Know the various online marketing techniques like email marketing, mobile marketing, SMS marketing, e-commerce marketing, video marketing etc.
Social Media Marketing(SMM)	• Understand the meaning and importance of Social media. • Understand to develop a social media marketing strategy • Know the use of various social networking platforms like Facebook, Twitter, Instagram etc. in marketing.

Google AdSense and Affiliate Marketing	• Know the various online money earning strategies. • Know to make money using AdSense and Affiliate Marketing • Understand the concept of bidding and freelancing.
Google Analytics	• Learn the basics of web analytics. • Know about the various types of analytical tools and the specific solutions they are used for. • Learn to install Google Analytics in websites. • Determine basic navigation of Google Analytics Interface. • Determine goals you set your site using GA. • Describe filtering data techniques.
Basic Communication Skills	• Know the importance of effective communication. • Learn the basic communication skills to enhance competencies • Learn employment skills i.e. to make to impressive Resume etc.
Means of assessment 1 Assessment will be evidence based comprising the following: • Attendance and punctuality • Class performance • Assignments / Tests	
Means of assessment 2 Assessment will be evidence based comprising the following: • Answer sheets of the written assessment • Viva voce	
Pass/Fail The minimum pass percentage is 35 % for written examination and 50% marks in the aggregate of internal and external evaluation. Grades are assigned as per the candidate's percentage.	

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Title/ Name of qualification/ Component: Digital Marketing AssistantLevel: 3			
NSQF Domain	Outcomes of the Qualification/Component	How the outcomes relates to the NSQF level descriptors	NSQF Level
Process	Candidate may able to use digital marketing tools and techniques required in selling or promoting a product or service online. The above said task require limited range of activities routine and predictable.	Person may carry out a job which may require limited range of activities routine and predictable.	3
Professional knowledge	The candidate understands the basic facts, process and principles involved in his job role like search engine optimizing, social media marketing, google analytics etc.	Basic facts, process and principle applied in trade of employment.	3
Professionalskill	Candidate would be able to demonstrate the practical skills acquired during the course which are routine and repetitive in narrow range of application such as to attract traffic to the company's website and increasing awareness of company's products and services	Recall and demonstrate practical skill, routine and repetitive in narrow range of application	3
Coreskill	Candidate will acquire adequate	Communication written and oral, with minimum	3

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	communication skills both verbal and written, with the required clarity in order to understand the work. They will have skill of basic arithmetic and algebraic principle.	required clarity, skill of basic arithmetic and algebraic principles, personal banking, basic understanding of social and natural environment.	
Responsibility	Candidate can work efficiently under close supervision of team leader and is responsible for own work within defined limit.	Under close supervision. Some responsibility for own work within defined limit.	3

SECTION 3**EVIDENCE OF NEED**

26	What evidence is there that the qualification is needed? What is the estimated uptake of this qualification and what is the basis of this estimate?	
	Basis	In case of other Awarding Bodies (Institutes under Central Ministries and states departments)
	Need of the qualification	Large and small industries are increasingly moving away from conventional marketing methods and towards digital techniques. As a result, companies are hiring more digital marketers and the demand for people to fill these jobs is high. The requirement of the job roles defined in the qualification are posted on placement websites like www.indeed.co.in , www.placementindia.com , www.naukari.com justifies the need of the qualification.
	Industry Relevance	Hartron having special emphasis on HRD up-gradation started imparting computer education from 1994 with one of the main objective to provide professional, continuous and upgraded training in IT as per market requirement It has been found during the industrial survey that there is a good demand for digital marketing professionals in industry to promote their products using information technology. Moreover, the job roles defined for the qualification is also as per the national qualification occupation 2015 developed by Employment Directorate under the ministry of Labour and Employment. Hence is in line with the qualification relevance for industry
	Usage of the qualification	Digital marketing is the present as well as the future in the world of business, so knowledge of this field gives learner an edge in the present work scenario and keeps them at par with their competitors.

	Estimated uptake	Based on the response of student towards Hartron courses, it is expected that number of enrolment will definitely increase.
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27	Recommendation from the concerned Line Ministry of the Government/Regulatory Body. To be supported by documentary evidences This course is being run by Hartron after getting the approval from the State Government.
28	What steps were taken to ensure that the qualification(s) does (do) not duplicate already existing or planned qualifications in the NSQF? Give justification for presenting a duplicate qualification The qualification is originally designed by academic professionals in HARTRON and is approved by state government. A desk search was conducted and the qualification packs were also referred for the mapping curriculum. As per the search it is found that no such identical qualification is available in public domain.
29	What arrangements are in place to monitor and review the qualification(s)? What data will be used and at what point will the qualification(s) be revised or updated? Specify the review process here Feedback would be taken from students and teachers regarding the course content, structure and timeline of the programme. Feedback will also be taken from the HSC conducting the course. Demand for courses based on enquiries handled at the HSC were also considered. In certain interval of time market survey is also done by the HARTRON Officials to know the current trend of courses in demand. Changes suggested will be assessed by the State Government before incorporating them in the curriculum.

Please attach most relevant and recent documents giving further information about any of the topics above.

Give the titles and other relevant details of the document(s) here. Include page references showing where to find the relevant information.

SECTION 4**EVIDENCE OF PROGRESSION**

30	What steps have been taken in the design of this or other qualifications to ensure that there is a clear path to other qualifications in this sector? <i>Show the career map here to reflect the clear progression</i> This course opens up a plethora of opportunity as well as giving a boost to candidate's learning curve in the upward direction. After successful completion of this course candidate can go for higher or specialized course in the same domain and may have the following career options ➤ Digital Marketing executive ➤ Digital Marketing Coordinator
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Please attach most relevant and recent documents giving further information about any of the topics above.

Give the titles and other relevant details of the document(s) here. Include page references showing where to find the relevant information.