Model Curriculum

Search Engine Marketing Executive

SECTOR: Media and Entertainment
OCCUPATION: Digital
REF ID: Marketing / Advertising Sales / Traffic
MES/Q0705, V 2.0
4

Certificate

CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

Media and Entertainment Skill Council

for

MODEL CURRICULUM

Complying to National Occupational Standards of
Job Role/ Qualification Pack: **'Search Engine Marketing Executive'** QP Ref. No. **'MES/Q0705, NSQF Level 4'**

Date of Issuance: 24th February 2022

Valid up to: 23rd February 2027

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

Authorized Signatory
Media and Entertainment Skill Council

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Search Engine Marketing Executive

CURRICULUM / SYLLABUS

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

Program Name	Search Engine Marketing Executive
Qualification Pack Name & Reference ID.	MES/Q0705, Version 2.0
Version No.	2.0	**Version Update Date** 24/02/2022
Pre-requisites to Training	• Class 12th with one year of relevant experience OR • ITI (2 years after 10th) with one year of relevant experience OR • Class 10th with three years of relevant experience Min Age: 18 Year
Training Outcomes	**After completing this programme, participants will be able to:** 1. Perform keyword research using the available tools and identify target keywords 2. Execute and set-up pay-per-click (PPC) campaigns on major search engine networks 3. Measure and track the performance of campaigns and prepare reports for the key stakeholders 4. Maintain workplace health and safety

This course encompasses 4 out of 4 National Occupational Standards (NOS) of "Search Engine Marketing Executive" Qualification Pack issued by "Media and Entertainment Skills Council".

S.No	Module	Key Learning Outcomes	Equipment
1	**Introduction and Orientation** **Theory Duration** (hh:mm) 20:00 **Practical Duration** (hh:mm) 40:00 **Corresponding NOS Code** Bridge Module	● Distinguish the functionality of various search engines ● Recognize the concept of keywords in search engine algorithm ● Recognize various terminologies associated with search engine marketing	Internet enabled electronic devices such as Tabs, Laptops / Desktop
2	**Research and identify target keywords** **Theory Duration** (hh:mm) 80:00 **Practical Duration** (hh:mm) 120:00 **Corresponding NOS Code** MES/N0721	● Use various available tools to perform keyword research ● Identify the search queries that prospective customers may use to find the products / services offered by the organization ● Evaluate the relevance and importance of keywords by their competition level, monthly average search volume and bids by the competitors ● Use the quantitative data provided by keyword research tools including the key statistics like search volume, bid amount and competition to identify the target keywords ● Recognize the keywords that are more likely to generate new leads or sales justifying the Return on Investment (ROI)	Internet enabled electronic devices such as Tabs, Laptops /Desktop

| 3 | **Set-up pay-per-click (PPC) campaigns**

Theory Duration (hh:mm)
30:00

Practical Duration (hh:mm)
90:00

Corresponding NOS Code
MES/N0722 | ●Create a campaign structure by selecting number of advertisement groups required in a particular campaign
●Create various advertisement groups in a campaign and update relevant keywords to be targeted in it
●Create text advertisements using the headline, description and destination URL under each advertisement group
●Generate advertisement copies including the headline and description.
●Perform split-testing for multiple advertisement copies to optimize the campaign's performance
●Identify and list target keywords into different advertising groups
●Organize the related keywords with common theme into one group
●Recognize advertisement extensions and its relevance in the pay-per-click campaigns
●Define advertisement extensions for the campaigns
●Apply the concept of campaign goal and identify the goal such as new leads or sales
●Manage conversion tracking count based on the campaign goals
●Apply the concept of cookies and add tracking pixels on the website to set-up the conversion tracking
●Describe daily budget for the campaigns aligned with their Return on Investment (ROI)
●Define the bidding method for manual / automated bidding based on the campaign objectives | Internet enabled electronic devices such as Tabs, Laptops / Desktop |
| 4 | **Track campaign performance and prepare reports**

Theory Duration (hh:mm)
20:00

Practical Duration (hh:mm)
40:00

Corresponding NOS Code
MES/N0723 | ●Measure and track the key performance metrics such as cost per click, click-through ratio, conversion rates, total spends and Return on Investment (ROI) for all the campaigns

●Track the performance of the campaigns at the keyword level and analyze their performance in terms of sales and revenue

●Measure and compare the performance of different types of keywords such as brand versus non-brand to optimize the campaign's performance

●Create a report summarizing the performance of pay-per-click (PPC) campaigns for the management

●Generate the auction insight report to compare | Internet enabled electronic devices such as Tabs, Laptops / Desktop |

		the performance against the competitors such as impression share, top of the page rate, advertisement position etc. ●Compare performance with competitors and create a competitor comparison report using the data available in auction insights to analyze campaign's performance	
5	**Maintain workplace health and safety** **Theory Duration** (hh:mm) 20:00 **Practical Duration** (hh:mm) 40:00 **Corresponding NOS Code** MES/N0104	●Maintain one's posture and position to minimize fatigue. ●Identify and document potential risks like siting postures while using computer, eye fatigue and other hazards in the workplace ●Maintain any accident report ●Identify the people responsible for health and safety and the resources available including emergency contacts. Report health and safety risks/ hazards to concerned personnel ●Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms ●Identify aspects of your workplace that could cause potential risk to own and others health and safety ●Ensure own personal health and safety, and that of others in the workplace though precautionary measures ●Identify and recommend opportunities for improving health, safety, and security to the designated person ●Report any hazards outside the individual's authority to the relevant person in line with organizational procedures ●Follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard	
	Total Duration 540:00 **Theory Duration** 170:00 **OJT Duration** 60:00 **Practical Duration** 310:00	Internet enabled electronic devices such as Tabs, Laptops / Desktop	

Grand Total Course Duration: **540 Hours, 0 Minutes**
*(This syllabus/ curriculum has been approved **by Media and Entertainment Skills Council)***

Sr. No.	Area	Details
1	**Job Description**	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with Qualification Pack "MES/Q0705" version 1.0.
2	**Personal Attributes**	The candidate should have aptitude for conducting training, pre /post work to ensure competent, employable candidates at the end of training. The individual in this role must possess technical acumen with high degree of professional responsibility and timeliness with deadlines. He/she in this role holders has to be open-minded, willing to try new things and comfortable taking advice from unexpected sources.
3	**Minimum Educational Qualifications**	Graduate
4a	**Domain Certification**	Certified for Job Role: "Search Engine Marketing Executive" mapped to QP: "MES/Q0705", version 1.0. Minimum accepted score as per SSC guidelines is 70%.
4b	**Platform Certification**	Recommended that the Trainer is certified for the Job Role: "Trainer", mapped to the Qualification Pack: MEP/Q2601" with scoring of minimum 80%.
5	**Experience**	Minimum 3 years of work experience as a marketer/ as freelancer. He should be able to communicate in English. He should have knowledge of Digital Media, Digital software tools, Safety, Health & Hygiene.

Annexure: Assessment Criteria

Assessment Criteria for Search Engine Marketing Executive	
Job Role	Search Engine Marketing Executive
Qualification Pack	MES/Q0705, Version 1.0
Sector Skill Council	Media and Entertainment Skills Council

Guidelines for Assessment

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

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

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

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

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

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

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

Compulsory NOS Total Marks : 500		Marks Allocation			
Assessment outcomes	Assessment criteria for outcomes	Total marks	Out of	Theory	Skills Practical
1. MES/N0721 **(Research and identify target keywords)**	PC1. create a list of products / services provided by the company	100	20	6	14
	PC2. list out search terms that potential customers might use to search for those products / services in search engines		20	6	14
	PC3. identify the right target keywords by using the available keyword research tools		20	6	14
	PC4. evaluate the keywords by their relevancy, search volume, bid amount and competition		20	6	14
	PC5. prepare the final list of keywords by using the quantitative data provided by keyword research tools including the key stats like search volume, bid amount and competition		10	3	10

	PC6. identify the keywords with high commercial intent which is more likely to generate new leads or sales		10	3	4
		Total	**100**	**30**	**70**
2. MES/N0722 (Set-up pay-per-click (PPC) campaigns)	PC1. create campaign structure and decide the number of ad groups required in a campaign		10	2	8
	PC2. create ad groups and add associated keywords to be targeted in it		10	3	7
	PC3. create text ads using the ad copies and destination URL under each ad group		10	2	8
	PC4. create effective ad copies using the headlines and description elements		10	3	7
	PC5. split-test multiple ad copies to optimize campaign's performance		10	2	8
	PC6. organize the related keywords with common theme into one group		5	2	3
	PC7. set-up and add the grouped keywords in their respective ad groups	100	10	2	8
	PC8. identify relevant ad extensions that can be added to the campaigns		5	5	0
	PC9. set-up ad extensions for the campaigns to improve performance		5	0	5
	PC10. identify the goals of the campaign such as new lead or sales etc.		5	5	0
	PC11. add tracking pixels on the website to set-up the conversion tracking		5	0	5
	PC12. set-up the bidding method such as manual or automated based on the campaign objectives		10	2	8
	PC13. set-up the daily budget to define the daily expenditure level for each campaign		5	2	3
		Total	**100**	**30**	**70**
3. MES/N0723 (Track campaign performance and prepare reports)	PC1. measure the average cost per click, click-through ratio, conversion rates, total spends, cost per acquisition and ROI for each campaign		20	6	14
	PC2. track the performance at the keyword level and identify the best and worst performing keywords		15	5	10
	PC3. analyze and compare the performance of brand versus non-brand keyword campaigns		20	6	14
	PC4. create a report summarizing the performance of pay-per-click (PPC) campaigns for the stakeholders		15	4	11
	PC5. run the auction insight report to get the competitor comparison statistics such as impression share, average ad position etc.	100	15	5	10

		PC6. create competitor comparison report using the data available in auction insights to analyze campaign's performance		15	4	11
			Total	**100**	**30**	**70**
4.	**MES/N010 4 (Maintain workplace health and safety)**	PC1. maintain one's posture and position to minimize fatigue and the risk of injury		10	5	5
		PC2. maintain first aid kit and keep oneself updated on the first aid procedures		10	5	5
		PC3. identify and document potential risks like siting postures while using computer, eye fatigue and other hazards in the workplace	100	5	2	3
		PC4. accurately maintain accident reports		5	2	3
		PC5. report health and safety risks/ hazards to concerned personnel		10	5	5
		PC6. participate in organization health and safety knowledge sessions and drills		10	5	5
		PC7. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency		10	5	5
		PC8. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms		10	5	5
		PC9. identify aspects of workplace that could cause potential risk to own and others health and safety		5	2	3
		PC10. ensure own personal health and safety, and that of others in the workplace though precautionary measures		5	2	3
		PC11. identify and recommend opportunities for improving health, safety, and security to the designated person		5	2	3
		PC12. report any hazards outside the individual's authority to the relevant person in line with organizational procedures and warn other people who may be affected		5	2	3
		PC13. follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard		5	2	3
		PC14. identify and correct risks like illness, accidents, fires or another natural calamity safely and within the limits of individual's authority		5	2	3
			Total	**100**	**46**	**54**