

Professional Skills Framework

Professional Certificate in Digital Marketing

Country: United States

Covered jobs: Digital Marketing Specialist, Digital Marketing Coordinator, Marketing Communications Specialist, Online Marketing Analyst

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ANNEX I Summary presentation of the qualification framework

GENERAL PRESENTATION

Training title: Professional Certificate in Digital Marketing

Certification type: Professional Certificate — Level 5 (National Qualifications Framework)

Training modalities:

The certification program combines theoretical instruction with hands-on practical experience through project-based learning and industry partnerships. Training delivery includes face-to-face instruction, online modules, and supervised workplace experience to ensure comprehensive skill development.

Purpose and objectives:

This professional certification prepares graduates to design, implement, and optimize comprehensive digital marketing campaigns across multiple channels. The program develops expertise in search engine optimization, paid advertising management, content creation, marketing automation, and performance analytics. Graduates will possess the strategic thinking and technical skills necessary to drive measurable business results through digital marketing initiatives while adapting to evolving industry trends and consumer behaviors.

Professional context:

Digital marketing specialists operate in a rapidly evolving digital landscape where data-driven decision making and multi-channel campaign management are essential for business success.

Target audience and access conditions:

This certification targets professionals seeking to transition into digital marketing roles, recent graduates looking to specialize in digital marketing, and current marketing professionals aiming to enhance their digital competencies.

Prerequisites:

- High school diploma or equivalent
- Basic computer literacy and internet navigation skills
- Strong written and verbal communication abilities
- Interest in digital technology and marketing trends

Access pathways:

- Initial professional training
- Continuing professional development
- Career transition program
- Skills upgrade certification

TRAINING ORGANIZATION

Pedagogical approach:

The program employs a competency-based learning approach that integrates theoretical knowledge with practical application.

- Project-based learning using real client scenarios and case studies
- Integration of current industry tools and platforms throughout the curriculum
- Collaborative learning environment with peer-to-peer knowledge sharing
- Continuous assessment and feedback mechanisms for skill development

Learning methods:

- Interactive workshops and hands-on laboratory sessions
- Digital portfolio development and campaign simulations
- Industry guest speaker presentations and networking events
- Supervised internship experience with established marketing organizations
- Online learning modules with self-paced study components

Training strengths:

- Comprehensive coverage of all major digital marketing channels and platforms
- Industry-recognized certification with direct pathway to employment
- Hands-on experience with professional-grade marketing tools and analytics platforms
- Strong emphasis on measurable results and return on investment analysis
- Regular curriculum updates reflecting current industry trends and best practices
- Established network of industry partners providing internship and employment opportunities
- Advanced statistical analysis capabilities including regression and conjoint analysis for data-driven market insights

SUMMARY TABLE OF ACTIVITIES - SKILL BLOCKS - UNITS

Activities	Skill blocks	Units
Function 1: Digital Marketing Strategy Development and Planning • Conduct Market Research and Competitive Analysis • Develop Digital Marketing Strategy and Plans • Manage Budget Allocation and Growth Planning	Block 1 - Digital Marketing Strategy Development and Market Analysis • Conduct comprehensive market research and competitive analysis using digital tools, advanced statistical methodologies including regression and conjoint analysis, and social media analysis techniques to inform strategic marketing decisions • Develop comprehensive digital marketing strategies and content plans aligned with business objectives and target audience needs • Manage marketing budget allocation and develop growth experiments to maximize ROI and business expansion	Unit U1 Digital Marketing Strategy Development and Market Analysis
Function 2: Search Engine Optimization and Paid Search Management • Conduct Keyword Research and SEO Optimization • Optimize Search Engine Performance and Analytics • Manage PPC Advertising Campaigns	Block 2 - Search Engine Optimization and Paid Search Management • Execute keyword research and search engine optimization strategies to improve organic visibility and search performance	Unit U2 Search Engine Optimization and Paid Search Management
Function 3: Content Creation and Social Media Management • Create Social Media Content and Manage Engagement • Produce Creative Content and Visual Assets • Manage Influencer Partnerships and Collaborations • Develop Brand Storytelling and Website Content	Block 3 - Content Creation and Social Media Management • Create engaging social media content and manage community engagement to build brand presence and customer relationships • Produce creative content and visual assets for marketing campaigns ensuring brand consistency and audience appeal • Establish and manage influencer partnerships and team collaborations to amplify brand reach and campaign effectiveness	Unit U3 Content Creation and Social Media Management
Function 4: Email Marketing and Marketing Automation • Execute Email Marketing Campaigns and Newsletters • Build Marketing Automation and Workflow Systems	Block 4 - Email Marketing and Marketing Automation • Execute email marketing campaigns and promotional newsletters to nurture leads and maintain customer engagement • Build and implement marketing automation workflows and systems to streamline lead nurturing and customer journey optimization	Unit U4 Email Marketing and Marketing Automation
Function 5: Paid Advertising and Campaign Execution • Coordinate Cross-Channel Campaigns and Paid Social • Execute Retargeting and Affiliate Marketing Programs • Develop Content Marketing Plans and Scale Campaigns • Test New Advertising Platforms and Monitor Compliance	Block 5 - Paid Advertising and Campaign Execution • Design and manage pay-per-click advertising campaigns across multiple platforms to drive targeted traffic and conversions • Execute retargeting campaigns and affiliate marketing programs to maximize customer acquisition and retention • Test new advertising platforms and monitor compliance requirements to ensure campaign effectiveness and regulatory adherence	Unit U5 Paid Advertising and Campaign Execution

Activities	Skill blocks	Units
Function 6: Analytics, Testing, and Performance Optimization • Analyze Campaign Performance and Customer Data • Implement A/B Testing and Conversion Optimization • Track Traffic Sources and Optimize Website Performance • Measure ROI and Report to Stakeholders	Block 6 - Analytics, Testing, and Performance Optimization • Analyze campaign performance and customer data using analytics tools to generate actionable insights for optimization • Implement A/B testing methodologies and conversion rate optimization strategies to improve campaign effectiveness • Track digital traffic sources and optimize website performance to enhance user experience and conversion rates • Measure marketing ROI and prepare comprehensive performance reports for stakeholders to demonstrate campaign value and inform strategic decisions	Unit U6 Analytics, Testing, and Performance Optimization

Summary table of functions and activities

Function 1: Digital Marketing Strategy Development and Planning
Activity 1.1 Conduct Market Research and Competitive Analysis
Activity 1.2 Develop Digital Marketing Strategy and Plans
Activity 1.3 Manage Budget Allocation and Growth Planning
Function 2: Search Engine Optimization and Paid Search Management
Activity 2.1 Conduct Keyword Research and SEO Optimization
Activity 2.2 Optimize Search Engine Performance and Analytics
Activity 2.3 Manage PPC Advertising Campaigns
Function 3: Content Creation and Social Media Management
Activity 3.1 Create Social Media Content and Manage Engagement
Activity 3.2 Produce Creative Content and Visual Assets
Activity 3.3 Manage Influencer Partnerships and Collaborations
Activity 3.4 Develop Brand Storytelling and Website Content
Function 4: Email Marketing and Marketing Automation
Activity 4.1 Execute Email Marketing Campaigns and Newsletters
Activity 4.2 Build Marketing Automation and Workflow Systems
Function 5: Paid Advertising and Campaign Execution
Activity 5.1 Coordinate Cross-Channel Campaigns and Paid Social
Activity 5.2 Execute Retargeting and Affiliate Marketing Programs
Activity 5.3 Develop Content Marketing Plans and Scale Campaigns
Activity 5.4 Test New Advertising Platforms and Monitor Compliance
Function 6: Analytics, Testing, and Performance Optimization
Activity 6.1 Analyze Campaign Performance and Customer Data
Activity 6.2 Implement A/B Testing and Conversion Optimization
Activity 6.3 Track Traffic Sources and Optimize Website Performance
Activity 6.4 Measure ROI and Report to Stakeholders

These areas, broken down into activities that the professional performs independently or under supervision, may not all be exercised within the employing organization, especially in a first job.

ANNEX II Professional activities framework

Professional context and jobs

Digital Marketing Specialists serve as strategic drivers of online brand presence and customer acquisition, operating at the intersection of technology, creativity, and business strategy. They are responsible for developing and executing comprehensive digital marketing campaigns that span multiple channels including search engines, social media platforms, email marketing, and paid advertising networks. These professionals leverage data analytics and consumer insights to optimize marketing performance while ensuring brand consistency across all digital touchpoints. In today's competitive marketplace, Digital Marketing Specialists must demonstrate both strategic thinking and technical proficiency, adapting quickly to algorithm changes, emerging platforms, and evolving consumer behaviors. They collaborate closely with cross-functional teams including sales, product development, and creative services to align marketing initiatives with broader business objectives and drive measurable revenue growth.

The graduate performs different functions:

- digital marketing strategy development and planning ;
- search engine optimization and paid search management ;
- content creation and social media management ;
- email marketing and marketing automation ;
- paid advertising and campaign execution ;
- analytics, testing, and performance optimization ;

Relevant jobs

Jobs for these professionals can be found in various public and private organizations, including:

- Digital marketing agencies and advertising firms ;
- Corporate marketing departments across all industries ;
- E-commerce and online retail companies ;
- Technology startups and software companies ;
- Media and publishing organizations ;
- Consulting firms specializing in digital transformation ;
- Non-profit organizations and educational institutions ;
- Freelance and independent consulting practice ;

Job titles vary across sectors. Examples include:

- Digital Marketing Specialist ;
- Digital Marketing Coordinator ;
- Online Marketing Analyst ;
- Digital Campaign Manager ;
- Search Engine Marketing Specialist ;
- Social Media Marketing Specialist ;
- Content Marketing Specialist ;
- Marketing Automation Specialist ;
- Digital Marketing Associate ;
- Performance Marketing Specialist ;

Entry-Level Compensation Range

Entry-level Digital Marketing Specialists typically earn between \$45,000 and \$55,000 annually, with compensation varying based on geographic location, company size, and specific skill specializations. Professionals with demonstrated expertise in high-demand areas such as paid advertising management or marketing automation may command higher starting salaries.

Career development (3 to 5 years)

Digital marketing professionals have diverse career advancement opportunities within the rapidly growing digital economy.

- Digital Marketing Manager or Director
- Marketing Analytics Manager
- E-commerce Marketing Manager
- Growth Marketing Manager
- Marketing Technology Specialist
- Digital Strategy Consultant
- Chief Marketing Officer (CMO) for smaller organizations

Further studies

Graduates may pursue advanced certifications in specialized areas such as Google Analytics, Facebook Blueprint, HubSpot Marketing Software, or Adobe Digital Marketing Suite. Additional educational pathways include Bachelor's or Master's degrees in Marketing, Business Administration, or Digital Communications, as well as specialized programs in data analytics or user experience design.

PROFESSIONAL ETHICS AND CONDUCT

Digital marketing practice requires adherence to strict ethical standards regarding consumer privacy, data protection, and transparent communication.

- Compliance with data privacy regulations including GDPR, CCPA, and industry-specific requirements
- Transparent and honest advertising practices with clear disclosure of sponsored content
- Respect for consumer consent and opt-out preferences in email and digital communications
- Responsible use of personal data and consumer behavioral information
- Commitment to accessibility standards in digital content and website design
- Ethical competitive analysis that respects intellectual property and trade practices

Function 1: Digital Marketing Strategy Development and Planning

Function 1: Digital Marketing Strategy Development and Planning

Activity 1.1 Conduct Market Research and Competitive Analysis

- Perform comprehensive market research to identify target audiences, market trends, and opportunities
 - Analyze demographic and psychographic data
 - Identify market segments and personas
 - Apply advanced research techniques including regression analysis, conjoint analysis, and social media data analysis to identify market opportunities
- Conduct thorough competitor analysis to understand competitive landscape and positioning
 - Analyze competitor digital marketing strategies
 - Evaluate competitor strengths and weaknesses
 - Identify gaps and opportunities in the market

■ Means and resources

- Market research tools and databases
- Competitive intelligence platforms
- Analytics and data visualization tools
- Survey and feedback collection tools

■ Expected results

- Comprehensive market research reports with actionable insights
- Competitive analysis documents with strategic recommendations
- Target audience profiles and buyer personas
- Market opportunity assessments

Function 1: Digital Marketing Strategy Development and Planning

Activity 1.2 Develop Digital Marketing Strategy and Plans

- Create comprehensive digital marketing strategies aligned with business objectives
 - Define marketing goals and KPIs
 - Develop channel-specific strategies
 - Create integrated campaign approaches
- Develop tactical plans and content calendars for campaign execution
 - Create detailed campaign timelines
 - Plan content production schedules
 - Coordinate cross-channel activities

■ Means and resources

- Strategic planning frameworks and templates
- Project management software
- Content calendar tools
- Budget planning tools

■ Expected results

- Comprehensive digital marketing strategy documents
- Detailed tactical execution plans
- Content calendars with publication schedules
- Strategic roadmaps with milestones

Function 1: Digital Marketing Strategy Development and Planning

Activity 1.3 Manage Budget Allocation and Growth Planning

- Allocate marketing budgets across channels and campaigns based on performance and strategic priorities
 - Analyze budget performance by channel
 - Optimize spending allocation
 - Plan budget distribution for upcoming periods
- Develop lead generation strategies and growth experiments
 - Design lead generation funnels
 - Plan growth hacking initiatives
 - Develop experimental marketing approaches

■ Means and resources

- Budget management tools and spreadsheets
- Financial planning software
- Growth experimentation frameworks
- Lead generation platforms

■ Expected results

- Optimized budget allocation plans
- Lead generation strategy documents
- Growth experiment proposals and roadmaps
- Budget performance reports

Function 2: Search Engine Optimization and Paid Search Management

Function 2: Search Engine Optimization and Paid Search Management

Activity 2.1 Conduct Keyword Research and SEO Optimization

- Perform comprehensive keyword research to identify optimization opportunities
 - Analyze search volume and competition
 - Identify long-tail keyword opportunities
 - Map keywords to content and pages
- Optimize website SEO elements for improved search performance
 - Update meta tags and descriptions
 - Optimize page titles and headers
 - Improve internal linking structure

■ Means and resources

- Keyword research tools (SEMrush, Ahrefs, Google Keyword Planner)
- SEO analysis platforms
- Website content management systems
- Technical SEO audit tools

■ Expected results

- Comprehensive keyword research reports
- SEO-optimized website elements
- Improved organic search rankings
- Increased organic traffic and visibility

Function 2: Search Engine Optimization and Paid Search Management

Activity 2.2 Optimize Search Engine Performance and Analytics

- Monitor and optimize overall search engine performance across organic and paid channels
 - Track keyword rankings and visibility
 - Analyze search performance metrics
 - Identify optimization opportunities
- Configure and optimize Google Analytics for comprehensive tracking
 - Set up conversion tracking
 - Create custom dashboards and reports
 - Implement advanced tracking features

■ Means and resources

- Google Analytics and Google Search Console
- Search performance monitoring tools
- Rank tracking software
- SEO reporting platforms

■ Expected results

- Optimized search engine performance across channels

- Comprehensive analytics setup with accurate tracking
- Regular performance reports with actionable insights
- Improved search visibility and traffic

Function 2: Search Engine Optimization and Paid Search Management

Activity 2.3 Manage PPC Advertising Campaigns

- Plan, create, and manage pay-per-click advertising campaigns
 - Develop campaign structure and targeting
 - Create ad copy and landing pages
 - Set up conversion tracking and bidding strategies
- Monitor and optimize PPC campaign performance
 - Analyze campaign metrics and KPIs
 - Adjust bids and targeting parameters
 - Optimize ad copy and creative elements

■ Means and resources

- Google Ads and Microsoft Advertising platforms
- PPC management tools
- Landing page builders
- Conversion tracking tools

■ Expected results

- High-performing PPC campaigns with optimized ROI
- Detailed campaign performance reports
- Improved click-through rates and conversion rates
- Cost-effective paid search traffic

Function 3: Content Creation and Social Media Management

Function 3: Content Creation and Social Media Management

Activity 3.1 Create Social Media Content and Manage Engagement

- Develop and create engaging social media content across platforms
 - Design platform-specific content
 - Create visual assets and graphics
 - Write compelling social media copy
- Monitor and manage social media engagement and community interactions
 - Respond to comments and messages
 - Engage with online communities
 - Monitor brand mentions and conversations

■ Means and resources

- Social media management platforms (Hootsuite, Sprout Social)
- Graphic design tools (Canva, Adobe Creative Suite)
- Content creation software
- Social listening tools

■ Expected results

- Engaging social media content with high interaction rates
- Active and responsive social media presence
- Increased follower engagement and community growth
- Positive brand sentiment and online reputation

Function 3: Content Creation and Social Media Management

Activity 3.2 Produce Creative Content and Visual Assets

- Create compelling ad copy and creative content for various marketing channels
 - Write persuasive ad copy and headlines
 - Develop brand messaging and value propositions
 - Create content for different audience segments
- Design visual assets and multimedia content for campaigns
 - Create graphics and visual elements
 - Produce video marketing content
 - Design banner ads and display creatives

■ Means and resources

- Copywriting tools and templates
- Graphic design software
- Video editing and production tools
- Stock photo and asset libraries

■ Expected results

- High-converting ad copy and creative materials
- Professional visual assets for all marketing channels
- Engaging video content with strong viewer engagement

- Consistent brand visual identity across all materials

Function 3: Content Creation and Social Media Management

Activity 3.3 Manage Influencer Partnerships and Collaborations

- Identify, recruit, and manage influencer partnerships for brand promotion
 - Research and vet potential influencer partners
 - Negotiate partnership terms and agreements
 - Coordinate campaign execution with influencers
- Collaborate with design teams and internal stakeholders on creative projects
 - Brief design teams on project requirements
 - Review and approve creative deliverables
 - Ensure brand consistency across collaborations

■ Means and resources

- Influencer marketing platforms
- Contract management tools
- Project management software
- Brand guidelines and asset libraries

■ Expected results

- Successful influencer partnerships with measurable ROI
- High-quality collaborative content and campaigns
- Expanded brand reach and awareness
- Consistent brand representation across partnerships

Function 3: Content Creation and Social Media Management

Activity 3.4 Develop Brand Storytelling and Website Content

- Foster compelling brand storytelling across all digital touchpoints
 - Develop brand narrative and messaging frameworks
 - Create storytelling content for various formats
 - Ensure consistent brand voice and tone
- Administer and optimize website content and landing pages
 - Update website content and product information
 - Design and optimize landing pages for campaigns
 - Maintain content freshness and accuracy

■ Means and resources

- Content management systems
- Landing page builders
- Brand storytelling frameworks
- Web development tools

■ Expected results

- Compelling brand stories that resonate with audiences
- Optimized website content with improved user experience
- High-converting landing pages for campaigns
- Consistent brand messaging across all digital properties

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Function 4: Email Marketing and Marketing Automation

Function 4: Email Marketing and Marketing Automation

Activity 4.1 Execute Email Marketing Campaigns and Newsletters

- Plan and execute comprehensive email marketing campaigns
 - Segment email lists based on customer data
 - Design email templates and layouts
 - Schedule and deploy email campaigns
- Create and distribute promotional newsletters and communications
 - Develop newsletter content and design
 - Curate relevant news and updates
 - Personalize content for different segments

■ Means and resources

- Email marketing platforms (Mailchimp, Constant Contact, HubSpot)
- Email template design tools
- Customer segmentation tools
- A/B testing capabilities

■ Expected results

- High-performing email campaigns with strong open and click rates
- Engaging newsletters with consistent readership
- Improved customer retention and loyalty
- Measurable revenue attribution from email marketing

Function 4: Email Marketing and Marketing Automation

Activity 4.2 Build Marketing Automation and Workflow Systems

- Design and implement automated email workflows for lead nurturing
 - Map customer journey touchpoints
 - Create trigger-based email sequences
 - Set up lead scoring and qualification systems
- Implement comprehensive marketing automation systems
 - Configure automation platforms and integrations
 - Create behavioral triggers and conditions
 - Develop personalized customer experiences

■ Means and resources

- Marketing automation platforms (HubSpot, Marketo, Pardot)
- CRM integration tools
- Workflow design software
- Customer data platforms

■ Expected results

- Effective automated email workflows with high conversion rates
- Streamlined lead nurturing processes
- Improved marketing qualified lead generation

- Enhanced customer lifetime value through automation

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Function 5: Paid Advertising and Campaign Execution

Function 5: Paid Advertising and Campaign Execution

Activity 5.1 Coordinate Cross-Channel Campaigns and Paid Social

- Plan and coordinate integrated marketing campaigns across multiple digital channels
 - Develop cross-channel campaign strategies
 - Ensure consistent messaging across platforms
 - Coordinate timing and resource allocation
- Launch and manage paid social media advertising campaigns
 - Create social media ad campaigns on Facebook, Instagram, LinkedIn
 - Develop audience targeting and segmentation strategies
 - Optimize ad creative and messaging for each platform

■ Means and resources

- Social media advertising platforms
- Campaign management tools
- Cross-channel analytics platforms
- Creative asset management systems

■ Expected results

- Successfully coordinated multi-channel campaigns
- High-performing paid social campaigns with strong ROI
- Consistent brand messaging across all channels
- Improved campaign reach and engagement metrics

Function 5: Paid Advertising and Campaign Execution

Activity 5.2 Execute Retargeting and Affiliate Marketing Programs

- Implement and optimize retargeting campaigns to re-engage potential customers
 - Set up pixel tracking and audience creation
 - Develop retargeting ad creative and messaging
 - Optimize retargeting campaigns for conversion
- Manage affiliate marketing programs and partnerships
 - Recruit and onboard affiliate partners
 - Provide marketing materials and support
 - Track affiliate performance and payouts

■ Means and resources

- Retargeting platforms (Facebook Pixel, Google Ads)
- Affiliate marketing networks and platforms
- Tracking and attribution tools
- Partner management systems

■ Expected results

- Effective retargeting campaigns with improved conversion rates
- Growing affiliate partner network with measurable sales
- Increased customer lifetime value through re-engagement

- Diversified traffic sources and revenue streams

Function 5: Paid Advertising and Campaign Execution

Activity 5.3 Develop Content Marketing Plans and Scale Campaigns

- Create comprehensive content marketing strategies and editorial plans
 - Develop content themes and topic calendars
 - Plan content distribution across channels
 - Create content production workflows
- Scale high-performing campaigns and optimize budget allocation
 - Identify top-performing campaigns for scaling
 - Increase budget allocation to successful initiatives
 - Replicate successful strategies across new channels

■ Means and resources

- Content planning and editorial calendar tools
- Performance analytics and reporting platforms
- Budget optimization tools
- Campaign scaling frameworks

■ Expected results

- Comprehensive content marketing plans with clear objectives
- Successfully scaled campaigns with improved ROI
- Optimized budget allocation based on performance data
- Sustainable content production and distribution processes

Function 5: Paid Advertising and Campaign Execution

Activity 5.4 Test New Advertising Platforms and Monitor Compliance

- Evaluate and test new advertising platforms and channels for potential expansion
 - Research emerging advertising platforms
 - Conduct pilot campaigns on new channels
 - Assess performance and scalability potential
- Monitor advertising platform compliance and policy adherence
 - Ensure ads comply with platform policies
 - Monitor account health and compliance status
 - Address policy violations and appeals

■ Means and resources

- Emerging advertising platforms and beta programs
- Compliance monitoring tools
- Policy documentation and guidelines
- Performance testing frameworks

■ Expected results

- Successfully identified and validated new advertising channels
- Maintained high compliance standards across all platforms
- Expanded advertising reach through new channel adoption
- Reduced risk of account suspensions or policy violations

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Function 6: Analytics, Testing, and Performance Optimization

Function 6: Analytics, Testing, and Performance Optimization

Activity 6.1 Analyze Campaign Performance and Customer Data

- Monitor and analyze the performance of all digital marketing campaigns
 - Track KPIs and conversion metrics across channels
 - Identify trends and patterns in campaign data
 - Generate insights for campaign optimization
- Analyze customer data to understand behavior and preferences
 - Segment customers based on behavior and demographics
 - Analyze customer journey and touchpoints
 - Identify opportunities for personalization and targeting

■ Means and resources

- Analytics platforms (Google Analytics, Adobe Analytics)
- Customer data platforms and CRM systems
- Data visualization tools (Tableau, Power BI)
- Statistical analysis software

■ Expected results

- Comprehensive campaign performance reports with actionable insights
- Customer behavior analysis with segmentation recommendations
- Data-driven optimization recommendations
- Improved understanding of customer preferences and journey

Function 6: Analytics, Testing, and Performance Optimization

Activity 6.2 Implement A/B Testing and Conversion Optimization

- Design and execute A/B tests to optimize campaign elements
 - Develop testing hypotheses and methodologies
 - Create test variations and control groups
 - Analyze test results and implement winning variations
- Conduct conversion rate audits and optimization initiatives
 - Audit conversion funnels and user flows
 - Identify conversion barriers and opportunities
 - Implement optimization recommendations

■ Means and resources

- A/B testing platforms (Optimizely, Google Optimize)
- Heatmap and user behavior tools (Hotjar, Crazy Egg)
- Conversion tracking and analytics tools
- Statistical significance calculators

■ Expected results

- Statistically significant A/B test results with clear winners
- Improved conversion rates across key marketing funnels
- Optimized user experience and reduced conversion barriers

- Data-backed recommendations for continuous improvement

Function 6: Analytics, Testing, and Performance Optimization

Activity 6.3 Track Traffic Sources and Optimize Website Performance

- Monitor and analyze digital traffic sources across all marketing channels
 - Track referral traffic and attribution
 - Analyze channel performance and contribution
 - Identify high-value traffic sources for optimization
- Optimize website elements for improved conversion performance
 - Improve website user experience and navigation
 - Optimize page load times and technical performance
 - Implement conversion-focused design elements

■ Means and resources

- Web analytics and attribution tools
- Website optimization platforms
- Page speed and performance monitoring tools
- User experience testing tools

■ Expected results

- Comprehensive traffic source analysis with attribution insights
- Optimized website performance with improved conversion rates
- Enhanced user experience and reduced bounce rates
- Increased revenue attribution from organic traffic sources

Function 6: Analytics, Testing, and Performance Optimization

Activity 6.4 Measure ROI and Report to Stakeholders

- Calculate and analyze return on investment for all marketing initiatives
 - Track revenue attribution across channels
 - Calculate customer acquisition costs and lifetime value
 - Measure campaign profitability and efficiency
- Generate comprehensive reports for stakeholders and leadership
 - Create executive dashboards and summary reports
 - Present findings and recommendations to stakeholders
 - Provide lead generation and performance reports

■ Means and resources

- Business intelligence and reporting tools
- ROI calculation frameworks and models
- Presentation software and dashboard tools
- Financial tracking and attribution systems

■ Expected results

- Accurate ROI calculations for all marketing activities
- Professional stakeholder reports with clear insights and recommendations
- Regular lead generation and performance updates
- Data-driven strategic recommendations for future campaigns

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Block 1 - Digital Marketing Strategy Development and Market Analysis

Pedagogical objective

Enable learners to conduct comprehensive market research and develop strategic digital marketing plans with effective budget allocation to drive business growth.

Activities

Activity 1.1 Conduct Market Research and Competitive Analysis

Activity 1.2 Develop Digital Marketing Strategy and Plans

Activity 1.3 Manage Budget Allocation and Growth Planning

Skills

Skills	Indicators
C1 - Conduct comprehensive market research and competitive analysis using digital tools, advanced statistical methodologies including regression and conjoint analysis, and social media analysis techniques to inform strategic marketing decisions	Market research report with actionable insights and competitor positioning analysis completed within specified timeframes Data-driven recommendations supported by quantitative and qualitative research findings Competitive landscape assessment with identified opportunities and threats
C2 - Develop comprehensive digital marketing strategies and content plans aligned with business objectives and target audience needs	Strategic marketing plan with clear objectives, KPIs, and timeline delivered on schedule Content calendar covering multiple channels with consistent brand messaging Strategy document demonstrating alignment with business goals and market insights
C3 - Manage marketing budget allocation and develop growth experiments to maximize ROI and business expansion	Budget allocation plan with justified resource distribution across channels Growth experiment proposals with hypotheses, success metrics, and testing methodology ROI improvement of at least 15% compared to previous periods

Associated knowledge

Market Research and Competitive Analysis

Market Research Methodologies

- Primary and secondary research methods
- Consumer behavior analysis frameworks
- Market segmentation theories

- Competitive intelligence gathering techniques
- Advanced statistical techniques: regression analysis and conjoint analysis applications

Strategic Planning Frameworks

- SWOT analysis methodology
- Porter's Five Forces model
- Customer journey mapping principles
- Business model canvas concepts

Market Research Tools and Budget Management

Research Tool Utilization

- Google Trends analysis
- SEMrush competitor research
- SimilarWeb traffic analysis
- Survey design and implementation

Budget Planning and Growth Experimentation

- Marketing budget allocation strategies
- Growth hacking methodologies
- A/B testing budget optimization
- ROI forecasting models

Strategic Analysis and Planning Behaviors

Analytical Mindset in Market Research

- Critical evaluation of data sources and reliability
- Objective interpretation of competitive intelligence
- Systematic approach to trend identification

Strategic Decision-Making Attitude

- Long-term vision alignment with tactical decisions
- Risk assessment consideration in budget planning
- Adaptive planning response to market changes

Behavioral skills

- Demonstrates analytical thinking when interpreting market data and competitor intelligence to identify strategic opportunities
- Shows strategic vision when developing long-term marketing plans that align with business objectives and market conditions
- Exhibits resourcefulness when managing budget constraints while maximizing marketing impact and ROI potential
- Maintains curiosity about emerging market trends and consumer behavior patterns to inform strategic decision-making

Rationale

This block groups competencies that collectively enable the creation of comprehensive digital marketing strategies grounded in market intelligence and financial planning. The common purpose is to produce strategic marketing plans that serve as the foundation for all subsequent marketing activities. These competencies share functional coherence as they all require analytical thinking, market understanding, and strategic planning skills to transform business objectives into actionable marketing strategies. The compatible deliverables include market research reports, competitive analysis documents, digital marketing strategy presentations, budget allocation plans, and growth experiment proposals that demonstrate strategic thinking. Evaluation situations include presenting strategic recommendations to stakeholders, developing annual

marketing plans, conducting market entry analysis, and managing marketing budget allocation decisions in real business contexts.

Position in the learning progression

Foundations — This block is introduced in the first semester as it establishes the strategic foundation essential for all digital marketing activities. No prior marketing experience is required, but basic business acumen and analytical skills are beneficial. Mastery of this block is a prerequisite for all subsequent blocks, particularly B2 and B5, as strategic understanding must precede tactical execution and campaign management. The complexity level focuses on developing strategic thinking and market analysis capabilities through case studies and real market scenarios. Students apply these competencies during their first internship or work placement by conducting market research projects and contributing to strategic planning discussions under supervision.

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Block 2 - Search Engine Optimization and Paid Search Management

Pedagogical objective

Develop expertise in organic and paid search strategies to maximize website visibility, drive targeted traffic, and optimize search engine performance across multiple platforms.

Activities

Activity 2.1 Conduct Keyword Research and SEO Optimization

Activity 2.2 Optimize Search Engine Performance and Analytics

Activity 2.3 Manage PPC Advertising Campaigns

Skills

Skills	Indicators
C4 - Execute keyword research and search engine optimization strategies to improve organic visibility and search performance	Keyword research report with search volume, competition analysis, and opportunity identification SEO implementation resulting in measurable improvements in search rankings and organic traffic Technical SEO audit with prioritized action items and implementation timeline

Associated knowledge

Search Engine Optimization Knowledge

SEO Fundamentals

- Search engine algorithms and ranking factors
- Keyword research methodologies
- On-page and off-page optimization principles
- Technical SEO requirements

PPC Advertising Theory

- Auction-based advertising models
- Quality Score factors and optimization
- Bid management strategies
- Ad platform policies and guidelines

Search Engine Marketing Tools

SEO Tool Proficiency

- Google Search Console management
- Keyword research tools (Ahrefs, SEMrush)
- Technical SEO audit tools
- Local SEO optimization techniques

PPC Campaign Management

- Google Ads campaign setup and optimization
- Microsoft Advertising management
- Bid strategy implementation
- Ad copy testing and optimization

Search Marketing Precision and Optimization

Detail-Oriented Keyword Management

- Meticulous keyword research and selection process
- Systematic monitoring of search performance metrics
- Precision in negative keyword list management

Performance-Driven Campaign Optimization

- Continuous testing mindset for ad variations
- Data-driven decision making in bid adjustments
- Proactive response to algorithm updates

Behavioral skills

- Demonstrates precision when conducting keyword research and implementing SEO strategies to ensure optimal search performance
- Shows persistence when optimizing campaigns and analyzing performance data to achieve continuous improvement in search results
- Exhibits technical curiosity when staying updated with search engine algorithm changes and platform updates
- Maintains attention to detail when managing PPC campaigns to prevent budget waste and maximize conversion rates

Rationale

This block combines organic and paid search competencies that work synergistically to maximize search engine visibility and drive qualified traffic to websites. The common objective is to dominate search engine results pages through both organic optimization and strategic paid placement. These competencies share technical coherence as they both require understanding of search algorithms, user intent, and keyword strategy to generate measurable traffic and conversions. Compatible deliverables include SEO audit reports, keyword strategy documents, PPC campaign setups, search performance dashboards, and optimization recommendations that demonstrate technical search marketing expertise. Evaluation situations occur when managing live search campaigns, conducting website SEO audits, optimizing ad spend allocation, and presenting search performance results to demonstrate traffic growth and conversion improvements.

Position in the learning progression

Core Competencies — This block is typically addressed in the second semester after foundational strategic knowledge from B1 is established. Students need basic understanding of digital marketing principles and web analytics before diving into technical search optimization. This block serves as a prerequisite for B5 (Paid Advertising) as search advertising principles extend to other paid channels, and supports B6 (Analytics) through search performance measurement. The complexity level progresses from basic keyword research to advanced campaign optimization and technical SEO implementation. Students practice these skills during internships by managing actual search campaigns and conducting SEO audits for real businesses under professional guidance.

Block 3 - Content Creation and Social Media Management

Pedagogical objective

Master content creation and social media management skills to build engaging brand presence, manage community relationships, and execute collaborative marketing initiatives.

Activities

Activity 3.1 Create Social Media Content and Manage Engagement

Activity 3.2 Produce Creative Content and Visual Assets

Activity 3.3 Manage Influencer Partnerships and Collaborations

Activity 3.4 Develop Brand Storytelling and Website Content

Skills

Skills	Indicators
C6 - Create engaging social media content and manage community engagement to build brand presence and customer relationships	Social media content achieving target engagement rates and follower growth Community management responses within established timeframes with positive sentiment scores Brand storytelling content demonstrating consistent voice and messaging across platforms
C7 - Produce creative content and visual assets for marketing campaigns ensuring brand consistency and audience appeal	Creative assets delivered according to brand guidelines and campaign specifications Visual content achieving performance benchmarks for engagement and conversion Multi-format content optimized for different platforms and audience segments
C8 - Establish and manage influencer partnerships and team collaborations to amplify brand reach and campaign effectiveness	Partnership agreements with measurable deliverables and performance metrics Collaborative projects completed on time with positive stakeholder feedback Influencer campaign results meeting or exceeding engagement and reach targets

Associated knowledge

Content Marketing and Social Media Principles

Content Marketing Fundamentals

- Content strategy development frameworks
- Brand voice and tone guidelines
- Visual storytelling principles
- User-generated content strategies

Influencer Marketing Theory

- Influencer partnership models

- FTC disclosure requirements
- Influencer vetting and selection criteria
- Campaign collaboration frameworks

Content Creation and Social Media Management

Social Media Platform Management

- Platform-specific content optimization
- Social media scheduling tools (Hootsuite, Buffer)
- Community management best practices
- Social listening tool utilization

Creative Asset Production

- Graphic design tools (Canva, Adobe Creative Suite)
- Video editing software proficiency
- Photography and visual asset creation
- Brand asset management systems
- Word-of-mouth marketing strategies and viral content development

Creative and Collaborative Communication

Brand Consistency in Content Creation

- Adherence to brand guidelines across all content
- Consistent voice maintenance in community interactions
- Visual brand integrity in asset creation

Collaborative Partnership Management

- Professional relationship building with influencers
- Cross-functional collaboration with design teams
- Diplomatic negotiation in partnership agreements

Behavioral skills

- Demonstrates creativity when developing content concepts that resonate with target audiences and align with brand guidelines
- Shows empathy when engaging with online communities and responding to customer interactions on social platforms
- Exhibits collaborative spirit when working with influencers, designers, and cross-functional teams on content projects
- Maintains adaptability when adjusting content strategy based on platform algorithm changes and audience feedback

Rationale

This block unifies content creation and social media management competencies that collectively build brand presence and audience engagement across digital touchpoints. The shared purpose is to create compelling brand experiences that foster customer relationships and drive business objectives through creative storytelling and community management. These competencies demonstrate functional coherence as they all require creative skills, brand understanding, and relationship management to transform marketing messages into engaging content experiences. Compatible deliverables include social media content calendars, visual asset libraries, influencer collaboration agreements, brand storytelling guidelines, and community engagement reports that showcase creative and relationship management capabilities. Evaluation scenarios include launching social media campaigns, managing influencer partnerships, creating multimedia content series, and responding to social media crises while maintaining brand reputation and audience engagement.

Position in the learning progression

Core Competencies — This block is introduced in the second semester alongside B2, as both require foundational marketing knowledge from B1 but can be developed in parallel. Students benefit from basic design principles and communication skills before engaging with content creation and community management. This block supports B4 (Email Marketing) through content creation skills and B5 (Paid Advertising) through creative asset development. The complexity evolves from basic content creation to sophisticated brand storytelling and influencer relationship management. Students apply these competencies during internships by managing social media accounts, creating content campaigns, and building relationships with brand partners and community members.

Block 4 - Email Marketing and Marketing Automation

Pedagogical objective

Develop expertise in email marketing campaign execution and marketing automation systems to nurture leads and optimize customer journey experiences.

Activities

Activity 4.1 Execute Email Marketing Campaigns and Newsletters

Activity 4.2 Build Marketing Automation and Workflow Systems

Skills

Skills	Indicators
C9 - Execute email marketing campaigns and promotional newsletters to nurture leads and maintain customer engagement	Email campaigns achieving target open rates, click-through rates, and conversion rates Newsletter performance metrics showing consistent subscriber engagement and growth Segmented email campaigns demonstrating improved personalization and relevance
C10 - Build and implement marketing automation workflows and systems to streamline lead nurturing and customer journey optimization	Automated workflows with defined triggers, actions, and success criteria implemented successfully Lead nurturing sequences showing improved conversion rates through the sales funnel Marketing automation reporting demonstrating workflow performance and optimization opportunities

Associated knowledge

Email Marketing and Automation Principles

Email Marketing Fundamentals

- Email deliverability best practices
- CAN-SPAM Act compliance requirements
- Email segmentation strategies
- Newsletter design principles

Marketing Automation Theory

- Lead nurturing workflow design
- Customer lifecycle automation
- Trigger-based campaign logic
- Behavioral targeting methodologies

Email Platforms and Automation Tools

Email Campaign Execution

- Email platform management (Mailchimp, Constant Contact)
- A/B testing implementation for subject lines
- Email template design and coding

- List management and segmentation

Marketing Automation Implementation

- CRM integration and data synchronization
- Workflow builder tool utilization
- Lead scoring system configuration
- Drip campaign sequence development

Systematic Communication Management

Methodical Campaign Planning

- Systematic approach to email calendar development
- Organized management of multiple automation workflows
- Consistent monitoring of campaign performance metrics

Customer-Centric Messaging

- Empathetic consideration of subscriber preferences
- Responsive adjustment to engagement feedback
- Respectful handling of unsubscribe requests

Behavioral skills

- Demonstrates systematic thinking when designing email workflows and automation sequences to guide customer journey progression
- Shows attention to personalization when crafting email content that resonates with specific audience segments and behaviors
- Exhibits patience when nurturing leads through extended email sequences while monitoring engagement and conversion metrics
- Maintains technical proficiency when configuring automation platforms and integrating email systems with other marketing tools

Rationale

This block combines email marketing and automation competencies that work together to create sophisticated lead nurturing systems and customer communication strategies. The common objective is to build automated marketing systems that maintain customer relationships and drive conversions through personalized email experiences. These competencies share technical and strategic coherence as they both require understanding of customer behavior, marketing technology, and communication strategy to create effective automated marketing systems. Compatible deliverables include email campaign performance reports, automation workflow diagrams, lead scoring models, newsletter templates, and customer journey mapping documents that demonstrate systematic approach to customer engagement. Evaluation contexts include implementing email automation platforms, designing welcome series campaigns, managing promotional email calendars, and analyzing email performance metrics to optimize customer acquisition and retention strategies.

Position in the learning progression

Integration — This block is typically addressed in the third semester after students have mastered content creation from B3 and understand customer analysis principles. Students need foundation in marketing automation concepts and email marketing best practices before implementing complex workflow systems. This block integrates with B6 (Analytics) for performance measurement and B1 (Strategy) for customer journey alignment. The complexity level focuses on system implementation and workflow optimization rather than basic email creation. Students demonstrate these competencies during advanced internships by managing complete email marketing programs, implementing automation platforms, and contributing to

customer retention strategies in professional marketing environments.

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Block 5 - Paid Advertising and Campaign Execution

Pedagogical objective

Execute comprehensive paid advertising strategies across multiple platforms including retargeting, affiliate programs, and emerging advertising channels to maximize customer acquisition and campaign reach.

Activities

Activity 5.1 Coordinate Cross-Channel Campaigns and Paid Social
Activity 5.2 Execute Retargeting and Affiliate Marketing Programs
Activity 5.3 Develop Content Marketing Plans and Scale Campaigns
Activity 5.4 Test New Advertising Platforms and Monitor Compliance

Skills

Skills	Indicators
C5 - Design and manage pay-per-click advertising campaigns across multiple platforms to drive targeted traffic and conversions	PPC campaigns launched with optimized ad copy, targeting, and budget allocation Campaign performance metrics showing improved click-through rates and conversion rates Cost-per-acquisition reduction of at least 10% through ongoing optimization
C11 - Execute retargeting campaigns and affiliate marketing programs to maximize customer acquisition and retention	Retargeting campaigns with improved conversion rates and reduced cart abandonment Affiliate program performance meeting partnership agreements and revenue targets Campaign optimization resulting in lower customer acquisition costs
C12 - Test new advertising platforms and monitor compliance requirements to ensure campaign effectiveness and regulatory adherence	Platform testing reports with performance analysis and recommendations for scaling Compliance monitoring documentation with zero policy violations or account suspensions New platform integration achieving performance parity with established channels

Associated knowledge

Paid Advertising and Platform Compliance

Multi-Platform Advertising Knowledge

- Facebook Ads Manager platform policies
- LinkedIn advertising best practices
- TikTok advertising guidelines
- Amazon advertising ecosystem

Retargeting and Affiliate Marketing

- Pixel implementation and audience creation
- Attribution modeling concepts

- Affiliate program structure and compensation
- Compliance requirements across advertising platforms

Advanced Campaign Management

Cross-Channel Campaign Coordination

- Campaign synchronization across platforms
- Budget allocation optimization
- Creative asset adaptation for different channels
- Audience overlap management

Retargeting and Testing Implementation

- Custom audience creation and management
- Dynamic retargeting campaign setup
- New platform testing methodologies
- Compliance monitoring tools and procedures

Innovative and Compliant Campaign Management

Experimental Approach to New Platforms

- Open-minded exploration of emerging advertising channels
- Systematic testing methodology for platform evaluation
- Risk-balanced approach to budget allocation on new platforms

Compliance-Conscious Campaign Management

- Vigilant monitoring of platform policy updates
- Ethical approach to retargeting and data usage
- Proactive compliance verification before campaign launch

Behavioral skills

- Demonstrates strategic thinking when coordinating campaigns across multiple advertising platforms to maximize reach and efficiency
- Shows adaptability when testing new advertising platforms and adjusting strategies based on platform-specific requirements and opportunities
- Exhibits diligence when monitoring advertising compliance requirements and platform policies to prevent campaign disruptions
- Maintains analytical mindset when evaluating retargeting and affiliate partnership performance to optimize customer acquisition costs

Rationale

This block encompasses comprehensive paid advertising competencies that collectively enable sophisticated customer acquisition and retention campaigns across diverse digital platforms. The unified purpose is to execute multi-channel paid advertising strategies that maximize customer lifetime value through strategic campaign coordination and platform optimization. These competencies demonstrate operational coherence as they all require campaign management skills, platform expertise, and performance optimization to generate measurable advertising results and customer acquisition. Compatible deliverables include cross-channel campaign plans, retargeting strategy documents, affiliate program performance reports, platform compliance audits, and advertising spend allocation proposals that showcase advanced campaign management capabilities. Evaluation situations include managing multi-platform advertising budgets, launching retargeting campaigns, establishing affiliate partnerships, testing emerging advertising platforms, and presenting comprehensive paid advertising performance results to demonstrate customer acquisition success and return on advertising spend.

Position in the learning progression

Specialization — This block is introduced in the third or fourth semester after students have developed foundational skills in B1 (Strategy), B2 (Search), and B3 (Content Creation) as these provide essential knowledge for sophisticated campaign execution. Students require understanding of campaign fundamentals, audience targeting, and creative development before managing complex multi-platform advertising strategies. This block builds upon B2 search advertising principles while preparing students for advanced performance analysis in B6. The complexity level represents advanced campaign management with emphasis on cross-platform coordination and emerging channel adoption. Students apply these competencies during senior internships or capstone projects by managing substantial advertising budgets, launching innovative campaign strategies, and demonstrating measurable business impact through paid advertising initiatives.

Block 6 - Analytics, Testing, and Performance Optimization

Pedagogical objective

Master advanced analytics, experimentation, and performance measurement techniques to optimize marketing effectiveness and provide strategic insights for data-driven decision making.

Activities

Activity 6.1 Analyze Campaign Performance and Customer Data
Activity 6.2 Implement A/B Testing and Conversion Optimization
Activity 6.3 Track Traffic Sources and Optimize Website Performance
Activity 6.4 Measure ROI and Report to Stakeholders

Skills

Skills	Indicators
C13 - Analyze campaign performance and customer data using analytics tools to generate actionable insights for optimization	Performance analysis reports with clear insights and optimization recommendations Customer data analysis revealing behavioral patterns and segmentation opportunities Data-driven decisions resulting in measurable campaign improvements
C14 - Implement A/B testing methodologies and conversion rate optimization strategies to improve campaign effectiveness	A/B test results with statistical significance and clear winning variations identified Conversion rate audits with prioritized improvement recommendations Testing implementation resulting in measurable lift in conversion performance
C15 - Track digital traffic sources and optimize website performance to enhance user experience and conversion rates	Traffic source analysis with attribution modeling and channel performance evaluation Website optimization resulting in improved page load speeds and user engagement metrics Conversion path analysis with identified optimization opportunities
C16 - Measure marketing ROI and prepare comprehensive performance reports for stakeholders to demonstrate campaign value and inform strategic decisions	ROI calculations with clear methodology and attribution across marketing channels Stakeholder reports delivered on schedule with actionable insights and recommendations Performance dashboards providing real-time visibility into key marketing metrics

Associated knowledge

Digital Analytics and Optimization Principles

Web Analytics Fundamentals

- Google Analytics 4 data model
- Conversion tracking and attribution
- Customer journey analysis principles

- Statistical significance in testing

Performance Measurement Theory

- KPI selection and benchmarking
- ROI calculation methodologies
- Data visualization best practices
- Reporting framework development

Analytics Tools and Testing Implementation

Analytics Platform Management

- Google Analytics configuration and reporting
- Tag Manager implementation
- Heatmap analysis tools (Hotjar, Crazy Egg)
- Customer data platform integration

Testing and Optimization Execution

- A/B testing tool implementation
- Conversion rate optimization techniques
- Landing page optimization strategies
- Traffic source analysis and optimization

Data-Driven Decision Making and Reporting

Analytical Rigor in Data Interpretation

- Objective analysis of performance data without bias
- Systematic approach to hypothesis testing
- Critical evaluation of data quality and reliability

Clear Communication of Insights

- Stakeholder-appropriate presentation of complex data
- Action-oriented reporting with clear recommendations
- Transparent acknowledgment of data limitations and uncertainty

Behavioral skills

- Demonstrates analytical rigor when interpreting complex data sets and identifying actionable insights for marketing optimization
- Shows methodical approach when designing and implementing A/B tests to ensure statistical significance and reliable results
- Exhibits attention to detail when tracking multiple performance metrics and identifying correlation patterns across marketing channels
- Maintains clear communication when presenting performance results and recommendations to stakeholders with varying technical backgrounds

Rationale

This block integrates advanced analytics and optimization competencies that collectively transform marketing data into strategic business intelligence and continuous performance improvement. The common objective is to establish data-driven marketing practices that demonstrate measurable business impact and guide strategic decision-making through rigorous performance analysis. These competencies share analytical coherence as they all require statistical thinking, measurement expertise, and business intelligence to convert raw marketing data into actionable insights and optimization strategies. Compatible deliverables include comprehensive analytics dashboards, A/B testing reports, conversion optimization audits, ROI analysis presentations, and stakeholder performance summaries that demonstrate advanced analytical and communication capabilities. Evaluation contexts include presenting quarterly marketing performance reviews,

conducting website optimization audits, implementing testing protocols for campaign improvements, and providing data-driven recommendations for strategic marketing decisions that influence budget allocation and campaign strategy.

Position in the learning progression

Integration — This block represents the culmination of the program, typically addressed in the final semester after students have gained practical experience with all other marketing functions. Students must have solid foundation from all previous blocks as this requires understanding of strategy (B1), technical implementation (B2-B5), and practical campaign experience to meaningfully analyze and optimize performance. This block synthesizes learning from all previous blocks and prepares students for senior marketing roles requiring data-driven decision making. The complexity level emphasizes advanced analytical thinking and strategic communication rather than tool operation. Students demonstrate mastery during final internships or capstone projects by leading performance optimization initiatives, presenting to executive stakeholders, and making data-driven strategic recommendations that influence organizational marketing strategy.

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ANNEX IV Assessment framework

ANNEX IV a. Unit exemptions

Holder of Google Ads Certification, exempted from taking unit U2.

Holder of HubSpot Content Marketing Certification, exempted from taking unit U3.

Holder of Mailchimp Email Marketing Certification, exempted from taking unit U4.

Holder of Google Analytics Individual Qualification (IQ), exempted from taking unit U6.

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ANNEX IV b. Examination regulations

Assessments	Unit	Coeff.	Form	Duration
E1 Digital Marketing Strategy Development and Market Analysis	U1	4	Single written assessment	4h
E2 Search Engine Optimization and Paid Search Management	U2	3	Single practical assessment	3h
E3 Content Creation and Social Media Management	U3	3	Single practical assessment	3h30
E4 Email Marketing and Marketing Automation	U4	2	Single practical assessment	2h30
E5 Paid Advertising and Campaign Execution	U5	4	Single practical assessment	4h
E6 Analytics, Testing, and Performance Optimization	U6	4	Single written assessment	3h30

*Optional assessments: only points above the pass mark are taken into account.

ANNEX IV c. Examination definitions

E1 : Digital Marketing Strategy Development and Market Analysis

Assessment purposes

Evaluate the candidate's ability to conduct comprehensive market research and develop strategic marketing plans. Assess competency in budget management and growth planning for digital marketing initiatives.

Assessment content

Written examination covering market research methodologies, competitive analysis, strategic planning frameworks, and budget allocation strategies. Practical case study requiring development of comprehensive digital marketing strategy.

Assessed skills

C1 - Conduct comprehensive market research and competitive analysis using digital tools, advanced statistical methodologies including regression and conjoint analysis, and social media analysis techniques to inform strategic marketing decisions

C2 - Develop comprehensive digital marketing strategies and content plans aligned with business objectives and target audience needs

C3 - Manage marketing budget allocation and develop growth experiments to maximize ROI and business expansion

Assessment criteria

- Accuracy and relevance of market research analysis
- Quality and feasibility of digital marketing strategy
- Effectiveness of budget allocation and growth planning
- Professional presentation and strategic reasoning

Assessment format

Initial Training : Single written assessment — Written examination with case study analysis

Continuing Education : Single written assessment — Written examination with case study analysis

Apprenticeship : Continuous assessment — Continuous assessment through portfolio and project evaluation

Vae : Single oral assessment — Oral presentation of professional experience and portfolio

E2 : Search Engine Optimization and Paid Search Management

Assessment purposes

Assess the candidate's technical skills in SEO implementation and PPC campaign management. Evaluate proficiency in keyword research and search engine performance optimization.

Assessment content

Practical examination involving SEO audit, keyword research analysis, and PPC campaign setup. Technical assessment of search engine optimization strategies and paid search management.

Assessed skills

C4 - Execute keyword research and search engine optimization strategies to improve organic visibility and search performance

C5 - Design and manage pay-per-click advertising campaigns across multiple platforms to drive targeted traffic and conversions

Assessment criteria

- Technical accuracy of SEO implementation
- Effectiveness of keyword research and selection
- Quality of PPC campaign structure and targeting
- Performance optimization and analytics interpretation

Assessment format

Initial Training : Single practical assessment — Practical examination using SEO and PPC tools

Continuing Education : Single practical assessment — Practical examination using SEO and PPC tools

Apprenticeship : Continuous assessment — Workplace-based assessment of SEO and PPC projects

Vae : Single oral assessment — Technical interview with portfolio presentation

E3 : Content Creation and Social Media Management

Assessment purposes

Evaluate creative content development skills and social media management capabilities. Assess ability to manage influencer partnerships and brand storytelling initiatives.

Assessment content

Creative portfolio assessment combined with social media campaign presentation. Evaluation of content creation, visual asset production, and community management strategies.

Assessed skills

C6 - Create engaging social media content and manage community engagement to build brand presence and customer relationships

C7 - Produce creative content and visual assets for marketing campaigns ensuring brand consistency and audience appeal

C8 - Establish and manage influencer partnerships and team collaborations to amplify brand reach and campaign effectiveness

Assessment criteria

- Creativity and quality of content production
- Effectiveness of social media engagement strategies
- Professional management of influencer partnerships
- Brand consistency and storytelling coherence

Assessment format

Initial Training : Single practical assessment — Portfolio presentation and practical content creation

Continuing Education : Single practical assessment — Portfolio presentation and practical content creation

Apprenticeship : Continuous assessment — Creative project assessment and social media campaign evaluation

Vae : Single oral assessment — Creative portfolio presentation with professional examples

E4 : Email Marketing and Marketing Automation

Assessment purposes

Assess technical proficiency in email marketing campaign execution and marketing automation system implementation. Evaluate workflow design and customer journey optimization skills.

Assessment content

Technical assessment of email marketing platform usage and automation workflow creation. Practical evaluation of campaign setup, segmentation, and performance optimization.

Assessed skills

C9 - Execute email marketing campaigns and promotional newsletters to nurture leads and maintain customer engagement

C10 - Build and implement marketing automation workflows and systems to streamline lead nurturing and customer journey optimization

Assessment criteria

- Technical proficiency in email marketing platforms
- Effectiveness of automation workflow design
- Quality of customer segmentation and targeting
- Performance analysis and optimization strategies

Assessment format

Initial Training : Single practical assessment — Platform-based email campaign creation and automation setup

Continuing Education : Single practical assessment — Platform-based email campaign creation and automation setup

Apprenticeship : Continuous assessment — Real-world email marketing project assessment

Vae : Single oral assessment — Technical interview on email marketing experience

E5 : Paid Advertising and Campaign Execution

Assessment purposes

Evaluate comprehensive paid advertising campaign management across multiple platforms. Assess cross-channel coordination, retargeting strategies, and compliance monitoring capabilities.

Assessment content

Multi-platform advertising campaign development and execution assessment. Practical evaluation of campaign coordination, budget management, and platform compliance requirements.

Assessed skills

C5 - Design and manage pay-per-click advertising campaigns across multiple platforms to drive targeted traffic and conversions

C11 - Execute retargeting campaigns and affiliate marketing programs to maximize customer acquisition and retention

C12 - Test new advertising platforms and monitor compliance requirements to ensure campaign effectiveness and regulatory adherence

Assessment criteria

- Effectiveness of cross-channel campaign coordination
- Quality of retargeting and affiliate program management
- Compliance with advertising platform requirements
- Strategic approach to campaign scaling and optimization

Assessment format

Initial Training : Single practical assessment — Multi-platform campaign setup and management assessment

Continuing Education : Single practical assessment — Multi-platform campaign setup and management assessment

Apprenticeship : Continuous assessment — Campaign execution assessment across multiple projects

Vae : Single oral assessment — Professional campaign portfolio presentation and discussion

E6 : Analytics, Testing, and Performance Optimization

Assessment purposes

Assess advanced analytical skills and data-driven decision making capabilities. Evaluate proficiency in A/B testing, performance measurement, and stakeholder reporting.

Assessment content

Comprehensive analytics assessment involving data analysis, testing methodologies, and performance reporting. Practical evaluation of optimization strategies and ROI measurement.

Assessed skills

C13 - Analyze campaign performance and customer data using analytics tools to generate actionable insights for optimization

C14 - Implement A/B testing methodologies and conversion rate optimization strategies to improve campaign effectiveness

C15 - Track digital traffic sources and optimize website performance to enhance user experience and conversion rates

C16 - Measure marketing ROI and prepare comprehensive performance reports for stakeholders to demonstrate campaign value and inform strategic decisions

Assessment criteria

- Accuracy of data analysis and insight generation
- Effectiveness of A/B testing methodologies
- Quality of performance optimization strategies
- Professional stakeholder reporting and communication

Assessment format

Initial Training : Single written assessment — Data analysis case study with reporting presentation

Continuing Education : Single written assessment — Data analysis case study with reporting presentation

Apprenticeship : Continuous assessment — Performance analysis projects and stakeholder presentations

Vae : Single oral assessment — Analytics portfolio presentation with performance examples