

List of Competencies for On-the-Job Training (OJT)
Work-Study Diploma in Media Communication & Digital Marketing

Note: LOC is subject to changes due to curriculum review/ development

S/N	List of Competencies (Standard)	Company to indicate '✓' for OJT competencies it can provide
1	Gather brand's identity, values, and positioning in the market	
2	Develop consumer insights on their needs, preferences, and behaviours	
3	Present brand guidelines to stakeholders	
4	Gather insights about target audience, user journey and behaviours	
5	Develop user interaction prototype	
6	Test prototypes to gather feedback	
7	Gather brand requirements	
8	Produce content marketing ideas	
9	Test content concepts and ideas	
10	Gather customer requirements on campaign	
11	Develop target audience segmentation	
12	Create campaign message and objective	
13	Develop social media content strategy	
14	Develop work schedule	
15	Create campaign advertisement assets	
16	Gather research on target audience and product/service analysis	
17	Develop video marketing media content	
18	Create storyboard for video production	
19	Produce video content for multiple video platforms.	
20	Edit final video content	
21	Produce final video	
22	Gather goals and Key Performance Indicators (KPI)	
23	Implement Tracking and Measurement Tools	
24	Analyze data and optimize campaign	
25	Gather customer requirements on user interface	
26	Develop user interface design	
27	Create functional prototype to gather feedback	

S/N	List of Competencies (Standard)	Company to indicate '✓' for OJT competencies it can provide
	Sub-total of Competencies (Standard)	
List of Competencies (Company-specific)		
1		
2		
3		
4		
5		
6		
7		
	Sub-total of Competencies (Company-specific)	

Note:

- Company must be able to provide OJT for at least **75%** of the List of Competencies (Standard).
- If company is unable to meet the 75%, please propose alternate **course-related** competencies which are unique to company operations. Alternate competencies are capped at 25%.
[i.e. 50% of the list of competencies (standard) + 25% alternate competencies (Company-specific)].
- All alternate competencies (Company-specific) must be reviewed and endorsed by ITE.
- Trainees must receive OJT and be assessed for **All** competencies selected in this List.

Total no. of competencies selected by company for OJT

Total no. of competencies listed (*standard & company specific*)

Percentage of selected competencies

Completed By:

Name

Company

Designation

Date

For ITE's Completion			
Reviewed by CED / College <i>(For Company-specific Competencies)</i>			Verified by IBT Officer
Name:			Name & Date:
Designation:		Date:	

Version: May'24

Course Objective

The **Work-Study Diploma in Media Communication & Digital Marketing** equips trainees with skills, knowledge, and professional attributes in digital marketing strategy & content creation, using technological innovation and media production capabilities. These areas would create value for employers in the digitalization economy to meet multi-device usage and mobile media consumption.

Module Synopsis

Module 1: Brand Management

On completion of the module, trainees should be able to build, develop, maintain, and enhance a strong brand identity that resonates with the target audience and contributes to the overall business success and growth.

Module 2: User Experiences

On completion of the module, trainees should be able to design and produce user experiences in digital products and services.

Module 3: Content Marketing

On completion of this module, trainees should be able to develop, create, and execute effective content campaigns to reach and engage their target audience.

Module 4: Social Media Campaign Advertisement 1

On completion of this module, trainees should be able to apply the right mix of platforms to engage target audience and achieve marketing objectives.

Module 5: Social Media Campaign Advertisement 2

On completion of this module, trainees should be able to plan and propose comprehensive social media strategy, evaluate and determine the most effective activities and content types across different platforms, and create social media assets for advertising.

Module 6: Video Advertisement 1

On completion of this module, trainees should be able to connect and engage with the brand's target audience effectively, by applying the principles of video storytelling and storyboarding.

Module 7: Video Advertisement 2

On completion of this module, trainees should be able to create, produce, and distribute effective video and animated content that reach and engage their target audience.

Module 8: Digital Marketing Analytics

On completion of the module, trainees should be able to collect, analyze and interpret data, as well as measure the effectiveness of digital marketing campaigns, strategies, and tactics.

Module 9: User Interface

On completion of this module, trainees should be able to create a functional prototype by applying the knowledge of user interface.

Module 10: Company Project

On completion of this module, trainees should have applied their acquired competencies in an authentic project that would value-add to the company.

YEAR 1 (2026)					
	Module Title	Module Code	Hours	DATE	Exam series
Year 1 <i>2 days/wk</i> <i>18 weeks</i> <i>8 h/lesson</i> <i>Mon & Tue</i>	Brand Management	DM71011	60	6 Apr to 12 Jun (10 wks) 13 Jul to 4 Sep (8 wks) (2026)	Sep
	Content Marketing	DM71013	80		
	Social Media Campaign Advertisement 1	DM71014	70		
	Social Media Campaign Advertisement 2	DM71015	70		
TOTAL NO. OF HOURS FOR YEAR 1			280		
YEAR 2 (2027)					
	Module Title	Module Code	Hours	DATE	Exam series
Year 2 <i>1 day/wk</i> <i>34 weeks</i> <i>8.5 h/lesson</i> <i>Fri</i>	Video Advertisement 1	DM72010	90	5 Apr to 11 Jun (10 wks) 12 Jul to 17 Sep (10 wks) 4 Oct to 10 Dec (10 wks) 10 Jan to 4 Feb 2028 (4 wks)	Mar
	Video Advertisement 2	DM72011	90		
	Digital Marketing Analytics	DM72012	100		
TOTAL NO. OF HOURS FOR YEAR 2			280		
YEAR 3 (2028)					
	Module Title	Module Code	Hours	DATE	Exam series
Year 3 <i>2 days/wk</i> <i>16 weeks</i> <i>8 h/lesson</i> <i>Wed & Thu</i>	User Experience	DM71012	80	3 Apr to 9 Jun (10 wks) 10 Jul to 18 Aug (6 wks)	Sep
	User Interface	DM73013	70		
	Company Project	DM73014	100		
TOTAL NO. OF HOURS FOR YEAR 3			250		